



WMW JAMAICA

News & Magazine

WHY MEDIA NEEDS MORE NAKED, VULNERABLE & BRAVE WOMEN

When people say "sex sells" what they usually mean is that young, stereotypically attractive women, approximately 115 to 160 pounds, in body-hugging or otherwise revealing clothes make buying anything from car batteries to newspapers more appealing.

Women uncovered, exposed and stripped down for public critique is a kind of sport and a universal pastime. If you disagree, maybe you can explain Miss Jamaica Universe Kaci Fennell blowing up the Twittersphere, or why Minister Lisa Hanna's social media presence gets everyone hot and bothered. So yes, we are accustomed to seeing women in media but all the seeing rarely makes us at ease with the complexity of their lives, hungry for their perspectives or eager for their leadership.

The gap, where women are both vulgarly ubiquitous and yet painfully invisible, was the primary reason for **WMW Jamaica's PowHERhouse media and leadership training series** for young women ages 15-35. WMW invited young women in Kingston during the first quarter of 2014 to learn

about how to fill the gap, by claiming media for themselves and skillfully using it to advance their own leadership. In July 2014, the training team partnered with the **Marcus Garvey Youth Information Centre** in the parish of St. Ann to host four days of training with 46 young women from five parishes (St. Ann, St. Mary, Trelawny, Westmoreland & St. James) to discuss media literacy, producing TV shows, blogging basics and public speaking.

The young women were high schoolers, youth club leaders, media practitioners and aspiring politicians. After four days with myself and TV producer/youth advocate Emprezz Golding, independent blogger and environmental activist Emma Lewis, and media veteran Paula-Ann Porter-Jones, we asked them to remember four things.

1. Fear and Failure should never be Final

Many of the participants would have described themselves as media consumers rather than content creators. In order to facilitate a shift in their perspective, the training asked each of them to talk candidly about their fears, which included driving beside trucks to public-speaking. Some participants were surprised that the training included that kind of soul searching, but eventually they appreciated the importance of facing the issues that fuel their fear. Media no doubt amplifies your voice, but also leaves you much more vulnerable for critique...again ask Lisa Hanna, she can tell you. . We also know that double standards mean that a fall from grace from for a woman can be doubly painful. So the training acknowledged the gendered realities of the

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By ~ Georgia Love

SHIRLEY PRYCE - INTERNATIONAL PIONEER

Since 1991, household workers in Jamaica have been represented by a non-governmental organization that lobbies for their rights. Most Jamaicans, however, don't know that it exists. **The Jamaica Household Worker Association (JHWA)** was founded by a group of household workers which included Shirley Pryce. What started as an association became a fully fledged union in 2011. "We decided to become a union so

we can have more bargaining power, this will give us more teeth than an organization can," Vice President of the JHWA Nicola Lawson states. While an association can advocate for members, a registered union like the JHWA has the legal status to defend the rights of its members. There are 4,300 registered members in the Jamaica Household Workers

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By ~ Ruth Howard



NADEEN SPENCE EMPOWERING WOMEN'S VOICES

Ask for your rightful place in society"

Think of a group of both men and women sitting at a dining table. The men are chomping, chatting and guffawing, comfortable

to have their voices and personalities dominate the space and overwhelm the room. And the women? They are looking from one male speaker to the next, nibbling and nodding acquiescence. Some are having conversations of their own in more subdued tones. Most are simply eating. Quietly.

In Nadeen Spence's words, *"They don't see the injustice of their voice not being at the table."* And so, Spence is using her voice and influence to sound a clarion call to women everywhere. An adjunct lecturer in gender and development studies at the University of the West Indies (UWI), Mona, she is determined to kindle the fires of a revolution within the next generation. How? By raising their awareness of gender inequality and challenging them to interrogate this system of injustice in every social sphere.

"I hope that the young women I teach will take it seriously and I hope that I create enough disciples that they carry the message everywhere," says Spence, who currently heads the *Young Women's Leadership Initiative* (YWLI), a group that trains young women to embrace the responsibility of leadership at the highest levels of society.

Founded in 2012, the YWLI was the brainchild of Spence and a group of seven other Jamaican women who were part of a transformational leadership for gender justice training workshop a year earlier. YWLI is also a member of the *51 % Coalition* and has strong links with **WMW Jamaica**.

