

PRESS RELEASE

United Nations Development Programme

Afghanistan Country Office, Shah Mahmood Ghazi Watt, Kabul



Sensitization of Local Media on Gender Equality

Mazar-e-Sharif, 24 May 2010 — UNDP Gender Equality project commenced a four-day gender sensitive programme for the local media organizations in northern city of Mazar-e-sharif (Balkh province). The Programme is based on a participatory approach and a wide range of different learning techniques. The Programme aims to increase women's participation in the decision-making process in and through the media and emerging technologies of communication, promote a balanced portrayal of women and girls in the media and encourage gender-sensitive training for media professionals. Young journalists working for both electronic and print media will be trained in the Programme.

This gender sensitive programme helps local journalists and editors to understand the attitudes, prejudices, and biases that often come through in media messages, and to recognize and analyze the imbalance between the men and women's voice, and acquire the skills and techniques to analyze facts, issues and data from a gender perspective.

In addition, UNDP Gender Equality project together with Balkh Provincial Directorate of Women's Affairs (DoWA), Department of Broadcasting established a media unit in January 2010 with the aim to focus on and attract attention of the local media organizations into gender related issues in the Balkh province.

The Gender Equality project in collaboration with the Ministry of Women's Affairs promotes gender equity and women's rights in Afghanistan. The project aims to develop the capacity of government ministries and institution to design and implement effective gender mainstreaming models.

Should you need further information on this press release or any other UNDP programme in Afghanistan, please contact Fezeh Hosseini, UNDP-Afghanistan Public Information Officer on (+93) 0700 475 714 or (+ 93) (0) 20 212 4098 or email to fezeh.hosseini@undp.org

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