



Quote This Woman+

We help journalists find women's voices for their stories

We help women gain agency in the media spotlight

#NoVoiceLeftBehind

Who are we?

NPC that links journalists to a database of leading women experts that we curate from mainly from South Africa, but more recently from across Southern Africa

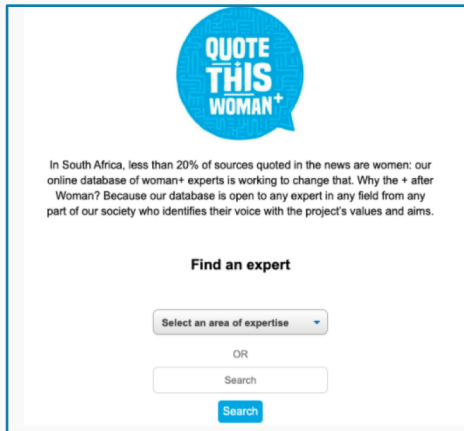
We lobby media to look beyond their male sound-bite stars for sources and we monitor for biases that show in news reporting

Currently, there is no cost to experts for being on our database, or to reporters for using it.

We train women to feel safe in the media - or any - spotlight

We've partnering with experts to build the body of knowledge journalists have as a basis for reporting. (As soon as we can find \$\$\$, 15 women scientists will provide a COVID training webinar for student/young journalists, community, & new media players on vaccines, Covid-19 long term complications, treatment, and testing

We help journalists find great stories - while closing the gender gap



The screenshot shows the 'QUOTE THIS WOMAN+' website. At the top left is a blue speech bubble logo with the text 'QUOTE THIS WOMAN+'. Below the logo is a paragraph of text: 'In South Africa, less than 20% of sources quoted in the news are women: our online database of woman+ experts is working to change that. Why the + after Woman? Because our database is open to any expert in any field from any part of our society who identifies their voice with the project's values and aims.' Below this text is a section titled 'Find an expert' which contains a dropdown menu labeled 'Select an area of expertise', the word 'OR', a search input field with the placeholder text 'Search', and a blue 'Search' button.



Who are we?

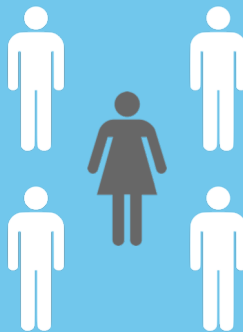


The "+" in our name covers the fact that our database is open - beyond women- to all voices marginalised in mainstream news. Whether because of living with disability; or sexual identity, gender orientation; poverty; education; rural location; or anything else.

Where are the women?



The ratio of men to women
as news experts



4 out of 5 people mentioned in politics & election articles are men Media Hack, 2019

Overall, the same for Covid-19 MMA, 2020

Less than 4% of news stories challenge gender stereotypes GMMP, 2015

Why do we care?

“Men and women experience life differently. When women’s voices are absent, their perspectives are absent too, perspectives that are critical to deep and broad debates, and to a rich media landscape & the narratives that underpin public opinion & policy making”

OW+ Founding Principle

“That women are under-represented as news sources in SA around the novel coronavirus is a problem,... (it) indicates an ongoing struggle to give voice to those who carry a disproportionate burden in society, and to a degree complicity in recreating existing power dynamics of male dominance.” MMA report

Why this news misogyny?



Deciding who makes news is a complex **juggling** act made by journalists, editors and producers daily, in the context of **diminishing budgets**, few experienced **staff**, **fake news**, and workloads that have expanded to include the **creation of content across increasing numbers of**

Newsrooms need help

The pressure to get a snappy soundbite from an established expert is intense. Too often this means that reporters fall back on the sources they are familiar with – who will take their calls and give a quotable quote.





Too often that's likely to be a man

**QW+ knows many news teams
WILL broaden source lists
/close the gender gap**

**if they can implicitly trust
both the sources, and the
organisation advocating the
sources to them**

**and if it's really easy for
them to do so (they don't
have to jump through hoops)**

What does the QW+ database look like?



Top areas: Gender and Covid-19

Currently the database is a google spreadsheet that anyone working in news can access through our website.

