

FINAL PROJECT NARRATIVE REPORT

You will need to refer to your Project Application Form and the Agreement with WACC. Please answer the questions as fully and concisely as possible to help us learn about your completed project. The report should not exceed 15 pages, excluding appendices. Please return the report with any supporting documents and materials to WACC. We welcome stories about how individuals benefitted from the project, with photos. We also welcome case studies. Please place stories and case studies, if any, in an appendix.

1. GENERAL INFORMATION

1.1 Project Title: (as in the Agreement)	Democracy ON AIR!
1.2 Project Reference Number: (as in the Agreement)	1965
1.3 Full Name of Organisation:	Flying Broom Women Communication and Research Association
1.4 Country:	Turkey
1.5 Full Postal Address:	Büyükelçi Sokak 20/4 Kavaklıdere 06700 Ankara - Turkey
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1.10 E-mail:	sevna@ucansupurge.org
1.11 Website:	www.ucansupurge.org
1.12 Period the project was implemented: (from month/year to month/year)	From 1 March 2012 to 28 February 2013

2. OUTCOMES AND IMPACT

2.1 What was the project's long-term goal?
<ul style="list-style-type: none"> -To create alternative communication networks in order to let minority voices be heard -To contribute to the spread and internalization of the idea of human rights, political participation, and freedom of press as essential elements of democracy. -To give a helping hand to the strengthening of the media as a multi-opinion platform, and to allow women to participate, which is a must for democracy – To increase the media's commitment to gender-ethical journalism by supporting initiatives by women's rights groups, media practitioners and other civil society organisations.

The project goals, both long and short-term are to create a women’s media as an alternative to the mainstream media; to broadcast the local news of the reporters in national and international areas; to offer support to women who are local women reporters in their provinces and promote their visibility in local areas; to contribute to the women’s effective participation in decision-making processes and policy-making processes by carrying their voices to the local media; to create/help new human resources (female) in local media by educating local women reporters.

2.2 What was the project’s immediate purpose and to what extent was it achieved?

To develop a sense of gender-oriented media literacy in women.

Until now 69 volunteer women reporter finished the on line training program. Program continues with 35 new participants every 2 months.

To contribute to the organization of women by creating local and regional networks.

During and after the training trainees have the opportunity to communicate among them by using the forum page of the on line education system and moreover they criticize each other’s weekly homework.

To create the necessary pressure required in the local media to adopt an equity-based approach in journalism and to increase cooperation possibilities.

Trained reporters continue to report from their cities and they are now known as reporters in their local media. We hope that this relationship will affect the gender based reporting in future.

To periodically publish women’s news from all 7 regions of Turkey.

Trained 37+32 reporters are from 7 regions, so we publish their reports as they continue to send their news.

To train female reporters from these 7 regions.

The list 37+32 reporters that have been trained and their regions are enclosed.

To spread the idea of “alternative women’s reporting” from the big cities to the smaller towns.

There are reporters coming from small towns as well as cities.

To strengthen the Local Women Reporters Network by finding new participants.

This network is the first of its kind in Turkey and is also not very common throughout the world. We continue with the training program and we will continue as the demand continues. So the network will be strengthened and numbers of the participants will increase accordingly.

