



<b>Project Title</b>	<b>Breaking Barriers: Portraits of Women in Investigative Journalism</b>
<b>Beneficiary/Grant Recipient</b>	Goce Delcev University in Stip University Radio UGD FM / Web Portal <a href="http://www.goce.mk">www.goce.mk</a>
<b>Country of Implementation</b>	North Macedonia
<b>Grant Period</b>	01.05.2024 –30.09.2024
<b>Project Budget</b>	£9,600
<b>Priority Area Addressed</b>	Content production through learning, mobility, or collaboration
<b>Project Summary</b>	<p>This project aims to highlight the success stories of women in investigative journalism in North Macedonia, countering dominant narratives that focus only on the difficulties of the profession. Through the production of five high-quality video stories and a youth-focused media campaign, the project seeks to:</p> <ul style="list-style-type: none"><li>• <b>Promote positive female role models</b> in investigative journalism;</li><li>• <b>Encourage young women</b> to consider journalism as a meaningful career;</li><li>• <b>Raise awareness</b> of gender stereotypes and discriminatory media portrayals of women.</li></ul> <p>The project is led by UGD FM and the youth portal <a href="http://goce.mk">goce.mk</a>, using its university-based network to reach and engage a primarily young audience (16–36 years).</p>
<b>Key Activities</b>	<ul style="list-style-type: none"><li>• Production of 5 profile video stories of renowned female investigative journalists;</li><li>• Job shadowing for students and youth during the production process;</li><li>• Design and implementation of a mini awareness campaign (online + offline);</li><li>• Distribution of promotional merch (e.g. t-shirts, stickers, chargers) with key campaign messages.</li></ul>
<b>Objectives</b>	<ul style="list-style-type: none"><li>• Promote female role models in journalism</li><li>• Engage young people in journalistic content creation</li><li>• Raise awareness of gender stereotypes in media</li></ul>



<b>Expected Results</b>	<ul style="list-style-type: none"><li>• 5 professional video stories highlighting the social impact of female journalists</li><li>• 20+ students involved in job shadowing and story development</li><li>• Online/offline campaign reaching up to 40,000 users; social media visuals and merch distributed</li></ul>
<b>Target Groups</b>	<ul style="list-style-type: none"><li>• Female journalists and media professionals in Macedonia;</li><li>• Young people and journalism students (especially women);</li><li>• General public, with a focus on challenging gender stereotypes in media content.</li></ul>
<b>Innovation and Impact</b>	<ul style="list-style-type: none"><li>• Innovative storytelling approach by showing empowering, real-world examples of change driven by women in journalism;</li><li>• Youth involvement in all stages of content creation;</li><li>• Hybrid campaigning via social media and tangible materials to maximize awareness and engagement.</li></ul>
<b>Cross-cutting Priorities</b>	Addresses gender inequality and promotes fair media representation of women. Educates on media literacy and stereotypes.