



# The Gender Monitor



## Women in Media June 2013



Photo: The Killid Group Facebook Page

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## WOMEN IN MEDIA - A SHOCKING WASTE OF TALENT



*Cathie Burton*

Cathie Burton has been Spokesperson and Head of the Press and Public Information Service at the Organization for Security and Cooperation in Europe since the beginning of this year. She is presently guiding the renewal of the OSCE's communication outreach, seeking to bring its values and mission to new audiences with a modernised, focused strategy. She started her working life as a journalist in the UK and has worked as spokesperson in the European Parliament for the British Labour Party and for the Council of Europe, both as spokesperson and as head of campaigns and events. Devoted to communication, she has campaigned lifelong for gender balance in the media, and to open opportunities in professional communication to young women.

Early last year a group of determined German women took the establishment to task by demanding a 30% quota of female representation in the country's media. Their protest letter, sent to around 250 editors and publishers, claimed that only 2% of all Germany's 360 daily and weekly newspapers editors were women, with just three heading the 12 public service broadcasters. In the newsrooms and on the boards, women were quite simply the smallest of minorities.

**“The under use and side-lining of women journalists is just that: a shocking waste.”**

Germany is not alone: recent studies by the International Women's Media Foundation show the pattern repeating itself time after time. Their study of 60 countries shows men occupying the vast majority of management and newsgathering positions. What's more, women are facing increasing difficulties on their career path, exposed to a tendency to dump veteran, experienced, professionals as they approach middle age; a trend recently condemned by BBC star news commentator David Dimbleby as “a shocking waste of talent”.

**“If media are to genuinely reflect their audience, they need to open their doors to female equality in the workforce and open their pages to stories that really affect women.”**

The under use and side-lining of women journalists is just that: a shocking waste. Female reporting has a star cast: consider women such as US anchor Barbara Walters, now retiring aged 83; Marie Colvin, the UK Sunday Times reporter who lost her life in Homs whilst covering the Syria conflict last year, or Russian journalist Anna Politkovskaya, robbed of her life at a murderer's hands. Add to these headline hitters the many hard working women in regional and national media, reporting honestly and with integrity on issues that are vital to their communities, and the importance of women's contribution becomes clear.

**“Women are still objectified on a daily basis, a fact that is prompting a new wave of feminism to take the fight.”**

And what of the news agenda? Does that at least contribute to building an atmosphere of equal opportunity? Sometimes - just occasionally - it is possible to find a gender neutral story amongst pieces lamenting the weight loss or gain of various celebrities. But women are still objectified on a daily basis, a fact that is prompting a new wave of feminists to take up the fight.

New campaigners, new weapons: Twitter, Facebook and other online platforms are the best hope for women in media. Women are proving themselves experts in manipulating these virtual worlds, whether it be at the head of the social media companies, or campaigning in the North African streets for greater democracy. At recent conferences on social media, I have seen women in the majority, speaking with clarity and intelligence. In new media at least, women are grasping the opportunity.

It will be a long time before the news agenda reflects that change. News choices made by media with mostly men at the helm will inevitably ignore the concerns of women - whether by design or by omission. If media are to genuinely reflect their audience, they need to open their doors to female equality in the workforce and open their pages to stories that really affect women.

## Special Focus on...

## BREAKING THE GLASS CEILING IN ALBANIAN MEDIA

By *Mustafa Eric*

It takes deep passion and a lot of courage to foray into uncharted waters at a time of uncertainty. However two women journalists from Albania, made it look incredibly easy when they established the country's first women-owned, women-operated media group in late 2011. They built their media house into one of the most popularly followed information sources in less than 18 months.

It started with the May 2011 sale of the Tirana-based media group when its Italian owners transferred the entire operation to the control of Albanian businessmen. The new owners created what Alba Malltezi called "a list of untouchables": politicians who were not to be criticized and they started to put pressure on editorial staff to toe a line that was drawn more out of financial concerns than with journalistic ones.

Alba Malltezi who was mainly in charge of the TV operation of the group, took very little time to decide that the moment to leave had arrived. On the other hand, Anila Basha, *Gazeta Shqiptare* editor-in-chief, was determined to protect her own and her journalists' right to decide what was to be considered news. That determination brought about a quick notice of dismissal from the new senior management of the media group, and an ensuing lawsuit which continues to this day at a Tirana court.

