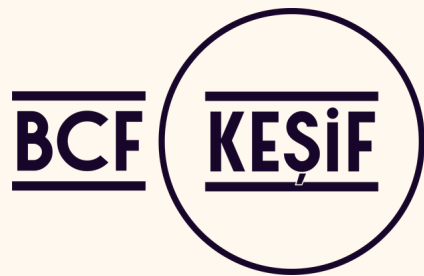


Jazz Camp for Girls

Kızlar için
Caz Kampı

15–16
17–18
Kasım



**NORDISK
KULTURFOND**



**AKBANK
SANAT**

ZUHAL



ABOUT THE PROJECT

The second project of KEŞİF, Jazz Camp for Girls, was realized with the support of Nordisk Kulturfond and in collaboration with Jazz Danmark.

The project aimed to help achieve gender balance in the music industry.

The camp took place in Istanbul between 15-18 November, hosted by Akbank Sanat and with instrumental support from Zuhâl Müzik.

AIMS OF THE PROJECT

1

playing part in increasing the number of woman instrumentalists within the jazz genre in the music sector

2

encouraging girls to develop a relationship with instruments & pursue improvisation + jazz music professionally

3

introducing girls to good role models within the jazz genre in the music sector

4

enabling girls to play in a group whilst developing a sense of belonging in a safe community



OUTCOMES



- 5 hours of daily practice for 4 days = 20 hour education program in total
- 20-min group performance on the final day of the camp
- Putting forward good role models in the jazz genre
- Providing the opportunity to engage with girls within various ages + backgrounds.
- Trying out different musical instruments + being encouraged to experiment various forms of artistic expression.

DAILY PROGRAM

Day 1:

- Breath and body awareness
- Introduction of instruments & basic organology
- Introduction to subdivisions

Day 2:

- Speaking and singing in gibberish
- Screenings: women composers/ improvisers
- Rhythmic exercises and phrasing

Day 3:

- Introduction to music theory (intervals, chords, and scales)
- Introduction to Blues Form

Day 4:

- Collective improvisation
- Practice playing together- C Blues
- Jam session on an Ostinato



INSTRUCTOR PROFILES



Kamucan Yalçın

Born in Istanbul in 1979, she began her musical career at a young age at the Istanbul State Opera and Ballet Children's Choir.

She studied clarinet and piano at Istanbul Fine Arts High School and later focused on clarinet performance during her time at Marmara University Faculty of Education.

In 2005, Kamucan graduated from Bilgi University with a scholarship, majoring in Clarinet Performance. Throughout her studies, she had the opportunity to work with renowned jazz artists such as Mike Wilkens, Ricky Ford, İmer Demirer, Kamil Özler, James Lewis, Selen Gülün, Cengiz Baysal, Can Kozlu, and Donovan Mixon, developing her skills in clarinet, ensemble, improvisation techniques, and arrangements.

In October 2006, she participated in a musical project performing in the stage adaptation of Hasan Ali Toptaş's "Loneliness." Kamucan's works have been showcased in various performances, including those in the Netherlands.

INSTRUCTOR PROFILES

Ömer Vatansever

He graduated from the Art and Design Department's Jazz Drumming at Yıldız Teknik University. For the past 15 years, he has worked as a professional musician and drum instructor.

During this time, he has trained over 500 drum students, both hobbyists and professionals. In addition to teaching, Ömer has performed in concerts and festivals across various cities in Turkey.

He has collaborated with local artists and bands such as Ferman Akgül, Sena Şener, and Kahraman Deniz on their albums and concerts.

Ömer's drum lessons typically start with note training and exercises to improve hand and foot technique. He then moves on to coordination, rudiments, basic rhythms, and rhythmic bona exercises.