The YWLI is currently operated under the purview of the only all-girls' dorm at UWI, the Mary Seacole Hall, and incorporates **Elect Her**, a programme aimed at encouraging female students to play a more active role in student governance, as well as the **I'm Glad I'm a Girl Foundation**. Spence also oversees the **Mary Seacole Hall Leadership Academy for Women**. At the university level, she manages the **UWI Leads** programme for men and women, which instills in the next generation of leaders the values and drive to be positive, effective change agents.

"Movement building is recognising [that] I have them [students] for a short time, and creating a consciousness that can be spread to the

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UPCOMING EVENTS

March 2015

WMW-Jamaica hosts weekly training workshops for women on social media skills - beginners and intermediate levels. Contact WMW office

March 2015

IWD Expo on Sat. March 7, from 10am, at the UWI Undercroft - hosted by WROC. Booths and displays by a wide range of agencies including WMW, Young Womens Leadership Initiative, WROC, and more.

April 2015

WMW will host Forum & Boost Camp on «Promoting Women's Leadership, Engaging Media» - Contact WMW Office for info.

WHO MAKES THE NEWS?

The 2015 Global Media Monitoring Day will be an ordinary day in newsrooms around the world. But it will be a special day for groups in over 120 countries - including 14 Caribbean countries - where volunteers will gather to monitor their news media. After months of planning and training, they will bring to life the fifth Global Media Monitoring Project (GMMP).

What is the GMMP? It is the world's longest-running and most extensive research on gender in the news media. It asks questions such as : Who makes the news? Who is missing from the news? Which news topics feature women or men? Who delivers the news? Who do male and female journalists seek out as sources? What are the occupations of women and men in the news?

Since 1995, the GMMP has been finding answers to these questions. Every five years, the GMMP analyses hundreds of thousands of news stories across the globe. The results have revealed that in the world's news, men outnumber women by



4 or 5 to 1. The last GMMP (carried out in 2009) found that in the Caribbean, 26% of people in the news were female while 74% were male. Women were outnumbered by men as newsmakers in major news topics. The sex of the journalist made a difference to whether or not women or men made the news: there were more women in stories reported by female journalists than in stories by male journalists.

So, in 2015 will these gender disparities decrease? In Jamaica, WMW will spearhead GMMP 2015, monitoring news on radio, television, in print and on the internet. The research findings will reveal how fast or slowly we are moving towards gender equality in the news.

For more info visit www.whomakesthenews.org



Founder of I'm Glad I'm a Girl Foundation speaks at the 51% Coalition's media campaign launch, 2014

rest of Jamaica and the rest of the Caribbean," she explains. **"When you know, you teach."** And she encourages her students to take this example seriously: **"Now that you know, you have the responsibility to teach."**

So, have her students been taking on the challenge? Spence thinks so. She speaks with pride of 2014 UWI graduates who have started a mentorship programme in Clarendon, teaching young women about issues affecting their lives. She also makes reference to students who are mentoring in girls' homes and going into schools to teach self-esteem. **"They are providing support, showing concern,"** she says. **"They carry it to their churches, schools, community groups ... it becomes a part of their philosophies."**

Despite these glimmers of hope, however, Spence believes much more needs to be done before it can be said that gender inequity in Jamaica is being adequately addressed. Her dream is to see the dialogue around this issue extended to the masses.

"The women's movement in Jamaica is too much about writing," she stresses. **"There is not enough mobilising of women on the ground."** In fact, she adds, **"I don't know if the women's movement in Jamaica was ever a mass movement. It needs to become a mass**

movement to counter some of the beliefs and cultural practices that people hold unchallenged."

She gives the example of a male student leader stating that women are too emotional to lead. Assertions like these, she points out, perpetuate a myth of women

"Movement building is.....creating a consciousness that can be spread to the rest of Jamaica and the rest of the Caribbean"

being incapable of making rational, logical decisions – a myth which is only one of many examples of patriarchy at work.

