

Foreword



Media

A peer review journal by the African Communication Research states that women are still battling old ghosts in gender and African media. Author Audrey Gadzekpo states that there has been more attention paid to the nexus between gender and media in Africa, since re-democratisation spurred the growth of pluralistic media on the continent.

Watchdog Media Monitoring Africa also asserts that women represent half the population, yet [they] are dramatically underrepresented in the media. This global phenomenon was outlined by the third Global Media Monitoring Project conducted in 2005. Locally, MMA has done several monitoring projects on gender representation in South African media, which has made gradual improvements. However, the level of women speaking in the media is still way below 50%. When women do speak, their roles are often limited to victims, family of somebody or when they are celebrities. Professional people, when quoted, on the other hand are almost all men.

But there are women that are raising their voices to be heard in this sector throughout the continent.

*It is to these women that **Unique Speaker Bureau**, the home of top speakers for your event or function, pays tribute.*

REGIONAL WINNER



From Zambia

Catherine Ndashe Phiri

Zambian and SADC North regional winner in the Media sector Catherine Phiri, managing director of Media 365 is a seasoned and insightful founding partner and managing director of Media 365, based in Lusaka, Zambia. Media 365 is a boutique innovation agency using creative mediums for social transformation, the first of its kind in Zambia. Since 2011, Catherine has provided strategic direction for the company and manages high-level clients and produces all audio-visual content Media 365 creates. On a day-to-day basis, she directs the management team to ensure the company is cost efficient, and effective while overseeing all strategic operations. She also serves as an executive producer of all Media 365 productions. She has a post graduate diploma in journalism and has since pursued an MBA (marketing), and is a highly motivated communications professional and specialist in maximising occupational awareness. In 2014, Catherine became the first Zambian to speak at TEDxEuston in London.