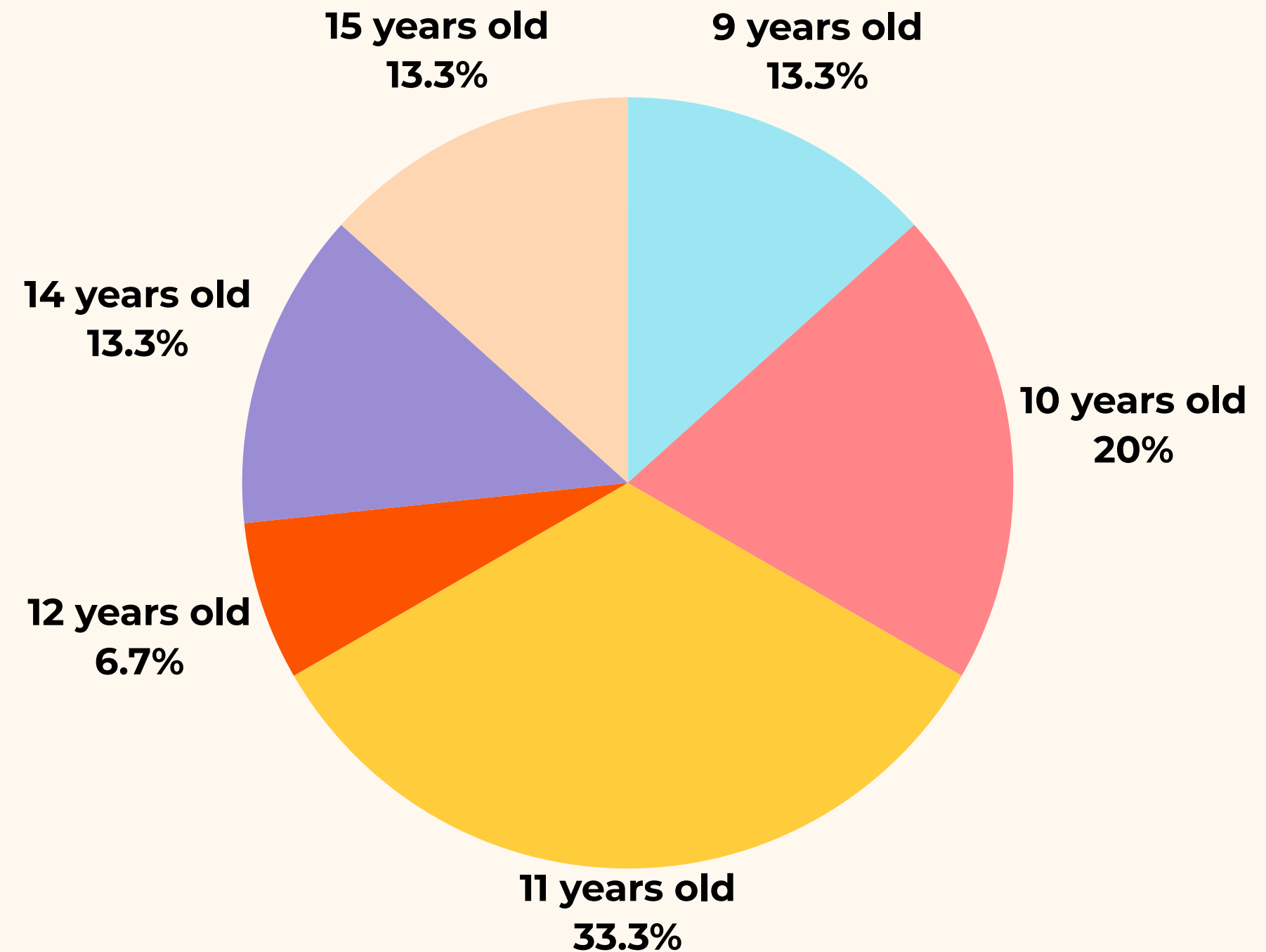


PARTICIPANTS

During the three-week-long open call period, the project received **35** applications and selected **16** participants.

The age demographic of **15** attendees can be seen through the chart presented on the right.

Of the attendees, 2 had never taken music education before and 3 noted themselves as beginner level instrument players.



The communication plan of the project consisted of:

5 posts & 12 stories

which were shared within a social media plan,
reaching a total of 26.615 accounts

These 5 posts included the following:

1) Project Announcement

- Accounts reached 2,704
- Accounts engaged 126
- Profile activity 39

2) Open Call Announcement

- Accounts reached 2,427
- Accounts engaged 76
- Profile activity 67

3) Open Call Announcement II

- Accounts reached 1,520
- Accounts engaged 64
- Profile activity 27

4) Open Call Announcement III

- Accounts reached 1,995
- Accounts engaged 48
- Profile activity 12

5) Open Call Prolongation

- Accounts reached 8,430
- Accounts engaged 116
- Profile activity 182

SOCIAL MEDIA INSIGHT



Camp Preview with Nubya Garcia

As part of the event 'Jazz for Girls: Camp Preview with Nubya Garcia', a conversation was held with the jazz musician, saxophonist, composer, and women's and LGBTI+ rights activist in Bozcaada Jazz Festival.

