A review of UNSOM's strategic communications in support of

SOMALIA'S 2016 ELECTORAL PROCESS

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Preface

The UNSOM Strategic Communications and Public Affairs Group (SCPAG) conducted a robust civic education and information outreach campaign about the 2016 electoral process. The campaign consisted of several major strands, including: civic education activities to promote the credibility of the electoral process; capacity-building workshops for Somali journalists; media campaigns aimed at promoting women's participation; a series of international media outreach activities about the significance and greater inclusivity of this electoral process, compared to previous elections; efforts to ensure that the international community spoke with a unified voice on issues related to the process; and the promotion of transparency in the presidential election.

While the goal of civic education is to make information available and accessible to all constituents, SCPAG made a particular effort to reach youth and women — demographic groups traditionally left out of politics in Somalia. Outreach and education efforts were specifically designed to provide gender-sensitive civic education messages that highlighted the capacities of women as candidates and political leaders, encouraged women to run for office and promoted women's full participation in the electoral process.

Civic education is particularly important in Somalia, because the electoral process — and even the federal system of government — is, to a great extent, new to the Somali people. Additionally, elections in post-conflict countries such as Somalia have particularly high stakes, as political situations may be volatile and elections may have an unprecedented impact on the countries' future. Civic education and effective communications strategies provide Somalis with the tools to navigate this complex but potentially transformative process.

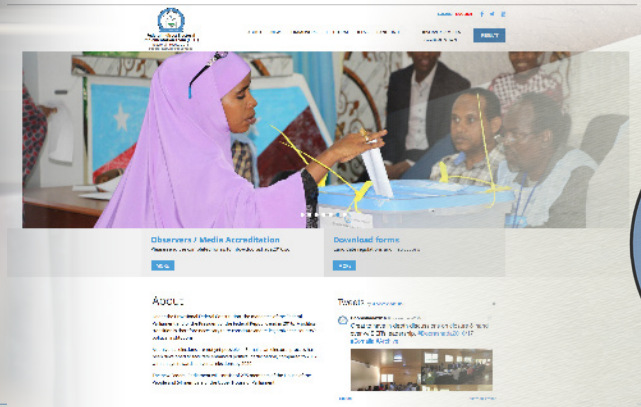
I. Presentation

The UNSOM Strategic Communications and Public Affairs Group (SCPAG) conducted a robust civic education and information outreach campaign about the 2016 electoral process. This campaign took place in the second half of 2016, targeting the Somali general public and media outlets.

The multi-pronged campaign consisted of six major strands:

Communications support to the Federal Indirect Electoral Implementation Team (FIEIT)

From FIEIT's inception, SCPAG provided extensive logistical and technical support to its communications efforts. This included the design of FIEIT's branding, as well as the drafting of a media code of conduct that was later incorporated into a more general code for candidates, electoral observers and members of the news media. SCPAG also supported the design of FIEIT's official social media accounts.



Promotion of the 30 per cent quota of parliamentary seats for women candidates

SCPAG played a key role in the design and production of a multifaceted package of communications products aimed at promoting greater gender equity. These included a radio talk show called *Hayaan* that addressed women's participation in politics, and a radio drama series featuring a young Somali woman named Habboon who mobilises support for greater women's participation in politics among residents of her hometown. SCPAG also developed a series of public service announcements to promote the empowerment of women.

Civic education activities to promote the credibility of the electoral process

A wide range of communications products was developed to promote the integrity and legitimacy of the electoral process. These included animated videos and a weekly 30-minute radio programme which addressed several aspects of the process ranging from security, transparency and accountability to the roles and powers of both houses of the Federal Parliament, among other topics.

Capacity-building of Somali journalists for covering the electoral process

A series of two-day workshops was organised by SCPAG for Somali journalists in six cities. A total of 125 journalists attended the workshops and discussed topics such as ethical guidelines for covering elections and the role of the UN in the electoral process.

International media outreach activities

A series of international media outreach activities was organised to highlight the significance and greater inclusivity of this electoral process. SCPAG made a concerted effort to stimulate interest in the 2016 electoral process among international media outlets by facilitating and organising media visits, numerous interviews and a briefing of foreign correspondents in Nairobi by the Special Representative of the UN Secretary-General (SRSG) for Somalia, Michael Keating.

Ensuring that the international community spoke with one voice on issues related to the process

SCPAG supported the dissemination of a united stance among international partners by issuing joint press statements regarding the political process on behalf of the UN, the African Union, the European Union, the Inter-Governmental Authority on Development (IGAD), Ethiopia, Italy, Sweden, the United Kingdom and the United States.

II. Overview of the electoral process

The electoral process was promoted as a vital stepping stone towards one-person, one-vote elections in 2020 and a major improvement over the 2012 electoral process.

While the electoral process did encounter some irregularities and malpractices, it produced very encouraging outcomes overall and marked an important milestone in Somalia's political transition.

An Upper House came into existence, with its 54 members chosen to represent the country's federal member states. This embodiment of the emerging federal character of Somalia will play a central role in advancing a genuinely national agenda.

The number of voters taking part in the 2016 electoral process significantly increased. The electorate was expanded from the 135 male elders who elected the Federal Parliament in 2012 to over 13,000 individuals, 30 per cent of whom were female.