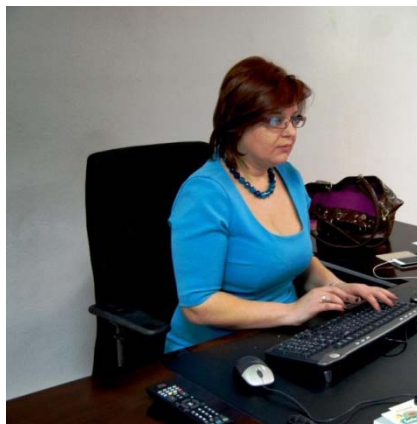
It was then that Malltezi and Basha decided to join forces in autumn of 2011. They announced the creation of their new media group, "Free and Fair Media". Their first product, a print and online newspaper, "Shqiptarja.com", appeared on newsstands on November 4, 2011, carving a place for the two enterprising women journalists in a realm that was thought to belong only to men.

"Both I and Anila had worked hard for 18 years to take the *Gazeta Shqiptare* group to where it was before the sale," said Malltezi in an interview. "We thought that if we could do it then, we could do it again, but



*Alba Malltezi*

this time for our own group." In launching their publication venture, Malltezi and Basha had a strategic vision: by naming their new publication "Shqiptarja.com" they were referring to both the feminine nature of the ownership as opposed to masculine "Shqiptare" and the incorporation of the concept of global outreach through the worldwide web.



*Anila Basha*

"We wanted to have our print publication as our calling card but we know that the future is with the web," said Malltezi. "In naming our newspaper, we wanted to reflect that we knew where the media world was headed and that we were moving in the same direction," said Anila Basha.

They also went on to acquire a faltering TV channel, taking ownership of A1 TV from

the media group publishing the popular *Shekulli* newspaper. Within just little over a year, *Shqiptarja.com* was listed as the third most popular news site in Albania. Leaving popular social media sites aside, *Shqiptarja.com* is the most clicked source of Albania-specific news and information after *Balkan Web* and *Top Channel* according to the figures from Internet rating website *Alexa.com*. In December 2012, Anila Basha became the first recipient of the "Journalist of the Year in the Most Difficult Assignment" award instituted by the Union of Albanian Journalists for her reporting from the frontline in Afghanistan.

In a small media market like Albania with a population of only three million, this is a success story by any standards and such successful operations never go unnoticed. Yet, being noticed also brings along unwelcome pressure. Companies have withdrawn advertising when they openly criticized government officials or exposed corrupt practices. Despite stumbling blocks of this kind, *Shqiptarja.com* and A1 Report have already secured a place for the two enterprising ladies both in Albania's media history and among the consumers of media. They now only wish for a deeper understanding of democratic principles so they can practice journalism as they believe it should be.

*Mustafa Eric is a Media Development Officer for the OSCE Presence in Albania.*



## Spotlight on...

*Interview with Najiba Ayubi***The Opportunities and Challenges  
that Women Journalists face in Afghanistan***By Sarah Hurtes*

For more than two decades, **Najiba Ayubi** has been a leading independent voice in Afghan media. In 2013 she received the International Women's Media Foundation Courage in Journalism Award. Ms. Ayubi is the director of The Killid Group in Afghanistan which is a public media house. As a result of her passionate activism she co-founded the Afghan Independent Media Consortium and the Freedom of Expression Initiative, both with the intention of providing resources and support for independent journalists in her country. Ms. Ayubi is currently a member of the steering committee of Afghanistan National Association of Journalists and since November 2010 has functioned as the coordinator of the steering committee of Afghanistan Civil Society. She has also held key positions at Save the Children in the U.S. on a commission tasked to revise Afghanistan's mass media law. Some of her rewarding and extraordinary achievements include the implementation of an investigative journalism project investigating crimes committed by factions involved in Afghanistan's 30-year civil war. She is a prolific writer and women rights activist, and her literary collections have been widely published in Afghanistan. As a member of the leadership committee of the Afghan Civil Society and Human Rights Network, she has always advocated efforts for the materialization of basic universal values, such as human rights, justice and freedom for all.