Supported by the British Council's 'Creative Collaborations' grant fund, the conversation discussed the importance of developing program that motivate young girls into the world of music as well as pursuing a career as musicians, whilst introducing Jazz Camp for Girls project. The event can be watched on Youtube via [this link](#)

MEDIA REFLECTIONS

The press release served within the scope of the project;

- Reached **a total of 11 news reflections**

6 national, 4 local, and 1 regional material throughout the print media.

These news reflections reached **₺283,823** equivalent advertisement value through visibility amongst **551,484** people in total.

The presented newsletters served;

- Reached a total of **183 news coverage** throughout the digital media.

These news reflections reached **₺409,374** equivalent advertisement value through visibility amongst **487,079** people in total.

- Within the scope of the newsletters served, we reached a **news reflection in the visual media (TV)***.
- Also, throughout the project, co-founder of KEŞİF Çağrı Özdemir responded to several interviews, such as a guest appearance in the Açık Dergi radio program prepared by İlksen Mavituna from **Açık Radyo**.

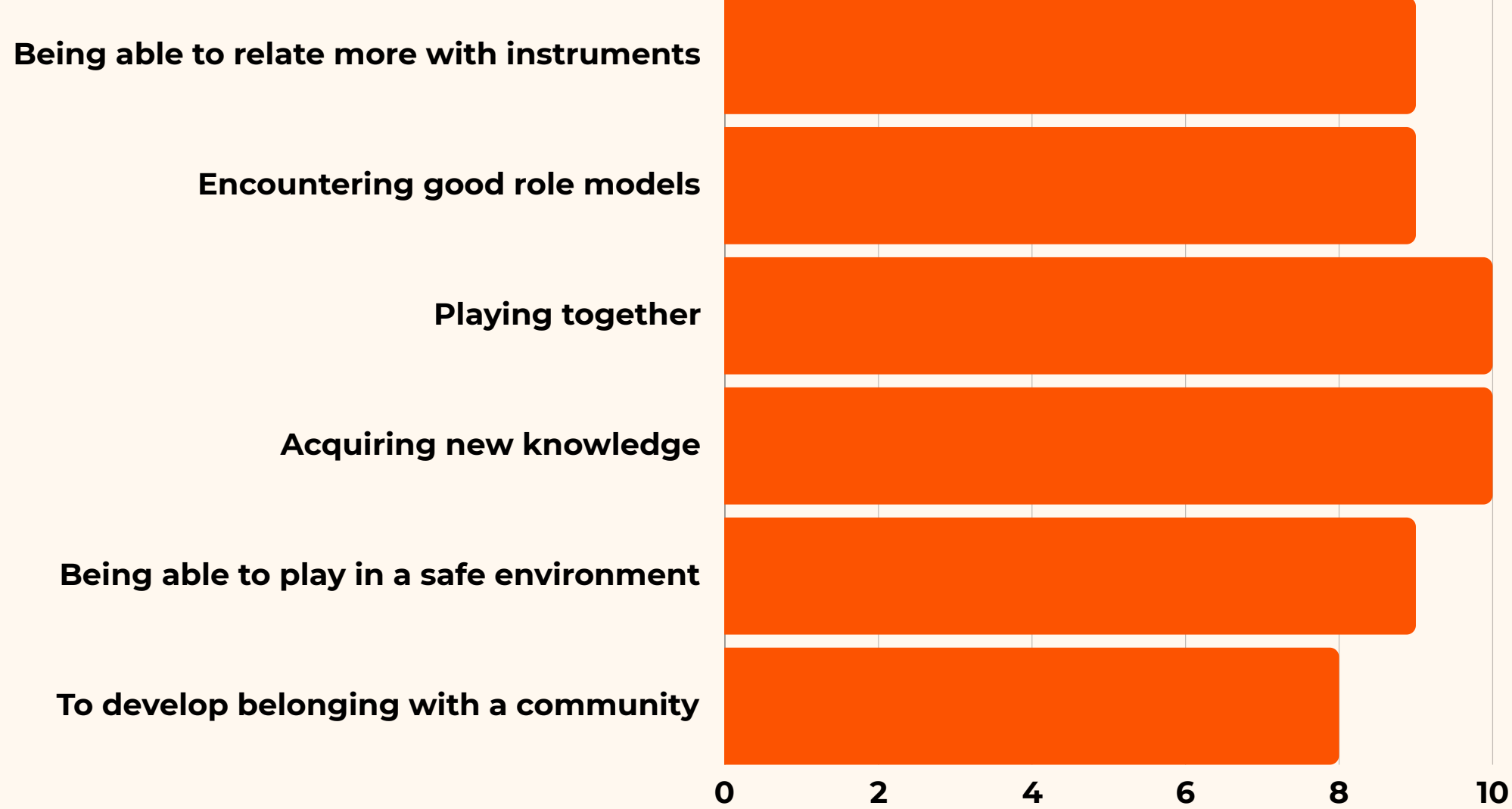
The coverage in digital media; consists of an interview published in 'patronlardunyasi.com' as well as various other popular cultural platforms such as **CallingMag**, **Artfulliving**, and **Back on Stage**.