Almost a quarter of today's members of parliament are now female — a truly remarkable achievement which reflected effective political mobilisation of Somali women. This historic breakthrough was supported by some prominent Somali politicians, the UN, the broader international community and a group of Goodwill Ambassadors appointed by President Hassan Sheikh Mohamed.

The current parliament is younger, more diverse and is likely to be more responsive to the electorate than the previous one. In short, this parliament is more legitimate and representative than any previous legislature since the last universal suffrage elections were held in Somalia in 1969.

The election of the new president was widely accepted as legitimate by the Somali people and the international community.

Upper House came into existence, with **54 members** chosen

275 seats of the House of the People distributed in accordance with the **4.5 formula**

24% of members of new parliament are **female**

Over **13,000** delegates in electoral colleges voted for House of the People candidates

III. Communications strategy

In 2016, UNSOM and the broader international community's overriding goal was to enhance the legitimacy of Somalia's governing institutions. Thus, these entities focused their resources primarily on supporting the electoral process. To that end, SCPAG concentrated its efforts on bolstering the visibility and transparency of FIEIT, the Goodwill Ambassadors, the Independent Electoral Dispute Resolution Mechanism (IEDRM) and the Federal Parliament.

The complexity and unique features of the electoral model adopted by Somalia's National Leadership Forum (NLF), a national decision-making body comprising the political leadership of the Federal Government of Somalia (FGS) and the Federal Member States, created a pressing need for an effective and comprehensive communications strategy.

Such a strategy had to address the challenges of explaining the mechanics and timelines of a complex electoral process to the Somali general public and local and international media outlets. The strategy also had to promote acceptance of this process and highlight the important decisions taken by the NLF to ensure the transparency of the process and the credibility of its outcomes.

SCPAG supported Somali ownership of the political process throughout by enhancing the capacity of local media houses through journalism training workshops, and FIEIT and IEDRM through the delivery of communications tools and social media platforms that strengthened their promotional resources.

Communications support to Somalia's electoral management bodies

The year 2016 was a critical test for political transition and reconciliation in Somalia, and SCPAG focused on supporting federal institutions that would entrench the values and objectives of the electoral process.

SCPAG worked closely with the ad hoc bodies appointed to supervise the electoral process. These consisted of FIEIT, the State-Level Indirect Electoral Implementation Teams (SIEITs) and IEDRM, and SCPAG facilitated media coverage of FIEIT and IERDM during the initial stages of their operations.

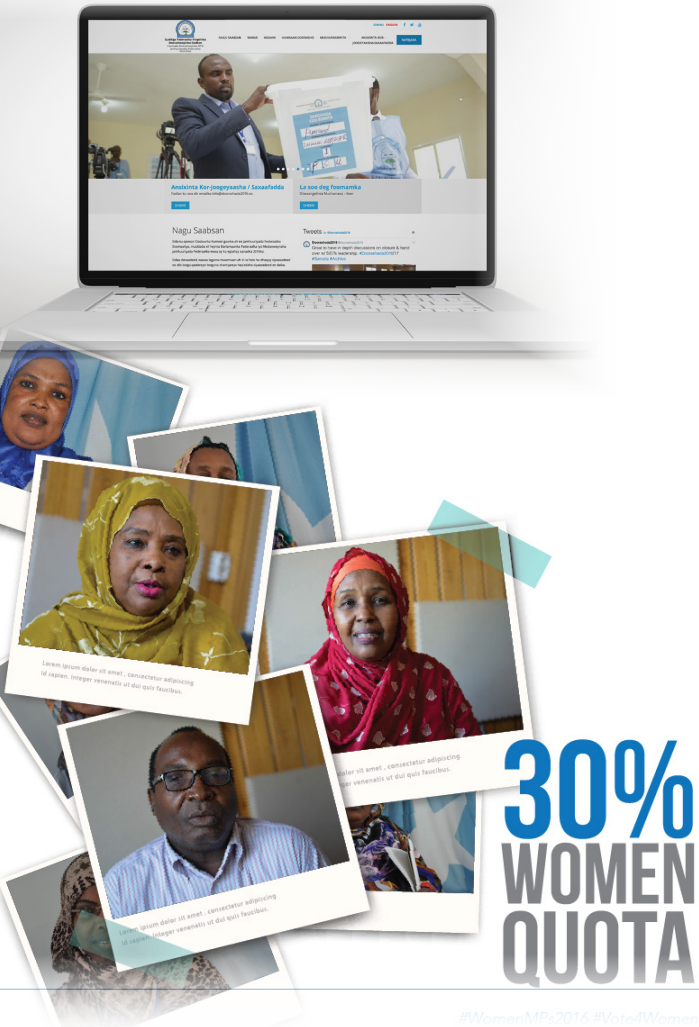
SCPAG also lent support to FIEIT in managing its own public information office.

Materials produced

From FIEIT's inception, SCPAG provided extensive logistical and technical support to its communications efforts.

This included designing FIEIT's logo, developing the branding of its products and drafting a media code of conduct that was later incorporated into a more general code for candidates, electoral observers and members of the news media.

SCPAG also designed, launched and promoted FIEIT's official website, Facebook page and Twitter account. SCPAG provided oversight of FIEIT's social media platforms and content development. SCPAG also arranged for the translation of FIEIT's press statements and other official documents into English.