2.3 To what extent were the expected outcomes and outputs achieved?

<p>Expected outcomes and indicators</p> <ul style="list-style-type: none"> - 35 women were expected to complete the first course of the online education programme . <p>Expected outputs and indicators</p> <ul style="list-style-type: none"> - Female reporters to be trained from all 7 regions in Turkey. - Women local news to be published from 7 regions in Turkey. - Sense of gender-oriented media literacy in 35 women to be developed. - Local Media network to be strengthened. 	<p>Achieved outcomes (disaggregated by sex)</p> <ul style="list-style-type: none"> -Application forms have been submitted. - Certificates have been given - Published news signed by Local Women Reporters. - 210 news published during the project. <p>Achieved outputs (disaggregated by sex, if applicable)</p> <ul style="list-style-type: none"> - 37 women took part in the first Online Education programme which took place between September – December 2012 . The women came from 7 different regions of Turkey including the cities Ankara, Gaziantep, Urfa, Istanbul, Eskisehir, Samsun, Cyprus,
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	Izmir, Trabzon and Diyarbakir. In the meeting held in Ankara the women expressed their satisfaction with the project and said that they had learnt a lot. The second programme had 32 female participants.
<p>2.4 What other observations did you make? Please mention anything that may illustrate the benefits arising from the project.</p> <p>This project inspired other organizations to develop similar projects.</p> <p>Example 1: The reporter Balçiçek İlter from Habertürk, one of the most viewed mainstream channels, is making a new program in which she visits different cities and meets volunteers who report local news on live broadcast.</p> <p>Example 2: Turkey’s only state-run broadcaster, TRT, has requested the viewers’ engagement in their project “ You record, we will broadcast“. This is an example of citizen journalism.</p> <p>Example 3: News channels such as CNNTürk, Agos newspaper and bianet.org have begun to recruit voluntary reporters to promote citizen journalism .</p> <p>Example 4: The NGO Kaos, which works for gay and lesbians rights, has created a network of local reporters to make news on LGBT more visible.</p> <p>It is possible that the number of similar projects will increase. These projects have all been realised following Flying Broom’s Local Women’s Reporters’ Network. We have played a pioneering role in the development of local journalism in Turkey.</p>	
<p>2.5 If you observed any unintended positive outcomes arising from the project, please describe.</p> <p>Among all of our projects, this was one of the projects that attracted the greatest amount of attention. In addition to WACC’s support we got in touch with other organizations who wanted to support different activities during the project. As an example the German Embassy organised a concert to collect money for our online education program. Using the money collected we were able to invite the participants to a workshop in Ankara at the end of December 2012. During this workshop the reporters evaluated the program and discuss how we should continue the education.</p>	
<p>2.6 If you observed any negative outcomes arising from the project, please describe.</p> <p>We had problems ensuring that all of the 35 reporters participated actively during the program. Reasons for their non-participation were illness, travelling etc. As a solution, those who could not continue in the first program were able to attend the second stage of the program which started on the 15th of December.</p>	
<p>2.7 Did you observe any long-term impact (positive or negative) in the wider context that might be related to the project interventions?</p> <p>This project will draw attention to the issue of gender discrimination in the media. Thanks to the articles and news produced by our local reporters, gender discrimination and misogyny in the media was unveiled and exposed. Focusing on this issue should leave people unsatisfied with mainstream media and should encourage them to choose alternative broadcast channels. In addition, women and women organizations must continue to work towards empowering female-oriented journalism, however most of the women organizations lack the capacity and finance to do so. But we see this as a third effect; as more women become involved in the media</p>	

this will draw attention to organizations who are working on the topic “media and gender”. Turkey’ has over 500 active women organizations, however only two are getting media coverage. The Local Women Reporters Network and the online education program will support women organizations in making this topic one of their main focuses.

2.8 What methods did you use for assessing outcomes and impact?

In order to ensure that the women were participating in the online education programme we set homework tasks each week which the women were required to complete. At the end of the eight-week programme all the participants were invited to a meeting in Ankara. At this meeting we were able to collect their comments and receive their evaluation of the project. The women said that they were very happy with the programme, that they learnt a lot and that they had started to look at the news differently: they were now analysing the news from a women’s perspective.

Evidence of the programme’s success could also be seen as the participants began to produce their own news items and we were able to publish their articles on our news website. From their writing it was evident that they had learnt a lot from the programme because they were able to produce articles using proper journalistic language and in the appropriate style.

2.9 Please describe the actual direct beneficiaries and indicate the number of women and men. Please also mention any indirect beneficiaries.

The first eight-week long programme had 37 female participants. The second programme had 32 female participants. These women directly benefitted from the programme. All the participants also volunteered to inform their friends and /or colleagues about women’s alternative media. As a result many more women became aware of and would like to participate in the Online Education programme. For example the Women’s News Agency, Jin – Ha, decided to send 10 women to the Online Education programme. Interest also came from female journalists who are working in mainstream media. Berrin Karakas, a well-known reporter from the daily Radikal published a message for the project.