"There is a system called patriarchy that is perhaps the oldest system of inequality in the world. We accept it because all the religions of the world legitimise [it]. It is a society-supported ideology," Spence explains. **"Women need to not tolerate it."**

But women do tolerate it. For years, she has watched female students repeatedly choose to take a back seat, offering the same explanations and excuses for their absence from high-level leadership and

reinforcing, through their absence, the image and belief that women do not belong in seats of authority.

"Patriarchy is such an engrained part of culture," Spence explains, that many people do not even realise it exists until someone points it out to them and challenges them to think critically about it. Hence her relentless efforts to get people thinking, talking, and, hopefully, making a difference. She acknowledges the magnitude of her hopes: **"I know it is easier said than done, but that's why you can't be afraid."**

And so she toils on, trying to empower her young charges to wake up to their own power and create the change that she believes will benefit them and generations to come. She draws inspiration from Oprah Winfrey, whose spirituality and philosophies, she says, **"have transformed my mindset"**, and from her mother – a woman she describes as the embodiment of an indomitable,

efficient, "just-do-it" mentality.

And as she goes, she also tries to empower herself to be more effective in her endeavour. She was a participant in Hilary Clinton's Women in Public Service Project in 2013, is an alumni of the International Visitors' Leadership Program organised by the United States (US) state department and US embassy in Jamaica in 2014, and is currently a Vital Voices Leadership fellow.

Ultimately, Spence hopes that women will rise up to claim their voices and speak out. **"Take leadership,"** she urges them. **"Ask for your rightful place in society."**



**WMW
Power
House
LADIES**

By ~ Emma Caroline Lewis



A CONVERSATION WITH JUDITH WEDDERBURN

“It's All About Women Working Together”

Judith Wedderburn settles into her seat on my back verandah and sips her coffee. “I am very fortunate to be where I am,” she tells me.

I, in turn, consider myself fortunate to be talking to her. First, I congratulate her on her national honor. The St. Andrew High School for Girls alumna was awarded the Order of Distinction, Rank of Commander (CD), for her invaluable contribution as a Gender Development Specialist in Jamaica and the Caribbean in 2014.

But the founding member of WMW and Director of the Friedrich Ebert Stiftung (FES) with responsibility for Jamaica and the Eastern Caribbean is not resting on her laurels after more than twenty years of active involvement and leadership in gender and development issues. Since 1995, her work with FES represents her support of the principles embraced by the German non-profit political foundation: gender equality, social justice and building community. These reflect Wedderburn's personal ideals, as well as her vision for Jamaica, encapsulated in the fundamental values of social democracy. It was “an incredible opportunity” to work in Jamaica's interest, she says. And she is thankful for it.

During her years with WMW and FES Wedderburn observes, she has come to appreciate more deeply “the value of having multiple partners in building democracy.” It becomes clear that this has been a hallmark of her career. “I am very proud that I have been able to carry on that [FES] tradition,” she adds. Her consistent activism and organizing skills have borne fruit over the years, through support for the trade union movement, for example, FES is a long-time partner of the Trade Union Education Institute (now the Hugh Lawson Shearer Trade Union Education Institute) on the University of the West Indies (UWI) Mona Campus.



Judith Wedderburn (2nd right) with colleagues from WMW Jamaica; the Institute of Gender and Development Studies (IGDS), Mona Unit; and the 51% Coalition, which hosted a stimulating Intergenerational Forum on “Utilizing Media to Promote Women's Leadership” at the University of the West Indies on November 27, 2014. The Coalition partnered with WMW Jamaica/UN Women-FGE, Friedrich Ebert Stiftung and the Young Women's Leadership Initiative for this event.

education programmes for the People's National Party Women's Movement. (FES is a political foundation allied to the Social Democratic Party in Germany). She has worked to strengthen and support a number of women's non-government organizations and community groups in Jamaica, and continues to do so.

Regionally, Wedderburn is committed to pursuing the achievement of gender equality and women's empowerment in the countries of the Organization of Eastern

Caribbean States (OECS), work she has done in collaboration with the Caribbean Policy Development Centre (CPDC), a network of Caribbean non-governmental organizations. Her work in the region is “not something I take lightly,” she affirms. She is “exceptionally honored and humbled” to support women from these smaller English-speaking islands of the Caribbean, which do not have the benefit of institutional infrastructure that the larger islands enjoy. It is very important that they are included in the dialogue and in the strengthening of their own societies, however small, Wedderburn believes.