Promoting the 30 per cent quota of parliamentary seats for women candidates

Advocating for the 30 per cent gender quota, as stipulated by the NLF, was an area in which SCPAG played a key role, backed by strong public support from UNSOM leadership and the broader international community in Somalia.

In view of the formidable cultural and financial barriers facing any efforts to achieve greater political empowerment of Somali women, SCPAG designed and produced a multifaceted package of communications products as described in this document.

UNSOM energised the ongoing campaign in favour of the 30 per cent quota by spotlighting successful women candidates running for seats in Somalia's future Federal Parliament on its social media platforms. International partners who endorsed the joint press statements on various aspects of the electoral process expressed appreciation for SCPAG's role in drafting the texts and incorporating their comments and amendments.

Materials produced

Hayaan

Hayaan was a five-episode radio talk show aimed at stimulating discussion and awareness of women's participation in Somali politics prior to the start of the 2016 electoral process. *Hayaan* (a woman's name) aired from 10 June to 4 August 2016. The 15-minute programmes were broadcast weekly and repeated. The last episode featured the Goodwill Ambassadors talking about women's participation in politics and the 30 per cent parliamentary gender quota.

The series aired on local radio stations in Mogadishu, Belet Weyne, Baidoa, Dhuusamarreeb, Gaalkacyo, Afgoye, Garowe, Qarrdho, Kismaayo and Buurhakaba.

The episodes were also uploaded to the SoundCloud and YouTube social media platforms and continue to be available online.

Habboon

Habboon was a ten-episode radio drama series which aired for three months between 8 July and 16 September 2016. The 15-minute programmes were broadcast on radio stations in Mogadishu, Belet Weyne, Baidoa, Dhuusamarreeb, Gaalkacyo, Afgoye, Garowe, Qarrdho, Kismaayo and Buurhakaba.

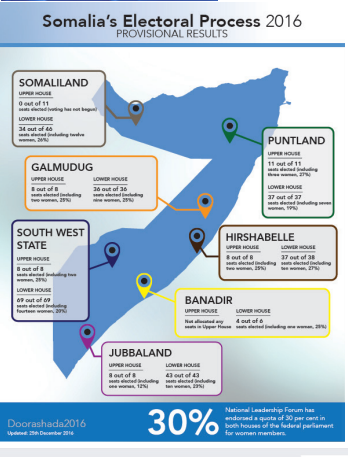
The series was posted and promoted on UNSOM social media platforms including Facebook, Twitter, YouTube and SoundCloud. The public's response to the programme was generally positive.

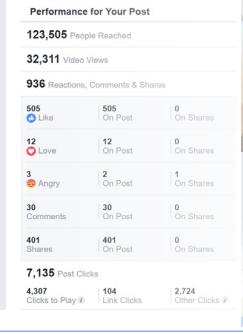
Also a woman's name, *Habboon* tells the story of a young girl whose family relocated to Mogadishu during the civil war. Now that peace has been restored, Habboon's family returns to their home in the village. Much to the chagrin of her father and members of her community, Habboon not only has big community development ideas but also wants to take part in local politics to implement those ideas. The drama focused on Habboon's struggle to convince the community that she would be the most suitable leader of the village. Through her struggles, listeners were exposed to the plight, sacrifices and shattered dreams of Somali women.

The radio drama is ultimately about Habboon's struggle for acceptance and respect in a society that is male-dominated. In the end, she triumphs and goes on to deliver better services throughout Somalia.

Civic education activities to promote the credibility of the electoral process

A wide range of communications products was developed to promote the integrity and legitimacy of the electoral process. These consisted of animated videos and a weekly 30-minute radio program called *Path to Peace* which addressed various aspects of the process ranging from security, transparency and accountability to the roles and powers of both houses of the Federal Parliament, among other topics.





Materials produced

Social media campaigns

The intensified social media campaign by SCPAG on behalf of the electoral process also generated a noticeably stronger following on UNSOM's main social media platforms. Between July and November 2016, the monthly number of tweets on the UNSOM Twitter account more than doubled in comparison to the period between March and June 2016, from an average of 50 to 119 per month. The number of people following the UNSOM Twitter account registered a 33 per cent increase, from 44,195 at mid-year to 58,939 by November.

The monthly number of posts on the UNSOM Facebook page nearly quadrupled between these two periods, from an average of 21 to 81 per month.

The number of Facebook page "likes" rose by more than half, from 14,742 between March and June to 22,298 between July and November.

One of the most effective social media materials was an infographic that spotlighted the 10 predominantly Muslim countries with the highest percentages of female representation in their national legislatures. That infographic was widely welcomed as a strong tool to reinforce the argument that Islamic societies and a prominent role for women in politics are not inherently incompatible.

Other topics related to the electoral process were featured on UNSOM social media platforms. These included posts explaining the phases of the electoral process; the procedure for filing an official complaint during the process; the articles of the Code of Conduct with

which candidates must comply during the electoral process; and daily scorecards in a geographical format tallying the latest results of voting for seats in the House of the People. The last stages of the social media campaign also covered the election of the speakers of the two houses of the Federal Parliament and the Federal President.

Path to Peace

Tubta Nabadda (Path to Peace) was a weekly 30-minute magazine talk show which aired for 14 weeks and sought to apply the lessons learned from the productions of the *Habboon* and *Hayaan* programmes.