Furthermore a large following on our website were also able to keep-up with developments (news, interviews etc) as the reporters took part in the Online Education programme. As the communication network of Flying Broom is wide, we are able to reach thousands of women through our four different email groups. We also kept our followers informed about the project using Facebook and Twitter.

2.10 What is the likelihood that the project outcomes will be sustained over the medium and long term? Please explain.

This project will definitely continue in the long-term because we now have the resources available online. This means we can find the next group of 35 female candidates and start another online programme. The second course has already taken place. In the future many more women can take part in the programme and thereafter become local journalists in their areas. The online resources can be up-dated to make sure the programme remains current.

A parliamentary commission from Turkish Parliament demanded feedback about the new violence law, from all over the country, and Flying Broom’s local women reporters are going to follow the implementation of this law and make news/interviews on it.

Flying Broom's journal –Flying News- and its web site will continue to welcome the women reporters' news. They are now well-educated reporters and we need their news/essays/interviews. Our website will give the women the chance to continue to produce and publish news items as members of the Local Women Reporters' Network.

2.11 What has been the most important change brought about by the project and what is the key evidence for this change?

- The largest development has been in the area of local media and getting more women involved in the media. This project gave women the chance to express themselves in a public space. The media in Turkey is typically a male-dominated domain but we are giving women the chance to break into this area.

- For the first time in the history of the Local Women Reporters' Network we had around ten women from foreign countries, such as Finland, Malta, USA, Germany and Brazil, applying to become Flying Broom reporters. This indicates that Flying Broom had successfully made the Local Women Reporters Network more well-known and the base of reporters has become wider.

- This project indicated that Flying Broom was succeeding in the area of women's media. We have the advantage that editors are employed in our office. (None of the other women's organisations in Turkey have editors or publication works). This gives Flying Broom the capacity to educate women to become reporters.

3. ACTIVITIES

3.1 Please provide a summary of the major activities carried out in comparison with those planned. In the case of significant changes, please explain the reasons. If applicable, please report on specific activities for women and men respectively.

Planned activities	Actual activities (state if they were specifically for women, for men, or for all): All for women	Explanation of change
<p>Activity 1: Constitution of a local women's reporter team selected from all the voluntary candidates applications that we have received on our website.</p> <p>Activity 2: Preparation of the training with the professionals.</p> <p>Activity 3: Online training program will be conducted.</p> <p>Activity 4: Collecting the news from the local reporters.</p> <p>Activity 5: Uploading the news to our website.</p>	<p>Activity 1: Constitution of a local women's reporter team selected from all the voluntary candidates applications that we have received on our website.</p> <p>Activity 2: Preparation of the training with the professionals.</p> <p>Activity 3: Online training program will be conducted.</p> <p>Activity 4: Collecting the news from the local reporters.</p>	<p>No changes</p>

<p>Activity 6: The news uploaded to our web site will also be sent to the mainstream media.</p> <p>Activity 7: Monitoring and evaluation will be done for 12 months.</p> <p>Activity 8: Interim report due to the 6th month and final report at the end of the project will be given.</p>	<p>Activity 5: Uploading the news to our website.</p> <p>Activity 6: The news uploaded to our web site will also be sent to the mainstream media.</p> <p>Activity 7: Monitoring and evaluation will be done for 12 months.</p> <p>Activity 8: Interim report due to the 6th month and final report at the end of the project will be given.</p>	
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3.2 How did the beneficiaries react to the programme activities?

- The participants of the programme were very eager to learn about gender-perspectives in the media
- The participants worked hard to earn the final certificate
- The participants wanted to continue the Online Education programme and said that 8 weeks was not enough.

3.3. If the project is primarily purchase of equipment, please describe what kind of impact/change the equipment is bringing to the beneficiaries.

A software firm prepared a web-based site for this project. Flying Broom has now the chance to open many other classes about different subjects, like; Legislation Education for Women, Gender Education for Men, etc. Flying Broom starts online education system within the gender studies and this is the first in its history.

