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## TWF is proud to support the inaugural Women's Empowerment Journalism Awards: Nominations open now!

Dear TWF friends

The Women's Foundation is proud to support the first Women's Empowerment Journalism Awards for the Asia-Pacific region.

Sponsored by Diageo, the leading premium drinks business, the WE Journalism Awards will recognise and honour outstanding achievements in the reporting of women's issues across the region. If you are a writer, editor or reporter, we encourage you to enter or to make a submission or nomination. The entry deadline is January 31, 2014. Requirements for entries can be viewed [here](#).

The topic of media and gender is a key focus for TWF in 2014. We know from our work that media has the power to create or exacerbate gender stereotypes which are the root cause of so many challenges which women face in the workplace and in the broader community. Advertising sets unrealistic standards of physical perfection which has implications for anorexia and body image issues for women and girls. All too often, news reports unduly scrutinise women leaders for their appearance instead of judging the substance of their actions. And we've all read pieces which implicitly shift the blame to female victims of harassment by commenting on what they were wearing or whether they were drinking instead of focusing on the really important question of why in the 21st century men and boys continue to perpetrate violence against women.

We hope the new WE Journalism Awards will inspire a new awareness and approach on the part of journalists in this part of the world to report women's stories without bias and with an enhanced sensitivity as to the power of the media to influence and shape how society acts and thinks.

The winners will be announced at an Awards ceremony on March 7, 2014. Diageo today [announced](#) the panel of Regional Judges who include:

- \* Hu Shuli, Editor-in-Chief of Caixin Media,
- \* John Wood, Founder of Room To Read
- \* Su-Mei Thompson, TWF CEO (I am honoured and excited to be a Judge!)

Each WE Journalism Award category winner will receive prizes worth up to US\$10,000. Don't miss out on the chance to win an inaugural Award and to support this important new initiative.

Warm regards

Su-Mei Thompson  
CEO, The Women's Foundation