This radio magazine was produced with the aim of mobilising support within Somalia and among the diaspora community for more women's participation in the electoral process. Other objectives included creating a better understanding among the public of the electoral process and its mechanics, encouraging wider public support for the process and providing explanations for the delays and obstacles encountered during the process.

Path to Peace incorporated cultural performances by musicians and comedians and a weekly quiz question in an effort to reach a broader and larger audience that included youth.

Each episode of the radio programme was promoted on UNSOM social media platforms including SoundCloud, Twitter and Facebook, as well as on the UNSOM website.

There was also a greater effort to make the online promotional materials newsworthy. To this end, photographs taken of the key participants in the programme were featured in online posters and accompanied by excerpted quotes from programme participants.

The programmes aired on radio stations with a combined audience of over 4.4 million people. They represented the most popular stations in Somalia and included Radio Mogadishu, Radio Baidoa, Goobjoog FM, Radio Beletweyne, SBC Radio, Radio Adaado, Radio Kulmiye, Radio Garowe and Radio Daljir.

Listeners were invited to call in or send text messages during the last five minutes of each programme to share their opinions. The radio stations reported the number of submissions received from listeners and indicated whether the comments were positive or negative.

The episodes of *Path to Peace* addressed the following topics:

- NLF decisions and the way forward.
- The 30 per cent parliamentary quota for women.
- Security measures surrounding the electoral process.
- NLF decisions on the mechanics of the process.
- Role of the Upper House of the Federal Parliament.

- The role of the IEDRM.
- The roles of the IEDRM and FIEIT in upholding the credibility of the process.
- The role of the IEDRM in the context of greater women's representation.
- Examination of the role and powers of the House of the People and the role and functions of the SIEITs .
- An interview with the victorious parliamentary candidate Samara Ibrahim Hussein who attributed her triumph to her support for the development of her local community in South West State.
- Interviews with the IEDRM Chairman on measures taken to deter corruption in the electoral process and an interview of a candidate who filed a complaint about corrupt practices in the electoral process.
- Debates on the allegations of corruption and intimidation which marred the electoral process in some contests, the 30 per cent women quota and the credibility of the process .
- Discussions with political analysts about the final steps in the elections for the House of the People and what is needed to empower IEDRM to become more effective and independent in resolving complaints.

Radio public service announcements

A series of public service announcements (PSAs) written and produced by SCPAG also promoted the empowerment of women and featured a personal appeal from the then Federal Government Minister of Women and Human Rights Development (MoWHRD) Zahra Ali Samantar.

The PSA messages were crafted in order to inform the public and challenge misconceptions. They sought to:

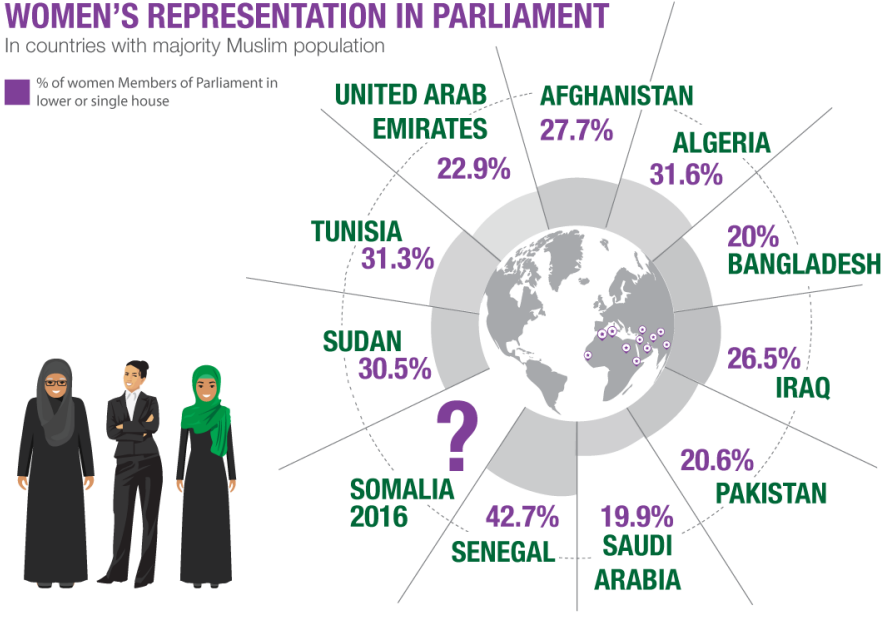
1. Educate the public about the importance of the electoral process and emphasise Somali ownership of the process.
2. Reinforce the principle of gender equality.
3. Counter Al-Shaabab's negative narrative about the electoral process.
4. Associate the concept of the electoral process with Somali culture through the use of art, music, poetry and other culturally relevant media.

These PSAs aired three times a day on nine radio stations nationwide and discussed gender issues, Islam and democracy and respect for Somali values in the electoral process.

Below are the topics addressed by the PSAs:

- Electoral process and Islam
- Electoral process credibility

- Electoral process and Somali cultural values
- Electoral process and gender representation
- Mechanics of the electoral process
- Dispute Resolution Mechanisms – part 1
- Dispute Resolution Mechanisms – part 2
- Role of the Upper House
- Role of the House of the People
- Mechanics of the 30 per cent parliamentary quota for women
- 30 per cent parliamentary quota for women produced on behalf of MoWHRD
- IEDRM's role and phone contacts
- Women's direct participation in the electoral process
- Mechanics of the parliamentary transition



Television products

In support of the Somali electoral process, SCPAG generated a variety of television products including animated videos and interviews with SRSG Keating during different stages of the process.