*Najiba Ayubi*

**You are currently the Executive Director of The Killid Group. Can you explain what The Killid Group is?**

The Killid Group is an independent, Afghan public media group made of eight local Radios and two weekly nation-wide magazines. It was established by Mr Shahir Zahine from the NGO Development and Humanitarian Services for Afghanistan (DHSA) in 2002, whose mission is to redefine development in Afghanistan. After the Taliban rule which ended in 2001, it was imperative to ensure the establishment of independent media and I can say that Killid Magazine was the first independent publication established after the Taliban era. Killid magazine symbolises our commitment to one principle: people's right to be informed and to be heard, which is the basis for good governance, accountability and transparency.

**“Killid magazine symbolises our commitment to one principle: people's right to be informed and to be heard.”**

*Symbolic Photo of the Killid Group Online Webpage*

**What do you want to achieve with the Killid Group ?**

In fact Killid means 'key', and by that we mean we want to open the doors and give way to a fair and democratic society. It is a political magazine targeting both Afghan and foreign decision makers which is why it is published in English, Pashto and Dari. Since 2002 the magazine has grown from distributing 3000 copies a week in Kabul

to 25,000 copies in all 34 provinces of the country, making it the only independent press to reach the entire nation on a weekly basis. I want to stress the fact that despite the economic crises and the security threats we have never missed publishing one single issue.

We started another magazine called Mursal which is a women's popular name and is published specifically for women and girls.



Najiba Ayubi at a UNESCO exhibition *Voices on Rise - Female Afghan Journalists*

In each issue we feature a lengthy report investigating issues that women face on a daily basis. It also includes other topics such as fashion and cooking. The Third magazine is called Sapida which is a monthly sold cultural magazine.

With our network of radios, we started the first radio station in 2003 and quickly became sustainable thanks to the help of our excellent marketing team. After that we decided to go local and established different radio stations across the country. Among them we manage a radio station which is the only one that promotes rock, alternative music and indie rock in the whole region.

**“I am fortunate to have a very strong committed team of whom 40 percent are women. And these women have a key role in decision-making.”**

**Are there many women working with you?**

I am fortunate to have a very strong committed team of whom 40 percent are women. And these women have a key role in decision-making and deal with very sensitive issues. After the Taliban rule, a number of women expressed a strong desire to come

out of their houses and be more active in Afghan society. When our constitution was newly established it gave the opportunity for women and men to work together in a fair environment.

Many women came to work as journalists from an early stage, but the main problem was that many of them were not professional journalists. Our Afghan Journalism Faculty had very few students and a very limited number of them were women. This did not correspond to the growing gender needs of the media channels across the country. Yet times have changed and the situation is now very different. When I joined The Killid Group we had very few professionals, but now around 90 per cent of our team have graduated from journalistic studies. This is happening in every media organization in Afghanistan and it is a very important change - particularly for women who are now increasingly encouraged to become journalists in Afghanistan.

**Do female journalists face any pressures from Afghan society?**

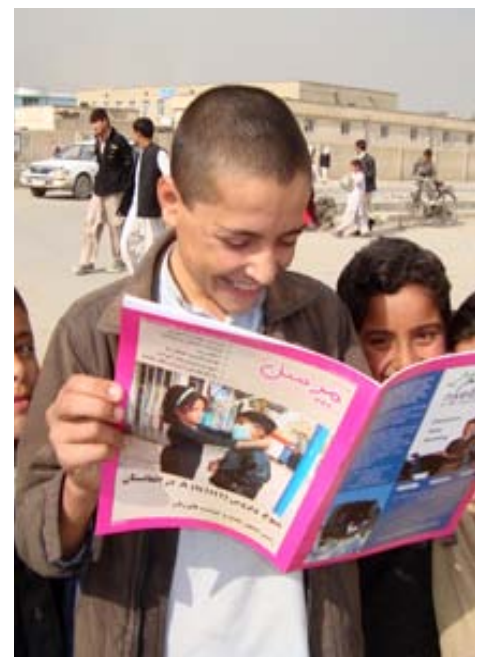
Our society places a lot of emphasis on traditions and culture. Some people in parts of the country do not like that women will be out of the house from morning to evening. This will pose problems for women journalists who are required to work longer hours than what is socially accepted. For example I know several girls who have

graduated from the Journalism Faculty but who have not pursued their dream of becoming journalists. Instead they became teachers. In Afghanistan teachers spend less time working than journalists which leaves more time for them to take care of their household chores and children.