** Since the media monitoring service received from the third party does not include TV reflections, reach and advertisement equivalent information is not known.*

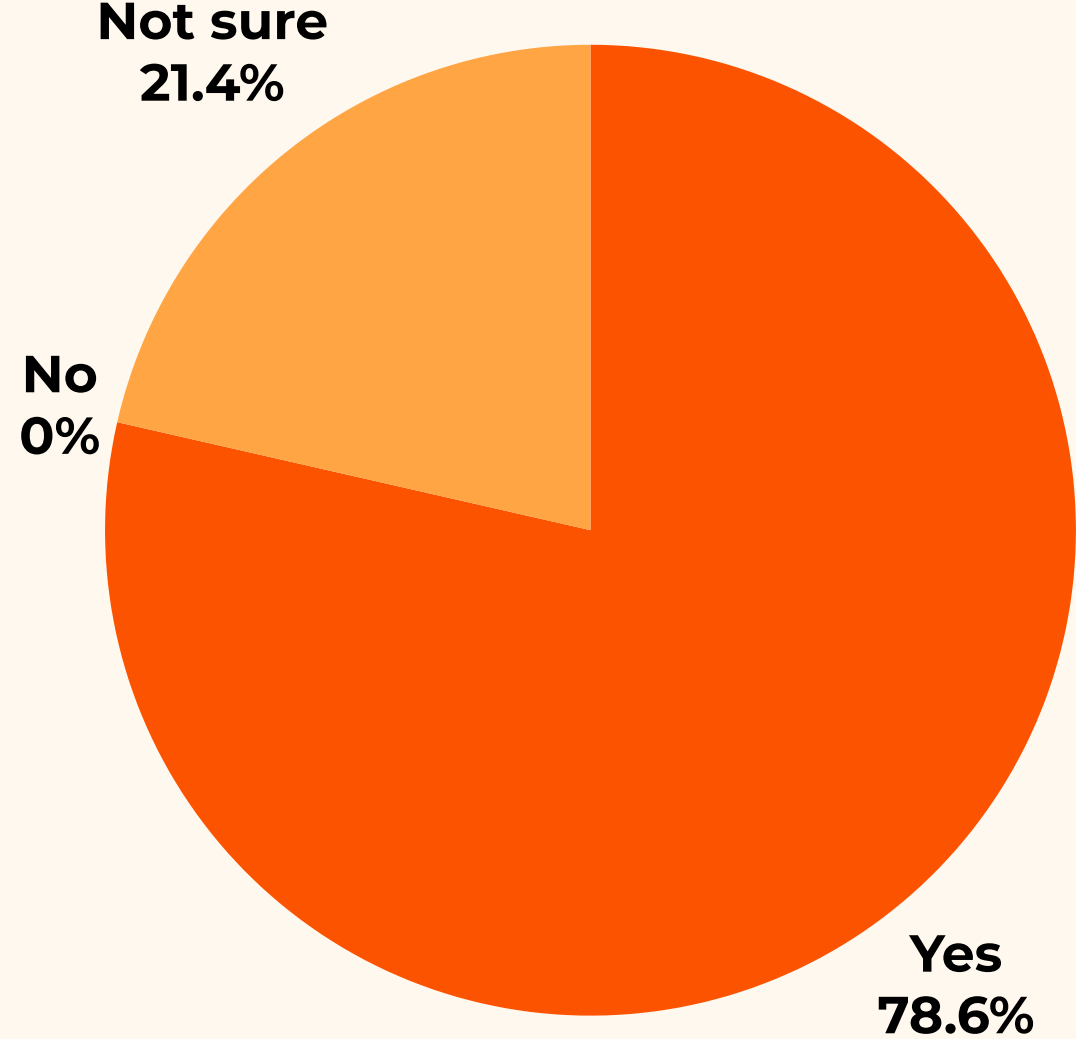
FEEDBACK

As part of the project evaluation, attendees completed a Google form survey that asked about their experience. 14 of the participants have completed the form.