The first animated video was designed, written and produced by SCPAG in both Somali and English. This video discussed the mechanics and timelines of the process and was viewed online by over 137,000 people. Of that total, the Somali language version registered about 105,000 views.

SCPAG also designed, wrote and produced a second animated video in both languages that explained how the voting and ballot tabulation procedures would help to ensure the transparency and credibility of the electoral process.

This video reached an estimated 109,000 people on Facebook and was shared by over 500 users.

A third animated video explained the election of the new speakers of the House of the People and the Upper House, as well as the Federal President.

The three animated videos were also broadcast four times a day on both SNTV and Universal TV, reaching hundreds of thousands of people.

Capacity-building of Somali journalists for covering the voting exercise

A series of two-day workshops was organised and hosted by SCPAG for Somali journalists in Mogadishu and five other cities (Baidoa, Kismaayo, Belet Weyne, Cadaado and Garowe) during August and September. The workshops were designed to help explain the unique 2016 electoral process to Somali journalists.

A total of 125 journalists, 20 per cent of whom were women, attended the workshops, and topics included ethical guidelines for covering elections, the UN role in the electoral process, the mechanics and timelines of the process, and a comparison of the 2016 process with that of 2012. Part of the workshop also discussed a draft code of conduct for journalists.

International media outreach activities

SCPAG made a concerted effort to stimulate interest in the 2016 electoral process among international media outlets. SRSG Keating briefed 24 foreign correspondents in Nairobi on the process on 4 October 2016, and he granted numerous interviews to high-profile outlets such as the BBC, the *New York Times*, the *Financial Times* and the Voice of America.

Mr. Keating also gave interviews to UN Radio and the UN News Centre. In addition, SCPAG organised and hosted an international media visit to Somalia from 14 to 19 November 2016 that featured trips to Baidoa and Kismaayo to witness voting for seats in the Federal Parliament's House of the People. Participating media included the BBC, Agence France Presse, the *Wall Street Journal* and *VICE News*.

Ensure that the international community spoke with one voice on issues related to the process

SCPAG supported the dissemination of a united stance among international partners. Seven joint press statements were drafted and issued by SCPAG regarding the electoral process on behalf of the UN, African Union, European Union, Inter-Governmental Authority on Development, Ethiopia, Italy, Sweden, the United Kingdom and the United States.

These statements included messaging that welcomed the formation of the new federal member state of HirShabelle in October 2016; an expression of concern regarding delays in the start of voting for both Houses of Parliament; another drawing attention to the nomination of former warlords for seats in the Upper House; and two statements expressing grave concerns about credible reports of corruption, harassment and intimidation that threatened to tarnish the legitimacy of the electoral process and its outcomes.

IV. UNSOM coverage of the electoral process

In addition to the daily coverage of electoral activities in Mogadishu and the regions where voting was taking place, SCPAG also commissioned news features and multimedia packages on issues and trends related to the electoral process, which were prepared and distributed to both local and international media. These ranged from how the electoral process was the most discussed topic in public spaces to the economic impact of the electoral campaign in various parts of the country. A full list of these editorial products is available in the annexes section of this document.

Livestreaming of the 8 February 2017 presidential election

SCPAG provided livestream coverage of the presidential voting to promote the transparency of the process. The coverage provided by UNSOM had more than 250,000 views and was available for almost 12 hours, covering the entire proceedings, from the arrival of MPs and dignitaries to the two voting rounds and announcement of the final results.

The livestream was picked up and embedded in over 330 external websites and applications including major Somali outlets such as Hiiraan.com and horseedmedia.net. The stream was also picked up by major international television networks and other outlets such as CNN, BBC and Reuters. President Mohamed Abdullahi Farmaajo's transition team also requested SCPAG to livestream the 22 February 2017 inauguration ceremony.

Limitation of independent media access

There were strong concerns over the limitation of independent media access and coverage of the most important phase of the electoral process, namely the election of the president by the new Federal Parliament. The Parliament's Secretariat told journalist organisations that media accreditation cards issued by FIEIT were invalid after the conclusion of the parliamentary elections and new accreditation cards from the Parliamentary Secretariat were required for the swearing-in ceremony and the election of house speakers and the Federal President. The Federal Parliament's Secretariat issued accreditation cards, but the selection criteria for the cards were not made clear to journalists. State-run media like SNTV were given full access, but independent media outlets were denied access. The country's largest media organisation, the National Union of Somali Journalists (NUSOJ), believed that the limitation was intended to control and restrict the independent media's coverage. NUSOJ issued a press release on 15 December 2016 to express its concerns over these restrictions. NUSOJ made an official request to SCPAG to livestream the events to ensure that the process was credible and transparent.

SCPAG agreed to provide the coverage, pending permission from the Parliament's Secretariat for access to the venue. The Parliament's Secretariat and House of the People Speaker Mohamed Sheikh Osman Jawari refused permission for SCPAG to access the venue, despite repeated requests from NUSOJ and international diplomats. The day prior to the presidential voting by Members of Parliament, SCPAG was granted access to the venue and was able to provide the livestreaming. The independent media was also eventually given access to the venue for the presidential vote and the formal inauguration of President Mohamed Abdullahi Farmaajo.

