



# GPKT Phase 2 Monthly Update

## November 2006

3 November 2006

### GPKT Media Working Group discusses joint activities

The GPKT Media Working Group met in Gjilan/Gnjilane on 3<sup>rd</sup> November to discuss the implementation of activities planned in early 2006 and possibilities for co-operation in the upcoming months. The meeting was held with the objectives of exploring the possibilities for future joint productions and presenting the process of work starting on developing a strategy for joint marketing of the GPKT media stations. Consultants from the Skopje-based Media Development Centre presented their proposals, and training activities will be planned on the basis of the recommendations that will be included in their strategy paper, due in January 2007.



11 - 12 November 2006

### GPKT English teachers participate in third training workshop



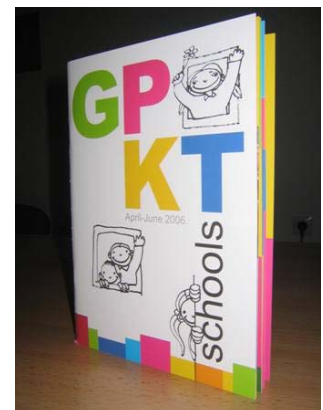
Thirteen English Language teachers from GPKT schools participated in a training session, held from 11 to 12 November in Mavrovo, Macedonia. The third in a series of workshops, the two-day session focused on creativity in the classroom, drama and story telling, classroom management, evaluation and assessment, reflection and feedback. During the sessions the English teachers enjoyed performing short dramas and working in different interactive groups. The participants' feedback on the three workshops was extremely positive - indeed, much of the feedback was in the form of ideas for further joint activities to be undertaken and that could lead to better co-operation. Next steps for this group

include plans for further training activities, and possibly an English 'camp', which would include GPKT school students as well as the English teachers in the learning process.

16 November 2006

### GPKT schools mark the 'International Day of Tolerance'

Around thirty students and their teachers from GPKT schools gathered in Kumanovo to celebrate the International Day of Tolerance on 16 November with a 'GPKT Schools Pro-Tolerance Day'. Hosted by the multi-ethnic school *Toli Zordumis*, six other schools from the GPKT Education Committee participated: *Musa Zajmi* and *Thimi Mitko* from Gjilan/Gnjilane, *9 Maj* from Presevo, *Naim Frasheri*, *Koco Racin* from Kumanovo and *Branko Radicevic* from Trgoviste. The event also provided the opportunity to re-unite the same school students who took part in a series of cross-border and multi-ethnic cultural exchange activities among schools in the area earlier this year, and the distribution of a GPKT Schools Cultural Booklet - a publication collating the drawings, texts, and poems written by the participating students about what they had seen during the cultural exchange excursions.





17 November 2006

## Media Marketing Consultants begin work on a GPKT Joint Media Marketing Strategy

The Media Development Centre (MDC) in partnership with the Centre for Economic Analysis-Skopje started work on research and development of a GPKT Joint Media Marketing Strategy. In the course of November and December 2006 MDC will research the current situation regarding the marketing capacities of the media stations in the GPKT region, their production capacities, and existing marketing approaches. The consultants will also explore the potential capacity of the local

market to support the local media in this way. The final paper will present at least three elaborated models of possible joint marketing activities. As a first stage of the research process MDC organised a focus group meeting of GPKT media station managers on 17 November in the Centre's premises in Skopje.

18-19 November 2006

## 'Training of Trainers' workshop for GPKT youth

Ahead of the third round of peer education workshops to be held by GPKT Youth Council members in primary schools across the micro-region, the youth facilitators attended a two-day 'Training of Trainers' workshop in the mountain resort of Mavrovo. Conducted by the social medicine specialist Silvana Onceva, the training aimed at preparing the youth for facilitating interactive workshops on drug abuse prevention. The training included sessions on presentation and facilitation skills, informative sessions on narcotic substances, and interactive learning sessions on self-esteem, and communication of positive messages and refusal techniques. The participants' previous experience as trainers on HIV/AIDS awareness raising served as a basis for learning new skills. Seven trainings on drug abuse prevention will be held in late November and early December across the GPKT micro-region.



25 November 2006

## Anti-domestic violence advocacy actions across GPKT



The GPKT Women's Working Group began planning for a joint campaign day against domestic violence in October 2006: campaign materials were developed and a media engagement strategy agreed. Marking the *International Day for Elimination of Violence Against Women*, 25 November, a series of co-ordinated activities were organised in all four GPKT municipalities on the 25 November. Working Group volunteers undertook the display of around one hundred posters bearing the slogan 'GPKT Women United Against Violence'. The Group also agreed on the text of a joint statement, and in each municipality arranged interviews with local media at which the statement was read out by: Sanja Petrovic in Gjilan/Gnjilane, Mendushe Nuhiu in

Presevo; Advije Latifi and Sonja Arsovska in Kumanovo and Brankica Antic in Trgoviste. The Women's Working Group also benefited from linking up with the GPKT Youth Council, whose volunteers assisted with poster dissemination, and with the GPKT Media Working Group to arrange press interviews.



22 and 30 November 2006

## GPKT youth begin new round of peer training sessions on drug abuse prevention

The 'Youth-for-Youth' Training Group of the GPKT Youth Council began a new round of workshops in November, following on from the success of the HIV/AIDS awareness raising trainings held in primary schools in GPKT and the 'Training of Trainers' workshop organised in mid November. Two trainings were held in Gjilan/Gnjilane on 22 November, one in Albanian and one in Serbian language, and two in Presevo on 30 November, again one in Albanian and one in Serbian; further trainings are planned for Kumanovo and Trgoviste in December. The November-December training cycle is focused on drug abuse prevention – a topic that was recommended by teachers and school directors as a follow-up to the work done on HIV/AIDS earlier in the year targeting seventh- and eighth-grade students. In preparation for the trainings, the Youth Council members involved in the peer education activities developed a tri-lingual brochure containing brief information on the risks of the most commonly used substances and presenting healthy alternatives. "There are other things for fun, not drugs!" is the message of the GPKT Youth Council to their peers in the micro-region.



### GPKT Plans for December 2006 / January, February 2007

GPKT Youth Council participation in collective AIDS action - 1<sup>st</sup> December, Skopje  
GPKT Youth Council Peer Training - 8<sup>th</sup> December, Kumanovo  
GPKT Youth Council Second Annual Congress - 10-11<sup>th</sup> December, Kumanovo  
'Youth Bridges' Co-ordination Meeting - 12<sup>th</sup> December, Gjilan/Gnjilane  
GPKT Youth Council Peer Training - 15<sup>th</sup> December, Trgoviste (TBC)  
GPKT Business Forum - 15<sup>th</sup> December, Kumanovo  
GPKT NGO Fair - 16<sup>th</sup> December, Kumanovo  
GPKT Media Working Group Joint Marketing Draft Strategy Presentation - 19<sup>th</sup> December, Skopje (TBC)  
GPKT Women's Working Group Meeting - January 2007  
GPKT Education Committee ELT Workshop IV - January 2007  
GPKT Municipal Economic Contact Points Meeting - February 2007  
GPKT Media WG Meeting - February 2007