**Do you face many threats for being a female journalist?**

Afghan journalists are reporting on difficult situations – often risking their lives. Doing what I do is not an easy job, especially in this men-dominated society. I have worked in this industry for over thirty years and I can assure you it is an extremely difficult position. As a woman journalist I face many challenges and many difficulties. However I always remain positive.

In 2001 the international community was very keen to support freedom of the media in Afghanistan. Despite this, after the first presidential elections in 2004, many media groups were owned by leaders of the Mujahideen and other warlords. Many of their messages were against democracy, human rights and freedom of expression. Nevertheless, what people tend to overlook is that this was a change in itself. With media we replaced guns with radios. Now the rise of real independent media forms in Afghanistan opened other windows to communicate instead of firing bullets. It is the beginning of something new.



Youngsters reading *Mursal Magazine*



## From the Field...

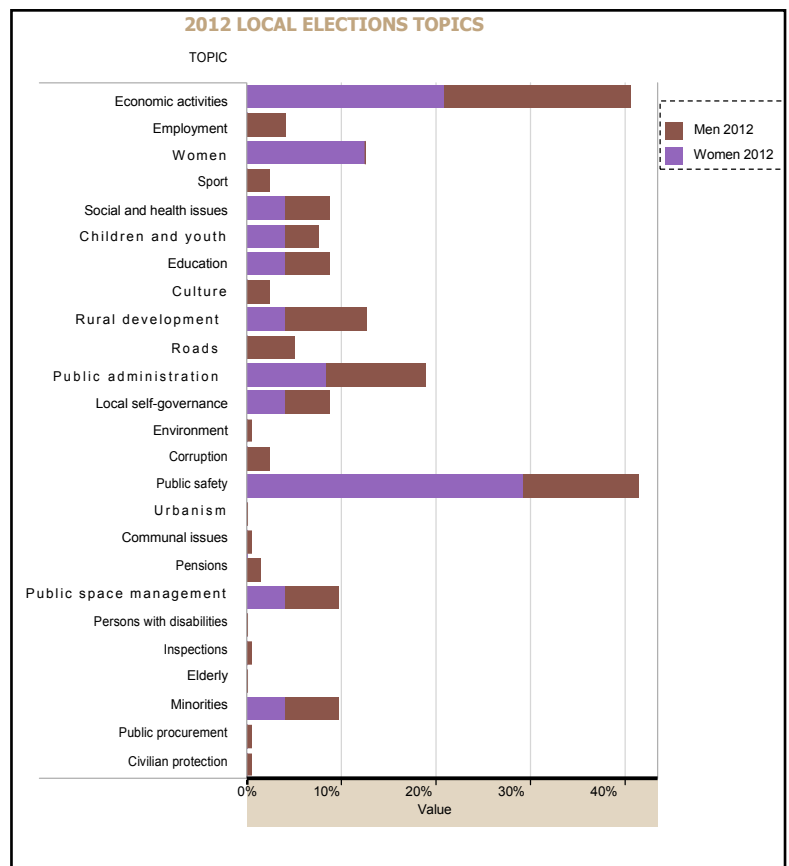
The OSCE field operations provide the framework for OSCE projects and activities on the ground. It is through their work that the goals of the OSCE take shape. To promote the exchange of ideas and sharing of best practices, each issue of the Gender Monitor features projects from a number of field operations that highlight the various methods of successfully incorporating a gender perspective into their work.

# Representations in the Media of Women Politicians in Local Election Campaigns

By Lana Ackar and Maja Barisic

Ahead of the 2012 local elections in Bosnia and Herzegovina (BiH), the OSCE Mission to BiH supported the project “Arts and Nets for Equality in Elections” which was implemented by the Oneworld – Platform for Southeast Europe foundation. The project aimed to promote critical and evidence-based analysis for the public in selecting candidates in the election and to further increase debate about the role of women in politics. Apart from the promotion of women in politics through a public campaign, the project offered specific analysis and visualization of information on the status and perception of women in politics. One of these analyses focused on women candidates’ representation in the media.