3.4. If the project included a workshop, seminar, or consultation, please attach the list of participants, the themes/topics of their speeches/papers, and any statement, declaration, or other material published.

The list of participants for the two courses has been attached and the list of topics which were addressed each week.

4. CHANGES IN THE ORGANISATION

4.1. Please note any important changes or events that took place that directly affected the project. These can relate to management, planning, staffing, or other matters.

5. CONTEXT

5.1 Please note any important changes in the following contexts since the project began and summarise the implications for the relevance of the project.

<p>Political:</p>	<p>Turkey's mainstream media has to be transformed into a gender-based media system. Women's rights violations caused by today's media system are more likely to be on the agenda of our society. This project encourages the media to criticise itself. Newspapers also need to</p>
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	publish local news, in order to make a difference at a local level.
Social:	Since the beginning of the project, tens of women applied for the Online Education programme, and hundreds of women communicated with us to in order to get more information about the Local Women Reporters' Network. Women are now more likely to become journalists, because they now believe that they can do this. This project has empowered women.
Natural environment:	
<p>5.2 To what extent is the project still relevant in the present-day context? Please explain. This project is just the beginning of a process: It is not possible to change the media's attitude towards women overnight. We are still fighting to give women a more prominent voice in the mainstream media and to discourage side-lining and discrimination against women in the media. We want to educate more women and encourage more women to become journalists. In this way the theme of women and the media will continue to be relevant for the foreseeable future.</p>	

6. YOUR ORGANISATION'S LEADERSHIP ROLE AND NETWORKING WITH OTHERS

<p>6.1 Has the project and the support from WACC helped your organisation be in a better position to provide leadership for further initiatives of your own or of others? If so, please explain. As above given examples this project inspired other institutions and NGO to work in a similar way and Flying Broom was always ready to share knowledge, experience whenever it was demanded. WACC helped us in every step of the project. Thank you.</p>
<p>6.2 In what ways has your organisation articulated and shared good practices, lessons learned, and/or resource materials with other organisations working on similar or related concerns? If you have not done so, do you plan to do so? How can WACC assist? We planned: Local Elections in 2014 will be followed by our reporters in gender perspective (How many women are candidate to be a mayor? How many women are elected and take position in decision making process? Etc.</p>

7. CONCLUSIONS

<p>7.1 What lessons and good practices have emerged from this project?</p> <p>It was new and amazing for us the demand of the trainers for continuing the training in other topic. Now we are progressing an online training for photo reporting and news shooting.</p>
<p>7.2 What challenges and difficulties were encountered, and how did you address them?</p> <p>At the beginning of the programme we chose female journalists who would not have any difficulties in understanding the online education programme. For this reason despite the distance the women did not have any trouble accessing the resources. We also ensured the women's commitment to the project by speaking with each participant personally before the</p>

programme began. Nevertheless due to the participants' daily commitments and other duties we sometimes found that the women did not complete their homework on time. However this is not a problem that cannot be overcome.

7.3 Did the project have any impact on gender equality issues?

The project drew attention to the patriarchy which is reflected in the language and news topics often chosen by the mainstream media. The journalists were able to observe examples of sexism in the media and thus they became aware of gender discrimination in the media. The work of the journalists drew the public's attention to the use of women in the news and in advertising, the representation of women in television series and the reaction to the murder of a woman. In this way the issue of gender equality was highlighted.

7.4 What further work needs to be carried out or follow up steps taken, if any?

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7.5 Other comments, if any.

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7.6 We would like to receive digital copies of materials produced such as manuals, training materials, and other products to share them with others. We would also appreciate digital copies or internet links to photos, video or audio recordings produced by or about the project. Please indicate below what you are sending us.


- Soft copy of some news sample.
- Soft copy of the booklet
- Participant list
- Trainees comments about the project
- Please also see our training portal: egitim.ucansupurge.org

Name and position of person submitting the report.

Sevna Somuncuoğlu , General Coordinator

Signature:

Date: 29.04.2012



Version June 2012