Back in Jamaica, with UNESCO and the UN Development Program (UNDP), FES supported the establishment of the Caribbean Institute of Media and Communication (CARIMAC) at UWI Mona in 1974, helping to set up a Radio Education Unit there. In partnership with WMW (which is a member of the 51 % Coalition), Wedderburn has since taught at UWI. She points out that WMW Jamaica has always been a space in which women worked together, most times with minimal resources, to build their individual and collective capacity. Building inter-generational

“The Partnership faced challenges in 2014, we found new collective commitment through dialogue, respect and understanding. That is the Jamaica we must always strive to be.”

Wedderburn has created and taught many youth leadership programmes, including one for adolescent girls in the Craig Town Youth Development Association, and through FES, has supported political

Caribbean States (OECS), work she has done in collaboration with the Caribbean Policy Development Centre (CPDC), a network of Caribbean non-governmental organizations. Her work in the region is “not

dialogue and working relationships, she feels, is one way of overcoming the inter-generational poverty which is a feature of many Jamaican communities.

"Civil society is a valuable partner and player alongside government," Wedderburn says. "As women, there is a larger good that we are serving." She pointed to Prime Minister Portia Simpson Miller's comments on the Partnership for Jamaica in her New Year Message for 2015: "Although the Partnership faced challenges in 2014, we found new collective commitment through dialogue, respect and understanding. That is the Jamaica we must always strive to be."

I asked for her thoughts on the current debate on the "new feminism" – is it valid? Feminism "is not about gender alone," Wedderburn opined. "There are many nuances – gender relations, power, age, race, disability, class, education and so on." In the early days, she noted, Caribbean feminists such as Peggy Antrobus and others critiqued the "western" form of feminism, and thus developed a unique Caribbean definition that worked for the region. Of course, there will be "substantial differences in the way we live our feminism...but the essence of

feminism remains," Wedderburn observed. She is not keen on "reformatting" feminism, at all, and describes gender as "a nexus, a knot with many strands." These strands have to be carefully unpicked. It's detailed and it's complex. It's human.

Neither is she convinced by a recent ILO report's findings that Jamaica has the highest percentage of female senior managers globally, suggesting that women have "arrived" – or even that they are "taking over," as some Jamaicans assert.

The glass ceiling may have cracked a little, but it is by no means broken. Wedderburn points out that "certain women are doing well...but it has taken us fifty years to get where we are today."

There is still a long way to go; unemployment in Jamaica remains far higher among women than men (17.4% compared to 10.1% for men in January 2014).

Although Jamaicans often point to the high number of female UWI graduates, she argues, if you look at

the University of Technology, it is not the same. Women are still virtually excluded from some professions, and men are still in leadership positions in many areas of the private sector, as well as churches, trade unions and other social institutions. And of course, women are still in the minority in the leadership of the political sphere. So where are the majority of women, then? There are more women in their communities, at home, unemployed or under-employed, trying to make ends meet, taking care of larger families, than men who head households. We hear much talk about young men being marginalized, says Wedderburn. She acknowledged that "there are large numbers of young men who are marginalized" but pointed out, "these are not the ones in positions of power". She asked, therefore, "what are the men in power doing about these young men who are marginalized?"

"It's all about women working together," Wedderburn affirmed.

Yes, the sisterhood remains strong.

"She is not keen on 'reformatting' feminism, at all, and describes gender as 'a nexus, a knot with many strands.'"

NAKED, BRAVE & VULNERABLE (Continued from Page 1)

women's lives but also pushed them to see that neither fear nor failure should inhibit them from sharing their valuable ideas. Several of the trainers reminded them of the importance of always being prepared, apologizing when you're wrong, and as Paula-Ann Porter-Jones put it "nerves are normal, but when you're in front of an audience it's not about you... focus on them and do your job." Rather than become overwhelmed by the inevitability of your pounding heart and sweaty palms, remember WHY you want to say your piece and share your story. Which takes us to...