Tuesday, 12 September 2017

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Home / Press release / NUSOJ is concerned over the attempts to restrict independent media by refusing them access to cover elections

NUSOJ is concerned over the attempts to restrict independent media by refusing them access to cover elections for speaker and president.

Posted on December 15, 2016 by nusoj

NUSOJ is concerned over the attempts to restrict independent media by refusing them access to cover elections for speaker and president.

For Immediate Press Release

Mogadishu : Thursday 15 December 2016.

The National Union of Somali Journalists (NUSOJ) would like to express its grave concern and strongly condemns the attempt to restrict the independent media from covering the upcoming elections of Somalia Parliament Speakers both the Upper house and the House of people, their deputies and the President of Somalia.

With the permission of Somalia's Internal Security and Information Ministries, former parliament secretariat has started to register a small number of preferred journalists who they want to cover the rest of Somalia election by ignoring most journalists from independent media.

NUSOJ believes that media acts as a crucial watchdog to democratic elections, safeguarding the transparency of the process. Indeed, a democratic election with no media freedom or with a stifled media freedom, would be a contradiction to the claim for free and fair use election.

Therefore, we call upon Somalia's Information and Internal Security Ministries to ensure that Independent Media will have full access to cover the elections independently.

V. Lessons learned

SCPAG does not have the capacity or tools for verifying the accuracy of the data submitted by radio stations regarding their total listenership or the number of phone calls and other communications they claimed to have received from the public.

SCPAG repeatedly encountered delays in obtaining approval of communications materials prepared for use by the ad hoc bodies responsible for implementation and oversight of the electoral process. This recurring pattern surfaced early on when it took FIEIT members one month to finalise a logo design submitted by SCPAG. Approval procedures will need to be streamlined and expedited for communications products generated in connection with the 2020 general election.

Social media platforms designed by SCPAG for the ad hoc electoral process bodies were sporadically maintained and updated by the communications teams of those bodies after they were launched.

The National Independent Electoral Commission will need to assign sufficient personnel and other resources to its communications team to maintain its social media platforms on a regular and timely basis in the future.

SCPAG was repeatedly asked by officials of the ad hoc electoral bodies to produce English-language translations of press statements and other official documents issued by those bodies, despite the presence of fully bilingual Somalis in responsible positions within those bodies. The National Independent Electoral Commission should hire qualified translators on a full-time basis to render this vital service.

One of the challenges of developing communication materials was the limited number of local artists who were available to appear on radio and television programming.

VI.Annexes I: Full description of *Hayaan* episodes

Available:

https://soundcloud.com/unsom-somalia/sets/hayaan-radio-show

https://www.youtube.com/playlist?list=PLPj9dK29lnVm64x9MF7eEJrmqohd_SAR3

Key topics covered in the talk shows were as follows:

Episode 1 – Examining women's participation: Why and what?

Duration: 16 minutes 13 seconds

Guests

- Abdikadir Olad Rooble, Deputy Information Minister
- Abdikadir Barnaamij, Young active politician and Chairman of Kulan political party
- Jawahir Barqab, Chairperson Banadir Regional Women Association

The talk show host was Abdikadir Mohamed Farah and the topic of discussion was, 'Examining Women's Participation in Politics: Why & what?

The following questions were asked and discussed:

1. How are women in politics and public office perceived now?
2. What can drive the agenda in terms of women's political advancement in Somalia?
3. What needs to be done to encourage women to join politics?
4. What benefits will come with Somalia having more women involved in politics?
5. How can the situation of women's political participation be improved?
6. In your opinion, what contribution can women bring to politics?
7. What are the five biggest hurdles for women running for office? Why was the 30 per cent quota established for women in the 2012 electoral process not achieved (only 14 per cent of MPs in the current parliament are female)?

Episode 2 – Why we need to close the gender gap? The benefits of women's political and economic contribution to society.

Duration: 16 minutes 13 seconds

Guests

- Zahra Mohamed Ahmed, women activist and a member of Somali Women Development Center
- Aydarus Mohamed Abdi, politician and Chairman of USR political party
- Abdikadir Barnaamij, politician and Chairman of Kulan political Party

The talk show host was Abdikadir Mohamed Farah and the topic of discussion was, 'Why we need to close the gender gap? The benefits of women's political and economic contribution to society'.

The following questions were asked and discussed:

1. Many women have been involved in politics and have achieved major developments worldwide. In Bangladesh, for example, both the Prime Minister and the Speaker of the Parliament are women. Can we draw parallels and use their example in the Somali context?
2. What contributions can women bring to the economy and for the social development of Somalia?
3. Can you name five reasons why we cannot leave women behind in the development of the country?
4. Why is women's role in Somali politics so important now?

Episode 3 – The way forward — Somalia 2016 electoral process: Can we make thirty percent women's quota a reality?

Duration: 18 minutes 10 seconds

Guests

- Ahmed Moalim Fiqi, politician and Secretary General of the Daljji political party
- Abdifitah Omar Halane, Banadir Regional Administration spokesperson
- Nadifo Abdi Diirshe, Director of the Regional Department for the Ministry of Women and Human Rights Development

The talk show host was Abdikadir Mohamed Farah and the topic of discussion was, 'The way forward— Somalia 2016 electoral process: Can we make thirty percent women's quota a reality?'