It contains each expert's email address and bio - for cell details, contact us

Over 300 credible expert/thought-leader sources from overlooked demographics
40+ categories, Agriculture - Xenophobia



QW+ Covid-19 health experts



Dr Tlaleng Mofokeng - Health & gender **UNHRC Special Rapporteur, Gender Commissioner, Sexual Health /Public Health expert**



Dr Atiya Mosam - Public health **Medical doctor, public health medicine specialist**



Dr Shakira Choonara - Public health **SA 2017 Woman of the Year in Health, and a member of the African Union's Youth Advisory Council**



Dr Lehlohonolo Majake - Public health **An expert on both private and public health care, and the NHI**



Dr Jenniffer Moroa - Vaccines and clinical trials **Heads the African Human Clinical Trials portfolio of The African Academy of Sciences.**



Prof Glenda Davison - Covid-19 testing **Head of Biomedical Sciences at CPUT**

More QW+ Covid-19 experts



Alana Potter -
Poverty &
inequality
**water and sanitation
governance, planning
and policy in SA and
Africa and at district,
national, regional and
international levels.**



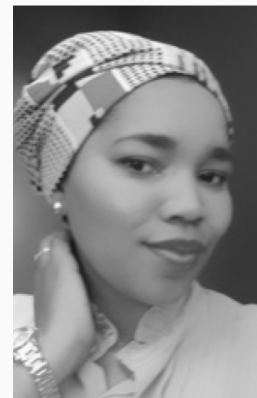
Bhavna Ramji -
Labour &
economy
**Attorney at the
Casual Workers
Advice office.
workers' rights,
casual and contract
workers**



Joanne Hardman -
Education
**UCT education
specialist on all
aspects of the virus
and the academic year
(school & university),
curriculum adaptation,
student anxiety**



Safura Abdool
Karim - Policy &
political analysis
**Wits Public health
lawyer re: pricing of
meds/vaccines,
rights implications in
quarantine, prisoner
rights etc**



Asanda
Ngoasheng -
Policy & political
analysis
**Academic, diversity
and educational
change agent,
political analyst**



Nchimunya
Hamukoma -
Looking ahead
**Africa-wide
economist, policy
strategist/futurist
School of Collective
Intelligence,
Morocco.**

QUOTE THIS WOMAN+

Hello <<First Name>>,

First up today, additional media topics for a current database member:

Gender commissioner, medical doctor, and published author [Dr Tlaleng Mofokeng](#) is a much-quoted QW+ Covid-19 public health expert. She is also South Africa's favourite sexual health and pleasure expert, now providing commentary on the presence of SARS-CoV2 in semen; and on safe sex, kissing & other physical contact in the context of Covid-19 infection prevention.

Six new Covid-19 related experts:

- [Ella Bust](#) is a research intern at the Early Learning Resource Unit who can comment on Covid-19's effect on early childhood development (ECD) and children with special needs, and the closure of ECD centres.
- [Lebogang George](#) is a lawyer who can talk about how the court system is adapting to contactless proceedings - and much more.
- Contact pharmacist / governance guru / public health expert [Nsovo Mayimele](#), about the impact of the pandemic on the functioning of states and institutions.
- [Nyasha Karimakwenda](#)'s expertise lies in gender and women's rights. Talk to her about how gender-based violence and violence against children is increasing, the challenges to seeking help, and forms of recourse.

FORTNIGHTLY MEDIA UPDATE

- [Nyasha Karimakwenda](#)'s expertise lies in gender and women's rights. Talk to her about how gender-based violence and violence against children is increasing, the challenges to seeking help, and forms of recourse.
- [Dr Sara Black](#)'s roles at the Centre for Education Rights and Transformation (UJ) and the Centre for Innovation in Learning and Teaching (UCT) enable her to talk about Covid-19 and education.
- [Prof Stephanie Burton](#), an internationally recognised researcher, can provide insight into universities' response to Covid-19, and its effect on research.

You can get me on [Twitter](#), via [email](#) or via WhatsApp on +27846888980 if you're looking for the cellphone number of an expert on this database.

There are seventy women experts on this database: apologies for the current unwieldy format. However: QW+2.0 is under development and we can't wait to share it with you. Speed up this process by [supporting our crowdfunding programme](#).

The QW+ Covid-19 database is a team effort — big thanks to Renee Moodie, Jordan Magrobi, Bev Ashworth, Siobhan Johnson, and Gail Strauss.

Stay safe out there and catch you next Thursday,
Kathy

PS: if you're receiving this from someone, sign up for our weekly expert updates [here](#).