2 Staying Silent Makes You a Thief Nobody likes a thief and so I encouraged the women to realize that when they refused to speak up or share their perspectives, it meant that the society and their communities were being robbed of the value of their insight. In a country plagued with social problems, and where the development of rural parishes is patchy at best, the

young women were asked to consider their perspectives as not just optional, but instead as necessary. Jamaica desperately needs more creative and resourceful inputs from its citizens, especially women.

3 Don't Do It For The "likes": Authenticity Wins Every Time—In an age when even reality TV feels fake, young women often feel pressured to manufacture identities they see as slick and marketable. While it is important to be strategic, all the trainers emphasized the importance of being true to oneself, and that ultimately if they wanted to be courageous and "fearlessly passionate" about their goals, they must be vulnerable and authentic. Media is only a tool that still requires women to dig deep and get honest in order to create opportunities for connection. Which is why...

4 Stories Build Bridges Between Women: Stories build bridges between women—If nothing else, the training was about

bringing young women together to feel less alone in their pursuits of leadership, less isolated with their fears and stronger in their shared experiences. Leadership and life under a spotlight can be extremely lonely, especially for women, but so often, it's reading a newspaper article about women just like ourselves, a blog about a small town country girl like our mothers, or seeing magazine covers that feature women that look like your friends that ultimately make us braver to be naked, vulnerable and fearless in our truths as women.





Senator Duncan-Price: Standing row, 2nd from left

WOMEN'S LEADERSHIP IN POLITICS

“It will be a long road ahead, but I am seeing progress.”

Senator Imani Duncan-Price shares an update on the motion to Parliament to **“Advance Women in Leadership in Politics and Decision-Making.”** This motion passed with unanimous support on May 16, 2014, and a foundation is being laid to carry out this necessary and ambitious effort. The motion calls for gender equality in politics and in the boardrooms of Jamaica. At no time since Independence in 1962 has the proportion of women in Parliament exceeded 15 per cent.

“It is going to be a long road, but it takes a long time to change behaviour,” Senator Duncan-Price told WMW. Since the motion passed last year, a joint select committee (with bi-partisan members from Parliament’s Upper and Lower House) was formed. The committee will meet sometime soon (perhaps this November), the Senator says, but in the meantime, another steering committee has been established, jointly by the PNP and JLP, after Senator Duncan-Price was approached by **UNWomen**. In addition to political party participants, the steering committee includes representatives from the Electoral Commission of Jamaica, the media and the civil society NGO community. Senator Duncan-Price’s goal for the committee is to influence and support female candidate selection in time for the election next year. Senator Duncan-Price says she is encouraged by the dialogue that is taking place. “This needs a lot of groundwork, especially amongst representatives...*I’m doing the work to ensure there is a listening environment.*”



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HOUSEHOLD WORKER (Continued from Page 1)

Union (JHWU), and most of these are women. According to Lawson, there are far more household workers in Jamaica who are not registered because they haven’t heard about the union and due to geographical location. Household workers in Jamaica include gardeners and people who work in shops, but they are primarily made up of women who work in the home.

Judith Wedderburn, Project Director of Friedrich Ebert Stiftung (FES) has known JHWU President, Shirley Pryce since the early days of the organization when it started out as an association. At the time the JHWA was associated with an active group of women’s organizations and it was through this that she met Pryce.



“We [FES] began to support the association through a range of training programs.” says Wedderburn.

She admires the leadership of the union, including the work of its President. “If you want to have something done tell Shirley it can’t be done. She is the most determined woman I ever know.” This determination served Pryce well, as there have been many challenges over the years, both financial and physical. “Due the nature of their work in many different households it is difficult to reach (the household workers), especially in the rural areas. Another is getting a place to meet. While we are grateful for our present accommodation we have by far outgrown this space”.

“Most Friday evenings, you will see not less than 50 women squeezing into the small room to see and hear what is going on. Most times persons stand outside as they are unable to fit. However, I would say our biggest challenge is financial assistance as the dues collected are unable to cover our bills,” Pryce says. *(Continued on Page 8)*

WMW'S 2014 INTER~GENERATIONAL FORUM

“ Nobody gives you power,
you have to take it.”