The following questions were asked and discussed:

1. This upcoming electoral process is a significant step forward to ensure a better representation of women in the upper and lower houses in Somalia. Despite the political agreement for a 30 per cent quota, are there any barriers to greater involvement of women in politics?
2. What needs to be done to bridge this gap? Are quotas the best way to ensure higher participation of women in Somalia's next parliament?
3. If so, should the 30 per cent quota be raised for the 2020 elections?
4. Once the seats are occupied by women, what should be in their agenda for Somalia?

5. Do you think women will be more responsive to their constituencies and be more cooperative and less hierarchical?
6. What can we do to guarantee women's success in this electoral process? Should the eligibility of candidates for seats in the next Federal Parliament be segregated by gender, thereby barring men from running for seats designated for women? Should registration fees for female candidates be lower than for their male counterparts? What will encourage women to run for office?

Episode 4 – Making room for women: The role men can play in pushing Somali women in the 2016 electoral process.

Duration: 17 minutes 49 seconds

Guests

- Mohamed Abukar Subeyr, Director General, Ministry of Constitutional Affairs
- Muna Hassan Mohamed, Head of Hiiraan Women's Association and Youth Activist
- Mohamed Mohamud Gure, Minister of Public Works, Galmudug State

The talk show host was Abdikadir Mohamed Farah and the topic of discussion was, 'Making room for women: The role men can play in pushing Somali women in 2016 electoral process'.

The following questions were asked and discussed:

1. Several studies and experiences from other countries have shown that women are more actively involved and advocate more in gender-related issues such as women's health, reproductive rights and child care, just to name a few. Will spotlighting these issues benefit the country?
2. Who can guarantee that women will be given their quota from parliament seats in the upcoming electoral process?
3. Can you give practical steps for aiding a woman running for office?
4. How do you harness support for a female candidate?

Episode 5 – Women's Political Participation – The Goodwill Ambassadors and their role.

Duration: 25 minutes 19 seconds

Guests

- Batula Sheikh Ahmed Gaballe, Deputy Chairperson of the Goodwill Ambassadors Committee
- Professor Abdi Shakur, a university lecturer and education specialist
- Fatima Abdi Warsame, youth ambassador and Chairperson of the Somali National Youth Council

The 25 minute talk show was hosted by Abdikadir Mohamed Farah to discuss women's participation in politics in the upcoming electoral process.

The following questions were asked and discussed:

1. What is the mandate of the Goodwill Ambassadors and how do you intend to deliver on it?
2. Can you briefly explain how the model to ensure 30 per cent representation for women works to achieve this goal in the upcoming electoral process?
3. What percentage representation in parliament did women achieve in 2012? How hopeful are you that this year's model will deliver a 30 per cent representation and what in your view must happen in order to attain 30 per cent in both lower and upper houses of parliament?
4. What has been the reaction and perception of Somali people and leaders to this commitment for increased women representation in leadership?
5. What are the key challenges and issues related to securing the 30 per cent quota and how do you see this being addressed and overcome?
6. How have the leaders of the National Leadership Forum received your model and what do you see as the way forward?
7. Somali culture is said to favor men in leadership roles. What are you doing to change this mindset? How are you tackling/addressing that in your advocacy and lobbying for the 30 per cent quota?
8. The National Leadership Forum will be convening soon, what is your message to the Federal and regional leadership?
9. How do you reach out to Clan Elders, (they are said to be among the key decision-makers) and what strategies have you laid out to convince them to support the 30 per cent quota of seats for women?
10. What difference would women make if they are elected to parliament?
11. What has been the role of women in the peace process in Somalia and how will this be fostered going forward?

VI. Annexes

Newsroom coverage

https://vimeo.com/194314226 - University students exchange views on Somalia's 2016 electoral process
https://vimeo.com/194233380 - Five candidates elected to the House of the People in Banaadir region and HirShabelle
https://vimeo.com/194210342 - Voting for House of the People seats enters its final stages in HirShabelle, South West and Galmudug states
https://vimeo.com/193953696 - South West State approaches final stages of voting for House of the People
https://vimeo.com/193792630 - Elections for the House of the People commences in Banaadir region
https://vimeo.com/197194527 - Somalia swears in 283 members of parliament
https://vimeo.com/197111579 - Somalia's electoral process most discussed topic in public places
https://vimeo.com/197022450 - Somaliland and northern regions elect two more women to House of the People
https://vimeo.com/196728256 - Four more candidates elected to the House of the People as Somaliland and northern regions seek to complete the electoral process
https://vimeo.com/196283685 - Somaliland and northern regions elect seven more candidates to the House of the People
https://vimeo.com/195426694 - Galmudug and Puntland complete voting for the House of the People
https://vimeo.com/195352070 - Hannaanka doorashada Guddoomiyeyaasha labada aqal iyo Madaxweynaha Soomaaliya
https://vimeo.com/195117215 - Thirteen elected to the House of the People in the final stages of voting as HirShabelle concludes the

process

https://vimeo.com/205223916 - Farmaajo inaugurated as the ninth President of Somalia

https://vimeo.com/203179215 - Members of Somalia's Federal Parliament commence voting for president

https://vimeo.com/203173909 - Former Prime Minister Farmaajo elected Federal President after incumbent concedes defeat

https://vimeo.com/200557447 - Somalia's Upper House elects speaker and deputy speakers