Hundreds of mainstream media reports by television stations and leading newspapers were analysed to identify what were the most common topics discussed by politicians during local election campaigns in 2004, 2008 and 2012. Additionally, the analysis



Media outlets: a gendered view of election topics

provided data disaggregated by sex showing the ratio of women and men who presented specific topics during campaigns. Results demonstrated that only sporadic media attention was given to women candidates compared to male candidates even though women comprised at least 33 per cent of the candidates at the past three local elections. According to sources examined, women’s issues appeared to be relevant to women candidates only while sports, corruption and pensions were of interest to men only.

Findings demonstrated that there is a division of issues between those relevant to women and men and that the media, possibly, have expected women and men candidates to

engage in specific issues based on the assumption that there are topics that interest only women and topics that interest only men. Furthermore, men were given more media space to elaborate their political platforms which led to their dominant presence in the media and stronger outreach to potential voters.

In 2013, the OSCE Mission continues to promote the use of free online tools to promote and advocate for women’s issues through capacity building activities related to data journalism.

**Lana Ackar is a Gender Officer and Maja Barisic is a Social Inclusion Officer, both for the OSCE Mission to BiH.**

OSCE Mission to Bosnia and Herzegovina



Flyers with the slogan “Njeni izbori” which means “her elections”

## From the Field...

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# OSCE Office in Yerevan's Na/Ne Awards Ceremony Campaigns

By Olivier Randolph Mccoy

For the past five years, the Office in Yerevan has sought to raise public awareness about the importance of gender stereotyping in the media. Initiated by the OSCE in conjunction with the British Embassy and the British Council, the Na/Ne (which means "He/She" in Armenian) Awards are an opportunity to promote gender awareness to the general public and to pass important messages to key interlocutors as well as to the general public.

Initiated in 2008, the Na/Ne Awards have received more than 630 submissions from print, television, photo, and online journalists. Of the submissions, 53 journalists, bloggers, editors, photographers, and directors were recognized for their individual contributions to a gender-considerate media environment. In 2013, at its five year anniversary, the Na/Ne Awards were dedicated to how women are portrayed in media; in previous years topics ranged from domestic violence to women in non-traditional roles. This year, 31 journalists received awards for their media pieces promoting the activities of women in the political, social and



Nelli Babayan from the "Aravot" daily newspaper won the second prize in the Printed Article category for her work on women entrepreneurs

economic fields. The winners were announced at a ceremony in Yerevan on 13 February 2013.

At the five year mark, the OSCE Office in Yerevan's Gender Focal Points, Oliver McCoy and Tsovinar Harutyunyan, acknowledged that "at this point in time in many corners of society, there remains a tacit perception that being intolerant for the sake of 'tradition' is acceptable.

Intolerance or ignorance, however, exclude some of the best and brightest. The works recognized during the course of the Na/Ne Awards show clearly that gender stereotypes have changed and that the quality of journalism has improved in Armenia."

**Olivier Randolph Mccoy is a Democratization Officer for the OSCE Office in Yerevan.**

OSCE Office in Yerevan



From right to left:  
Gayane Mërtchyan,  
Online article  
third prize; Nelli  
Shishmanyanyan,  
Photo report  
First prize; Inna  
Mkhitaryan,  
Photo report second  
prize; Nelli Babayan,  
Printed article  
Second prize; Armine  
Gevorgyan,  
Radio Programme  
Second prize; Narine  
Ghalechyan,  
Radio Programme  
Third Prize

## Recommendations ...

### International Women's Media Foundation 2013 Report Global Report on the Status of Women in the News Media



For the first time, sound data on gender positions in news organizations around the world has been published in the IWMF's Global Report on the Status of Women in the News Media. The findings were collected by more than 150 researchers who interviewed executives at more than 500 companies in 59 nations using a 12-page questionnaire.

