



Presentation of the Stars4Media Initiative

Women for Women





Team's presentation

Elena Ledda and Monica Pelliccia are independent journalists based respectively in Barcelona and Florence.

Monica writes about environmental and social topics such as biodiversity conservation, climate change and food security. She has produced reports from Central America, Asia and Middle East published on international media such as Mongabay, El Pais and The Guardian. Currently she is working as a reporter for Controradio, an independent radio station in Florence (Italy).

Elena is a Sardinian freelance journalist with a Foreign Languages (Spanish and Chinese) University Degree who's been living for 15 years in Barcelona covering social issues from a feminist perspective. In 2014 she received the Spanish national prize [Young journalism against gender-based violence award](#). Currently she is the deputy director of the [National Geographic Storica](#) magazine.

They both practice a narrative, long-form, slow and “positive” journalism that tries to tell stories that deal with conflicts, inequalities and injustice, but at the same time highlights resilience and alternatives to the problems.

Andreu Quesada Baños is a Spanish sound designer who has been working for years with Spanish media in the creation of online content and podcasting. At present he also works as an Academic Advisor in Sound Design at ENTI University.

Initiative's summary

This crisis, just like any other crisis, is and will affect women the most, and feminist solutions are more needed than ever. This series of podcasts investigates collective initiatives carried out in different European countries by feminist individuals and groups to respond to gender-based violence and in general to the crisis caused by the pandemic. Specifically, we have decided focus on the importance and challenges of protesting in a time of social isolation and on the on-line and off-line proposals that might serve as an empowering tool and examples for other women and LGBTBI people facing gender-based violence to find a way out.



Initiative's results

A series of three podcasts that starting from “small” human stories and the opinions of experts gives an overview on the problem of gender-based violence in Europe in times of pandemic and on the potential alternatives to it and the crisis more in general carried out by women and by sex-gender dissident people by getting together. We believe the result denounces a situation but at the same time can give people tools for a change and is therefore empowering.

For what concerns the podcast itself we think we have made “political decisions” that are also empowering, for instance using diversity of voices in every sense and experimenting with an innovative multimedia format such as podcasts.

[Episode 1](#), feminist protests in Europe in spite of social isolation

[Episode 2](#), feminist on-line proposals before male-chauvinist violence in times of pandemic

[Episode 3](#), feminist community-based network alternative to overcome the economic crisis brought by the pandemic

Challenges

Our main challenge was to carry out a crossborder project that required also new technical and journalistic expertises: we dealt with a systemic complex issue using a tool, podcast, which was new to both of us. It was not easy to find a media partner to publish our project, most of the media we have contacted have not yet developed a platform to distribute podcasts.

Also we have experienced with a new challenging way of practicing solution journalism, embracing diversity of voices.

Lessons learnt

Podcast to tell journalistic stories requires a lot of work, one that could hardly be realized by a single person or small group of freelancers/without external fundings like those you have provided us with. At least in the countries we know it is a relatively new genre and it is not easy to make money out of it. We are convinced it will be much more common within journalism in the next future and we are therefore grateful and happy we have had the opportunity to practice it now.

Solutions journalism is much more useful and empowering than one based on bad news and unsolvable tragedies and we want to keep standing up for it to escape from sensationalism and show to readers possible alternatives to the most urgent issues.

Everyone has her or his expertise and it is important to rely on those while learning new techniques and tools. We have learned a lot about podcasting and sound but without a sound designer like Andreu, we could have not achieved the same result. We think this is especially important to highlight now when journalists and communicators are expected to do everything at the same time and do it well. We are grateful to this project to give us the change to practice slow journalism, a kind of ideal work practice where professionals could take time and do their best in the interest of public good and social changes, showing that an equal society is possible and people are already working on it: media just need to shift the focus to the good practice.