https://vimeo.com/199220423 - Somalia's House of the People elects two Deputy Speakers

https://vimeo.com/199014054 - Incumbent Speaker of Somalia's House of the People re-elected

https://vimeo.com/177095258 - Somalia's electoral team promises a fair process

https://vimeo.com/171981841 - Somali Political Leaders Meet to Review Progress on Upcoming Electoral Process

https://vimeo.com/181746439 - Hiiraan journalists conclude training on reporting of the 2016 electoral process

https://vimeo.com/181496885 - SRSG Keating meets women leaders over women's representation in 2016 electoral process

https://vimeo.com/181046153 - UNSOM conducts journalists' workshop on election reporting, in Kismaayo

https://vimeo.com/180188003 - Somalia's 2016 electoral process remains on course

https://vimeo.com/180186528 - UNSOM trains journalists on election reporting in Baidoa

https://vimeo.com/179758863 - SRSG Keating holds discussions with senior Jubbaland administration officials

https://vimeo.com/180050042 - Somalia is at a "good turning point" says UNDP Head Helen Clark

https://vimeo.com/179658887 - UNSOM launches journalists training program on election reporting

https://vimeo.com/186136538 - Soomaaliya oo Marayasa Waqti Taariikhi ah

https://vimeo.com/186094075 - Somali religious scholars defend 30 percent quota for women

https://vimeo.com/185998938 - Somalia's Electoral Dispute Resolution body holds discussions on 2016 electoral process

https://vimeo.com/185685483 - Somali women defend gender rule

https://vimeo.com/185647649 - SRSG Keating discusses electoral process preparations with ISWA officials

https://vimeo.com/184373898 - Somalia extends electoral process timetable by 30 days
https://vimeo.com/183867399 - President Hassan Sheikh Mohamud urges women to shape the country's destiny
https://vimeo.com/183855193 - Somalia's port city of Kismaayo readies for the 2016 electoral process
https://vimeo.com/183718143 - Preparations for Somalia's 2016 electoral process gather momentum
https://vimeo.com/190718591 - Somalia's South West and Jubbaland states elect 14 members of the Lower House in first round of polling
https://vimeo.com/190459244 - Somalia's 2016 electoral process
https://vimeo.com/190449854 - As voting for Lower House seats enters second day, Somalis say they will hold elected officials accountable
https://vimeo.com/190372145 - Voting for Lower House begins in Puntland State
https://vimeo.com/190369081 - Somali youth seek greater participation in Somalia's political transformation
https://vimeo.com/189151342 - Somalia's electoral dispute resolution body has received 1,219 complaints
https://vimeo.com/186136551 - A Great Moment For Somalia
https://vimeo.com/192712668 - Sixteen more MPs elected to the Lower House in balloting held in four states in Somalia
https://vimeo.com/192367522 - HirShabelle state to resume voting for Lower House members following temporary suspension of polls
https://vimeo.com/192274384 - SRSG Keating observes voting in Baidoa, terms electoral process orderly and well organized
https://vimeo.com/191842602 - Another 17 MPs elected to the Lower House during voting in Galmudug, HirShabelle and South West states
https://vimeo.com/191642167 - Eight MPs elected to the House of the People in Jubbaland, Puntland and Galmudug
https://vimeo.com/191637741 - HirShabelle state announces start of Lower House elections
https://vimeo.com/191370654 - Puntland and Jubbaland states elect twelve more Mps in Lower House elections
https://vimeo.com/191268266 - Six elected in fourth day of voting for Lower House seats in Jubbaland state
https://vimeo.com/191025931 - Puntland announces start of second phase of Lower House voting, Jubbaland and South West states conclude first round of polling
https://vimeo.com/190902505 - Voting for Lower House members for Jubbaland and South West states enters second day, HirShabelle

conducts Upper House balloting

https://vimeo.com/190726204 - SRSG Keating emphasizes importance of meeting parliamentary quota for women in Puntland

https://vimeo.com/193598350 - HirShabelle and Galmudug elect seven to the House of the People

https://vimeo.com/193273433 - Five more elected to the House of the People in the latest round of voting in Baidoa and Jowhar

https://vimeo.com/193087377 - South West State to complete Lower House elections next week

https://vimeo.com/192995646 - Jubbaland state concludes final phase of Lower House elections

https://vimeo.com/192976105 - Women win four of six Lower House seats in South West State

https://vimeo.com/192942454 - FIEIT visits Galmudug to urge timely completion of voting for Lower House

https://vimeo.com/192851514 - Lower House elections for Somalia's Federal Parliament reach the halfway mark, as thirteen more MPs are elected in four state

https://vimeo.com/194633450 - Four more candidates elected as House of the People voting nears end in HirShabelle and Galmudug

https://vimeo.com/194583006 - Somaliland and northern regions begin voting for the House of the People

https://vimeo.com/194530806 - Somali youth express satisfaction with the ongoing electoral process

https://vimeo.com/194498699 - Electoral process a boon to Somalia's business sector

https://vimeo.com/194476319 - South West concludes elections for the House of the People seats

https://vimeo.com/194408659 - Some journalists steer clear of controversy in coverage of Somalia's electoral process

https://vimeo.com/167301546 - UN Security Council members conclude visit to Somalia, urge timely elections

https://vimeo.com/179206072 - Somalia's state-level electoral bodies briefed on procedures of 2016 electoral process