



This project is funded by  
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## Local Media and Gender Equality

<b>Programme</b>	CEİDizler Grant Programme
<b>Project Duration</b>	15 months
<b>Project Budget</b>	399,190.02 TL
<b>Project Province</b>	Samsun
<b>Project Main Applicant</b>	Amazon Women and Life Association
<b>Project Stakeholders</b>	<ul style="list-style-type: none"><li>• Samsun Association of Journalists</li><li>• Samsun 19 Mayıs Association of Journalists</li></ul>
<b>Associate Stakeholders</b>	<ul style="list-style-type: none"><li>• Atakum Municipality</li></ul>
<b>Social Media Channels</b>	<a href="https://www.instagram.com/amazonkadinveyasamdernegi/">https://www.instagram.com/amazonkadinveyasamdernegi/</a> <a href="https://www.facebook.com/AmazonKadinYasam">https://www.facebook.com/AmazonKadinYasam</a>



**Target Groups:** Women-based civil society organizations in Samsun (CSOs), professional organizations, media members, Samsun Metropolitan Municipality, other local governments and local citizens in Samsun

**Project Aim:** The project “Local Media and Gender Equality” aims to enhance the institutional capacity of CSOs, including women’s associations, and professional organizations engaged in rights-based activities in Samsun in promoting gender equality and to contribute to building sensitivity in gender equality in public relations units of local media outlets and local governments.

The project is financed by the European Union under the CEİDizler Grant Programme. Through the project activities:

- The capacity of women and their associations in Samsun will be strengthened through trainings focusing on monitoring and advocacy,
- Digital media channels of the press in Samsun engaged in print and/or online journalism as well as that of municipalities will be monitored with respect to gender equality,
- There will be capacity building activities and workshops with journalists and municipal personnel in Samsun in gender-responsive communication and media,
- Launching of a rights-based media monitoring platform in Samsun.

**Project’s Main Expected Result:** The expected result is strengthened capacity of women’s CSOs in particular that are engaged in rights-based activities in Samsun. This will be achieved by activities supporting public relations units of local media outlets and local governments in their gaining of gender perspective and monitoring these institutions and their publications within the last three years.

**Achievements Gained through Project Outputs:** Training will be provided to 9 women CSOs in Samsun in applied data literacy, digitalization, strategic plan development and capacity building while training in gender-responsive communication will cover members of the media and municipality personnel. At the end of these trainings, online training modules will be developed to reach wider audience. Besides, an “Equality and Media Monitoring Group” comprising at least 5 CSOs will be set up in Samsun. This group will conduct a three-years retrospective analysis of the archives of online newspapers, media channels and local governments with focus on gender equality. The “Samsun Local Media Monitoring Report” will be the outcome of this activity.

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The content is the sole responsibility of the Gender Equality Monitoring Association (CEİD) and does not necessarily reflect the views of the European Union.