

Facing Pandemic



**'MEDIACORPS WATCH'
helps marginalized communities to be heard**

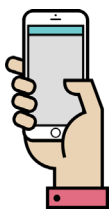
MediaCorps Watch?

The MediaCorps Watch (MC Watch), is an online news magazine, produced Centre for Media and Information Literacy (CMIL) in partnership with by Sri Lanka Development Journalist Forum (SDJF) and International Research & Exchanges Board (IREX) to help the members of marginalized communities and women in rural settings to overcome and face the challenges of the Pandemic. More than hundreds of mobile journalists were trained across the country to produce stories that provide authentic & vital information needed for livelihood enhancement, address GBV, hate speech, Fakenews and amplify the voice of small scale rural business holders to promote their businesses innovatively, in the digital sphere.



96

Online Programs



65

**Mobile Journalists
(25 Women Journalists)**



601

Mobile Stories



3.6M

Reach



1.2K

Engagement



7K+

Shares



18K+

Likes

Right to Vote is assured: MC Watch program engaged Election Commission and Transgender communities producing a [story](#), highlighting issues faced by the Transgender members in casting their votes, specially in disclosing their gender identity. Conventional regulation allows only males and the females to cast their votes. The above story stimulated dialogue amongst the concerned community. As a result of our story, Election Commission issued a circular allowing Transgender community to vote without any difficulty in their identity verification. [Please click here](#) for more details. CMIL eventually promoted this story in the social media for wider awareness. The same story was eventually picked up by the [BBC](#) too.

“We were introduced to these officers through the MediaCorps Watch program. I think this is an excellent example of how media can be utilized for community development. This can also be considered as a good case study for the use of media on community development. The real goal of the media should not be profit-making, advertising, or executing political agendas.

In fact, the media can be considered as the 4th government, and the media should support empowering people. This is one of the best cases that proved how media could actively contribute to finding solutions for the concerns of marginalized communities”



- Visakesa Chandrasekaram,
LGBTQI Activist. [Click here](#), for more details

Livelihood enhancement: One of the biggest achievements of the MC Watch program was to voice the economic challenges and the struggles of rural communities. Some stories highlighted [egg hatching technology](#), [innovative thermometer](#), struggle of people who are [self-employed](#), challenges faced by women in [weaving mats](#), families involved in small scale [traditional mat weaving](#), [Female Oyster farmers](#), [making gold jewelry](#), mobilized huge support from the target communities.

Inclusion of excluded: One of the core features of MC Watch program is that it addressed multiple social challenges faced by rurally marginalized communities due to COVID-19. Members living in marginalized settings such as [daily waged workers](#), [fishery communities](#), agriculture, [street vendors](#), [sanitary laborers](#), [plantation workers](#), flower sellers, [traditional drum makers](#), people lost jobs from [dairy factory](#), [street artists](#), people affected due to [human-elephant conflict](#), were able to highlight livelihood challenges and struggles they faced. As a result of MediaCorps, several marginalized communities received relief packages from the government, individual donations from Sri Lanka and from overseas.

Click [here](#), [here](#), [here](#), [here](#), and [here](#), for some stories that generated direct impacts.

#NoFake and #NoHate: One of the vital features of MC Watch is to address issues of increased disinformation and hate speech around Pandemic. The special #No-Fake segment provided credible and vital information to rural communities on dealing with COVID-19.

#SocialJustice: MC Watch critically covered a range of rights based issues such as human rights violations, [deprivation](#), discrimination in the rural areas and reported to ensure social justice.

#Gender: Very importantly, MC Watch engaged [20 young women mobile journalists](#) to capture issues affecting women in the context of Pandemic. They fearlessly, but while following all the local and WHO guidelines, produced a large number of stories of vital issues such as such as GBV, livelihood challenges, psychosocial issues, faced by women in the family and societal environments. This was covered by <https://womeninjournalism.org/wijmonthly/july#reportingcovid19>

Please click [here](#), [here](#), for more details in our news letters.

Watch our programs:

<https://www.facebook.com/MediaCorpsWatch/>

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