



**Quote This
Woman+**

No voice left behind

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Becoming (or Nominating) an Expert with QW+

Why does QW+ want more voices for their database??

Because who gets quoted shapes who gets heard. Right now, the media still underrepresents women+, queer people, disabled people, rural organisers, and others pushed to the margins.

Is there a catch?

Nope. No fees. No spam. Just solid feminist activism at a time of global gender backlash and rising disinformation - giving teeth to women's voices via QW+, a registered non-profit company working across Africa to shift whose voices shape the news.

NOMINATING SOMEONE? READ THIS:

Do I need their permission to nominate them?

No. You're welcome to nominate without asking. But they may be chuffed to hear you hold them in esteem, so [in the nomination form](#), we give you a short message you can forward via WhatsApp or email if you'd like.

Is it okay that I share their contact details?

Yes. Under privacy legislation, you're allowed to share someone's contact info with a non-profit for a once-off referral like this. We only use it to invite them, and we'll never share the details or subscribe them to anything without their consent.

What if they feel like they're not an expert?

That's exactly why we run this campaign. Many of the most powerful voices have never been told they belong in the conversation. Nominate them anyway. Let us hold the door open.

BEEN NOMINATED? START HERE:

I'm not sure I'm an 'expert' - am I really what QW+ is looking for? Yes, you are if your work in any way impacts the world. At QW+, we recognise lived, learned, and professional experience as valid forms of expertise.

That means we welcome:

- Activists and organisers

- Academics and researchers
- Professionals and consultants
- Survivors and system-challengers
- Community knowledge-holders
- Healers, carers, cultural leaders

You don't need a degree or a fancy LinkedIn bio. You just need insight and a willingness to have your voice / message heard.

What happens when I sign up?

[You'll fill in a form](#) with a few details about yourself and your work. We'll verify your info and, if it's a fit, we'll add you to our expert database.

No time to fill this in: no worries! There is a shorter way to sign up: [simply agree that we can fill in your form for you, here.](#)

Once you are on the database, you might be contacted by journalists looking for diverse, credible sources. You are never obligated to say yes. You can choose what kind of media you engage with, if any. We'll support you along the way.

Do I need media experience?

Not at all. QW+ exists to support new, emerging and overlooked voices, not just the usual suspects. If you're new to media, that's even more reason to join. You can attend our free media training, too!

What if I don't know what to say about myself in the form?

Just be real. Tell us what you know, why it matters, and what you want to speak up about. We're not looking for perfect grammar or glossy bios. All we're looking for is substance and honesty.

If you're really battling, tell us - we'll fill in the form for you.

What if I don't have a website or social media?

No problem. We mainly ask for links so we can verify background info, in this strange world of fake news and bots. You can give us a community org webpage, an article, or even a reference. Your work doesn't need to be online to be important.

Will I hear back from QW+ after I sign up?

Yes. You'll get a confirmation message and we'll be in touch if we need anything else. You can [email](#) or text us at any time, if you have questions.

CAMPAIGN-SPECIFIC QUESTIONS

Where do I say I came through #EachOneReachOne?

On the sign-up form, when asked, “How did you hear about QW+?”, please select “Other” and write: #EachOneReachOne. That way, we can track your impact and celebrate it.

Is this only for all Africans?

Yes. QW+ works across Africa. If your voice matters in public conversation, you belong here.

Is this only for women?

We prioritise women+, LGBTQIA+, disabled, rural, and other marginalised voices

Now is always the right time to shift who gets heard.

Still have questions? WhatsApp us on +27846888980 , mail hello@quotethiswoman.org.za.

Or visit www.quotethiswoman.org.za

Shift the media.