QW+ in action

From: Amanda Watson <amandaw@citizen.co.za>
Date: Tuesday, 17 March 2020 at 10:16
To: 'Kathy Magrobi' <kathy@quotethiswoman.org.za>
Subject: RE: Special QW+ coronavirus database: epidemiologists | public health | distance education | hospital engineering architects | mass panic analysts | more

Hi Kathy,

This is the story my reporter is working on today:

The infection of Coronavirus is expected to grow beyond proportions in rural Limpopo province as the province is currently facing acute shortages of water. Please wash hands to prevent the spread of the deadly virus. The province, which is 80% rural, is currently depending on boreholes and rain water for household needs. How do they wash their hands/prevent the spread of the disease?

Any ideas?

Amanda Watson
Deputy news editor

The Citizen

Tel: 010 - 492 - 5279
Cell: 084-660-5075
www.citizen.co.za
MORE NEWS. YOUR WAY.

From: Kathy Magrobi <kathy@quotethiswoman.org.za>
Date: Tuesday, 17 March 2020 at 10:25
To: Amanda Watson <amandaw@citizen.co.za>
Subject: Re: Special QW+ coronavirus database: epidemiologists | public health | distance education | hospital engineering architects | mass panic analysts | more

Hi Amanda,

Please get your reporter to speak to Alana Potter who has just commented in the Daily Maverick about water issues. Her media topics are water, sanitation, human rights, xenophobia, informal settlements, inequality, school sanitation, local government water services, basic services, women, disability, access to services, ecology/wetlands/mapping and remote-sensing/fires, conservation with Cape Flats Sand Fynbos

She's on the QW+ database and I have just written to her and asked her to join the COVID database. Her details are as follows: alana@seri-sa.org / 082 [REDACTED].

Also, Erna Kruger land - with an emphasis on communal tenure, education, employment, rural women; water crisis, water in rural areas, conservation agriculture, intensive homestead food production, food security, info@mahlathini.org / 082 [REDACTED]. She is amazing and is intimately familiar with the water crises in Limpopo.

Many thanks
Kathy Magrobi
Director: Quote This Woman+
0846888980
www.quotethiswoman.org.za
There's really no such thing as the 'voiceless'. There are only the deliberately silenced, or the preferably unheard. Arundhati Roy

From: Heather Richardson <heather@hg-richardson.com>

Date: Monday, 27 July 2020 at 16:06

To: <kathy@quotethiswoman.org.za>

Subject: Tourism experts

Hi Kathy, Hope you're well. I'm looking for someone to briefly speak to about the state of tourism across Africa, but focusing on SA, Kenya and Egypt. This is for Quartz. I'm keen to hear about the knock-on effects of decline in tourism for economies and employment, with specific challenges for different regions and countries. My deadline is EOB tomorrow. Thank you! Warm regards, Heather

Heather Richardson Freelance Journalist

www.hg-richardson.com

[Twitter](#) | [Instagram](#)

On Mon, 17 Aug 2020 at 19:03, Annika Surmeier <annika.surmeier@manchester.ac.uk> wrote:

Dear Heather and Kathy, I just wanted to thank you for your great work. Heather cited me in an article of hers for Quartz after she received my details from Kathy. The link to the article has been shared in the newsletter of the Global Development Institute, University of Manchester who were happy about the dissemination of my research.

"Dr Annika Surmeier, School of Environment, Education and Development (SEED), is quoted in Quartz Africa, on the effect COVID-19 could have on Africa's tourist industry. She says it has been "devastating", particularly affecting women and poor communities, but says it is also a chance to create more "resilient, sustainable and inclusive tourism".

I just wanted to share this with you because it is a direct result of your NGO and I really appreciate your efforts – and Heather's too!

Best wishes, Annika

Dr. Annika Surmeier, Marie Curie-Sklodowska-Curie Global Fellow

Global Development Institute, University of Manchester, UK & Graduate School of Business, University of Cape Town, South Africa T: +27(0)76 444 2584 & +49(0)176 64836488 Email: annika.surmeier@manchester.ac.uk / annika.surmeier@gsb.uct.ac.za Skype: annika_surmeier

Africa's fast-growing tourism industry could lose up to \$120 billion and millions of jobs

By Heather Richardson

Opinion Piece - August 4, 2020

When the Covid-19 pandemic changed the world earlier this year many African countries were quick to react. Borders were closed and protocols from past or existing epidemics (TB, HIV, Ebola) were rolled out. Of the many industries hit by lockdowns, tourism that indirectly employs 24.6 million people across the continent (6.8% of total employment)—was hit particularly hard.