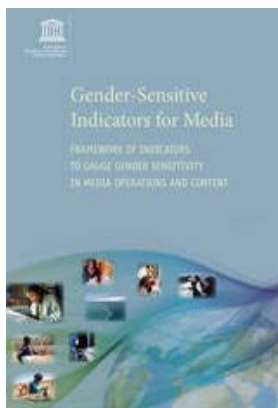
The IWMF found that 73% of the top management jobs are occupied by men. Among the ranks of reporters, men hold nearly two-thirds of the jobs, compared to 36% held by women. The IWMF Global report identified glass ceilings for women in 20 of 59 nations studied. Most commonly, these invisible barriers were found in middle and senior management levels.

*Synopsis from / report available on:*

<http://iwmf.org/pioneering-change/global-research-on-women-in-the-news-media/global-report-online-version.aspx>

### UNESCO 2012 Publication

## Gender-Sensitive Indicators for Media



The aim of the Gender-Sensitive Indicators for Media (GSIM) is to contribute to gender equality and women's empowerment in and through media of all forms, irrespective of the technology used. The main focus of the publication is on the equality and gender dimensions of social diversity in the media.

UNESCO's commitment to gender equality and women's empowerment is pursued through

gender-specific programming and gender mainstreaming with action in all of its fields of competence. UNESCO's Com-

munication and Information Sector has engaged globally in a wide range of gender-specific initiatives. The two perspectives, equality between women and men working in the media, and equality in news reporting on women and men, are of equal importance and are being stridently pursued.

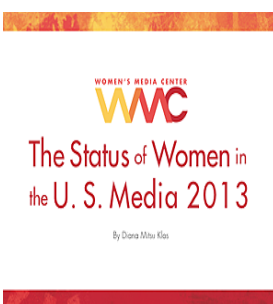
It is against this backdrop that UNESCO, in cooperation with the International Federation of Journalists and many other partners, has elaborated this global framework of Gender-Sensitive Indicators for Media. This is a part of a suite of indicators being developed across all sectors of the organization to enable effective assessment of diagnosis of areas within UNESCO's mandate of media development.

*Synopsis from / manual available on:*

<http://unesdoc.unesco.org/images/0021/002178/217831e.pdf>

### Women's Media Center 2013 Report

## The Status of Women in the U.S. Media



The Women's Media Center Status of Women in the U.S. Media 2013. It details the persistent gender disparity in a range of media businesses and institutions that rank among the greatest influencers in American society.

Using an avalanche of new surveys, studies and reports, the Women's

Media Center report examines the representation of women in newspapers, online-only news sites, television, radio, social media, literature, video games, film and television, sports news, newsmakers and corporate/technology leadership. It also looks at how women's issues, female journalists and newsmakers fared during the 2012 presidential election. This is the second year the Women's Media Center has issued the report.

*Synopsis from / blog available on:*

[http://wmc.3cdn.net/51113ed5df3e0d0b79\\_zzzm6go0b.pdf](http://wmc.3cdn.net/51113ed5df3e0d0b79_zzzm6go0b.pdf)



## Recommendations ...

### International Federation of Journalists 2011 Factsheets **Women Journalists in the Middle East and Arab World**



This report is part of the Women Partners in Trade Union Leadership, a campaign launched by the International Federation of Journalists (IFJ) in 2008 to encourage women journalists in the Middle East and the Arab World to engage in trade-union work.

It is a snapshot of the situation across the region and draws upon information available in recent publications, national

and international statistics and official data, and information provided by the network of affiliates of the in the Middle East and Arab World region, with the aim to give fresh momentum to the struggle for change and women's rights at work in journalism.

This report is built in the form of facts sheets for a quick overview on the situation, with an introduction and facts on women's political representation and sections on women in the media, in journalists unions, and media schools. It gives facts and arguments for women journalists activists, to stand up for their rights and campaign for better working conditions in the newsroom and fairer representation in their unions.