This forceful message from **Mrs. Paula Ann Porter-Jones** marked the opening of WMW's Intergenerational Forum held on Nov. 27, 2014. Under the theme of **Using the Media to Promote Women's Leadership in Jamaica**, the Forum gave approximately 120 women specific tools to claim their voice and their power in the media. Attendees included young women from civil society organizations, government and university and high school students. It was jointly hosted by WMW, the Young Women's Leadership Initiative, the 51 % Coalition and received generous support from the **Friedrich Edrich Stiftung** and the **United Nations Entity for Gender Equity and Empowerment of Women**.

The goal of the forum was to empower women to take leadership roles and participate politically, to claim their voices in the media and to encourage healthy discourse in the media around these issues.



Participants were first treated to a video with comments on these topics from a cross-section of Jamaicans and then a dramatic performance about female elder leadership from WMW member and artist **Afolashade**.

They were then reminded to utilize during the forum one of the tools they can use to claim their power and voice: social media.

Dr. Marcia Forbes, distinguished member of the 51 % Coalition's Steering Committee then delivered a presentation called **"Disrupting a Convergence of Media Paradigms and Video Lights"**. Dr. Forbes urged women to get rid of harmful paradigms, such as always portraying women as victims. She discussed specific actions women can take to advance the conversation: use social media; and enlist the help of traditional media. This was also the theme of the presentation from **Ms. Latoya Nugent** of J-FLAG. Ms. Nugent urged women to see traditional media as stuck in stereotypical thinking and therefore to try to advance the conversation. She also said that women must claim the media spaces that they have access to with passion.

Participants then heard from **Ms. Nuneka Williams**, a high school student and graduate of WMW's PowHERhouse training. Ms. Williams told the conference that women have a right to take leadership roles and urged them to think about participating politically not just as voters but as candidates. In keeping with this message, Afolashade then reminded participants of the power of community radio for women to claim space in the media.

The forum then moved on to a spirited and informative question and answer session before wrapping up.





INTERNATIONAL PIONEER

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The Shirley Pryce Story

"I was discouraged by many persons who said I was wasting my time. But I am a go getter and I do not listen to negativity or discouragement, I believe in myself and will die fighting."

Pryce started as a household worker and she eventually decided to do a course in social work at the University of the West Indies. From there she received a degree in social work. "She did this with an incredible sense of courage," says Wedderburn.

Pryce is now employed at the National Housing Trust where she works as a Social Development Officer and this allows her to use the skills she acquired.

Pryce has also worked internationally – in 2010 and 2011 she represented Jamaica at the International Labour Organization (ILO) Conference in Geneva, Switzerland when she campaigned for governments to adopt the ILO's Decent Work Convention.

According to Wedderburn the ILO Decent Work convention is "the Bible for household workers. It's an instrument that is binding

under the law, if ratified by governments, to protect domestic workers, but they can use it to educate themselves and as a lobbying tool. It promises a decent wage, safe working conditions including being against harassment and harsh chemicals. With this [household workers] can become their own best advocate." And in 2011, when ILO Convention 189 was adopted, this represented an international milestone that fortifies Pryce's work in Jamaica.

"One of the things I admire about the union is that they know the Jamaican law. They know all the labour laws in regards to entitlement to vacation, sick leave, [a] proper work contract, equal pay for equal work."

In October of 2014 Pryce was awarded the Order of Distinction in the rank of officer on National Hero's Day for her contribution to domestic workers in Jamaica and the Caribbean. She is also the President of the

APPLY FOR JHWU MEMBERSHIP

Visit the office 4 Ellesmere Road and fill out an application form. Bring 1 passport photo, two recommendation letters (one must be from a past employer) and a \$500 registration fee. The union holds its meetings every Friday. For more information contact the union at:

9062849 or union_jhwa@yahoo.com

Caribbean Domestic Workers Network. She is now pursuing a master's degree overseas in Labour Law.

Amongst all these achievements, Pryce feels the most pride about the JWHU. "I am very proud of where we are today, we can bargain collectively like any other union. I remember when I was going up and down trying to do the registration I was discouraged by many persons who said I was wasting my time. But I am a go getter and do not listen to negativity or discouragement, I believe in myself and will die fighting," she says.

Wedderburn believes that Pryce is a great leader because of "her determination to, within her own capacities wipe out social injustice wherever she sees it. She isn't afraid to do the hard work.

She is very courageous."



~ By Saba Igbe

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