In July, Safaribookings.com surveyed 306 safari operators that over 90% had seen a 75% or more decrease in bookings requests and actual bookings due to the coronavirus pandemic. World Travel and Tourism Council's (WTTTC) best case scenario is a \$120 billion hit to GDP across the continent; its worst case is a \$120 billion loss in GDP contribution.



After a shutdown in March, domestic tourism operations resumed under certain conditions in May: hotels, for example, could only work at a 25% occupancy rate, relaxed to 50% in June.

International tourism resumed in July, but with the second highest number of confirmed coronavirus cases in Africa (though new cases fell to zero in July), 14-day quarantine-on-return requirements from countries such as the UK will be problematic.

But making guests feel safe, with robust health and safety protocols, will be a major part of the tourism recovery phase – but it will take time.

"Tourism has rebounded from numerous past crises, and here we will bounce back this time too," Gordon says, "and innovative perspectives."

Surmeier also believes this industry's recovery will present an opportunity to create more resilient, sustainable and inclusive tourism.

"When actors along tourism value chains collaborate, they can create more resilient, sustainable and inclusive tourism industries in Africa and beyond." Annika Surmeier





Getting beyond the Meta Narrative

██████, how are you? The last few ██████ have been incredibly good reading, so thumbs up.

So: a perspective on ██████ article on ██████: it falls short on the reversibility test, in which one considers if the language or framing would be used if the subject was a man. There have been interesting studies in recent years on how subtle sexism in media reporting can impact on politician's popularity and self-belief. Not sure if you've seen examples like these:

<https://www.cjr.org/analysis/pink-wave-candidates.php> and
<https://www.tandfonline.com/doi/full/10.1080/14680777.2018.1468797>


Best wishes,
Kathy Magrobi
Director: Quote This Woman+

Feeling the love for QW+

Our most experienced reporter, Antony Sguazzin, and myself are always looking to include not just women's voices but female experts in our stories. Getting lists of experts from your organization has helped us to search beyond the people we already have in our contacts. And, writing from Africa, I think it's crucial to include African voices, and not just fall back on experts in Oxford or Brussels.



Pauline Bax, Africa editor for Bloomberg News.



The experts you provided access to have been helpful with our coverage so far, especially as far as including women as authoritative voices on all issues affecting society.

Mogomotsi Magome, Associated Press.


Prof Glenda Davison, biomedical scientist, COVID expert, QW+ member.



I must thank QW+ for including me on your database as I have had a number of journalists asking for my opinion on the Coronavirus. I have been interviewed by Newzroom Africa, The Citizen and a number of other publications. It has been a great honour to have my opinion valued.



Sofia Melo & Raza Naqvi, Vox Media.



We appreciate the Quote This Woman+ project - exactly the voices Vox would love to promote

Love, love, love

My name is Michelle Gumedé and I am a news correspondent from the French press news agency Agence France Presse (AFP). I came across your God-sent link saying you had contacts to various female experts that deal with coronavirus. Please could you furnish me with the contacts of : Dr Mofokeng, Dr Jernberg, Prof Smith, Dr de Gruchy, Dr Goldstein.

Thank you so much for the incredible service you offer – Kimon de Greef, New York Times

Kathy! Great project! Adrian Basson, Media 24

I am a big fan of your database! Elri Voight, Spotlight NSP (health publication)

This is amazing Kathy – thank you! Looking forward to working with you, and getting these powerful women voices out there! Minette vd Walt, kykNET content editor

Thanks for this! I work at Carte blanche, which would benefit in more female expert voices. Mosibudi Ratlebjane

I'm an NBC Sky World News service producer (London). I'm keen to build a list of experts that's diverse & represents historically under-reported voices. Linda Givetash

This is an amazing resource – and so needed – thank you! I'd like to donate some money towards this amazing initiative! Becky Lipscombe, BBC producer

Thanks so much – an amazing list. Lee Wolf, 702 producer

We have too many men on eNCA! Lynne O Connor

Thank you as always for these lists Lynsey Chutel, Quartz freelancer

Kathy – you're the best! Karabo Mafolo, Daily Maverick



Email: kathy@quotethiswoman.org.za

Phone: 084 688 8980 – Kathy

Website: www.quotethiswoman.org.za/

Support us



@quotethiswoman