Synopsis from / factsheet available on:

<http://www.ifj.org/assets/docs/194/172/9016bc2-1df2aac.pdf>

### Ms. Magazine

## The Magazine that Changed It All



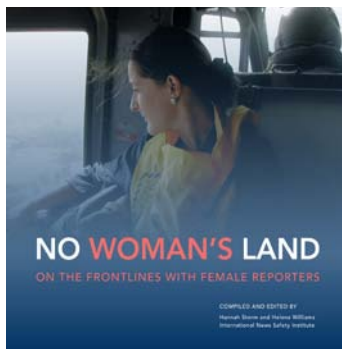
When Ms. was launched as a "one-shot" sample insert in New York Magazine in December 1971, few realized it would become the landmark institution in both women's rights and American journalism that it is today. The founders of Ms., many of whom are now household names, helped to shape contemporary feminism. According to founding editor Letty Cottin Pogrebin, Ms.' authors translated "a movement into a magazine."

Ms. was a brazen act of independence in the 1970s. At the time, the fledgling feminist movement was either denigrated or dismissed in the mainstream media - if it was mentioned at all. Most magazines for women were limited to advice about saving marriages, raising babies, or using the right cosmetics. Instead the Ms. preview debuted carrying articles on subjects such as the housewife's moment of truth, "de-sexing" the English language, and abortion. It is now the landmark for a magazine that distances itself from topics of cooking or fashion. You can get this magazine in the US and Canada and can download the virtual version anywhere in the world.

Synopsis from / report available on:

<http://www.msmagazine.com/>

### The International News Safety Institute 2012 Book **No Woman's Land: On the Frontlines with Female Reporters**



No Woman's Land: On the Frontlines with Female Reporters is the first book dedicated to the safety of female journalists. It is a unique collection of articles written by 40 women from around the world who work in the news media. They have covered conflict, disasters, corruption and civil unrest and come from more than

a dozen countries as far afield as Mexico and Burma, Russia and Somalia, Indonesia and Egypt. The idea for the book arose from the attack on CBS correspondent Lara Logan during her reporting from Tahrir Square in Egypt last year. She has written the foreword for No Woman's Land. Other contributors include the BBC's Lyse Doucet and Caroline Wyatt, CNN's Hala Gorani, Fox News's Jennifer Griffin, Al Jazeera's Zeina Awad and the former Egyptian state TV anchor Shahira Amin. The women - photographers, camerawomen, correspondents and reporters - have had their work featured by some of the world's best known media organisations and publications, including the Los Angeles Times, Reuters, Marie Claire and TIME.

Synopsis from / report available on:

<http://www.newssafety.org/page.php?page=20491>

# Upcoming Events

## 4 July - 5 July 2013

**Amsterdam, The Netherlands.** *Conference on Media and the Image of Women.* The Conference is jointly organised by the Gender Equality Commission of the Council of Europe and the Ministry of Education, Culture and Science of the Netherlands. The Conference will bring together government representatives from the 47 member states of the Council of Europe, representatives of gender equality bodies, media, civil society, private business, and other regional and international organisations.

## 2 December - 4 December 2013

**Bangkok, Thailand.** *Global Forum on Media and Gender.* The first Global Forum on Media and Gender will be organized by UNESCO, UN Women, and media and NGO partners globally in November 2013. This will be an important follow-up to one of the critical areas of concern of the Beijing Declaration and Platform for Action, "Women and the Media Diagnosis", and its strategic objectives.

## 30 November 2013

**Worldwide.** *Women Peace and Security Side Event.* The Security Council will convene on 30 November 2012 an Open Debate on women and peace and security with a focus on "The Role of Women's Civil Society Organizations in Contributing to the Prevention and Resolution of Armed Conflict and Peacebuilding." Organized by UN Women.

## STATISTICS



65%



35%

**Women currently occupy 35 percent<sup>1</sup> of higher management positions<sup>2</sup>, as compared to 35 percent in March 2013.**



81%



19%

**Within the 57 Permanent Missions to the OSCE, currently 21 percent<sup>1</sup> of Heads of Delegation are women, as compared to 19 percent in March 2013.**



74%



26%

**Women Deputy Heads of Delegation currently occupy 28 percent<sup>1</sup>, as compared to 26 percent in March 2013.**

<sup>1</sup> Data as of 1 June 2013.

<sup>2</sup> S3+, P5+, Heads and Deputy Heads in field operations, Institutions and the Secretariat.

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