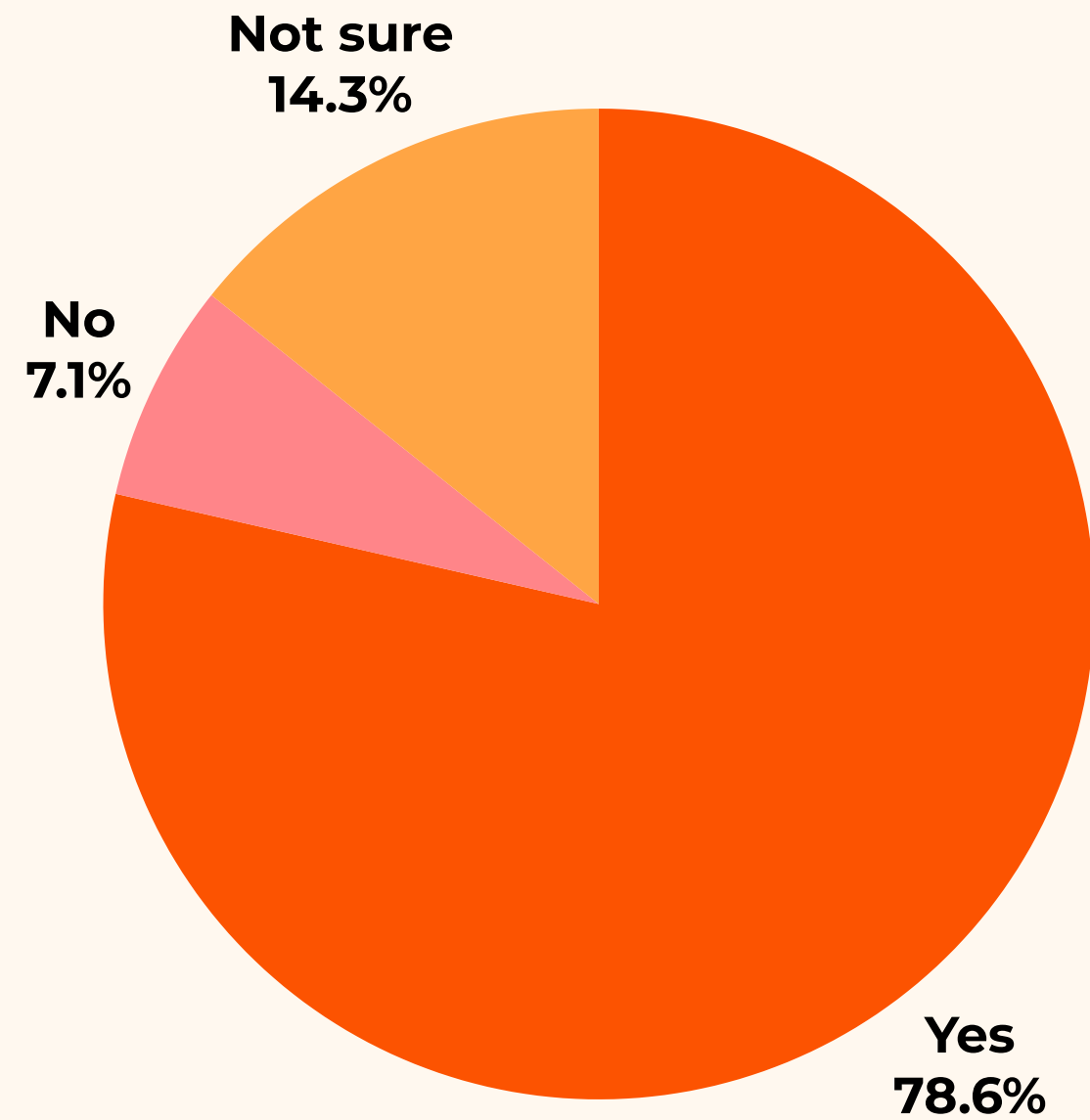
1) What did you like most about the camp program? (Multiple option question).



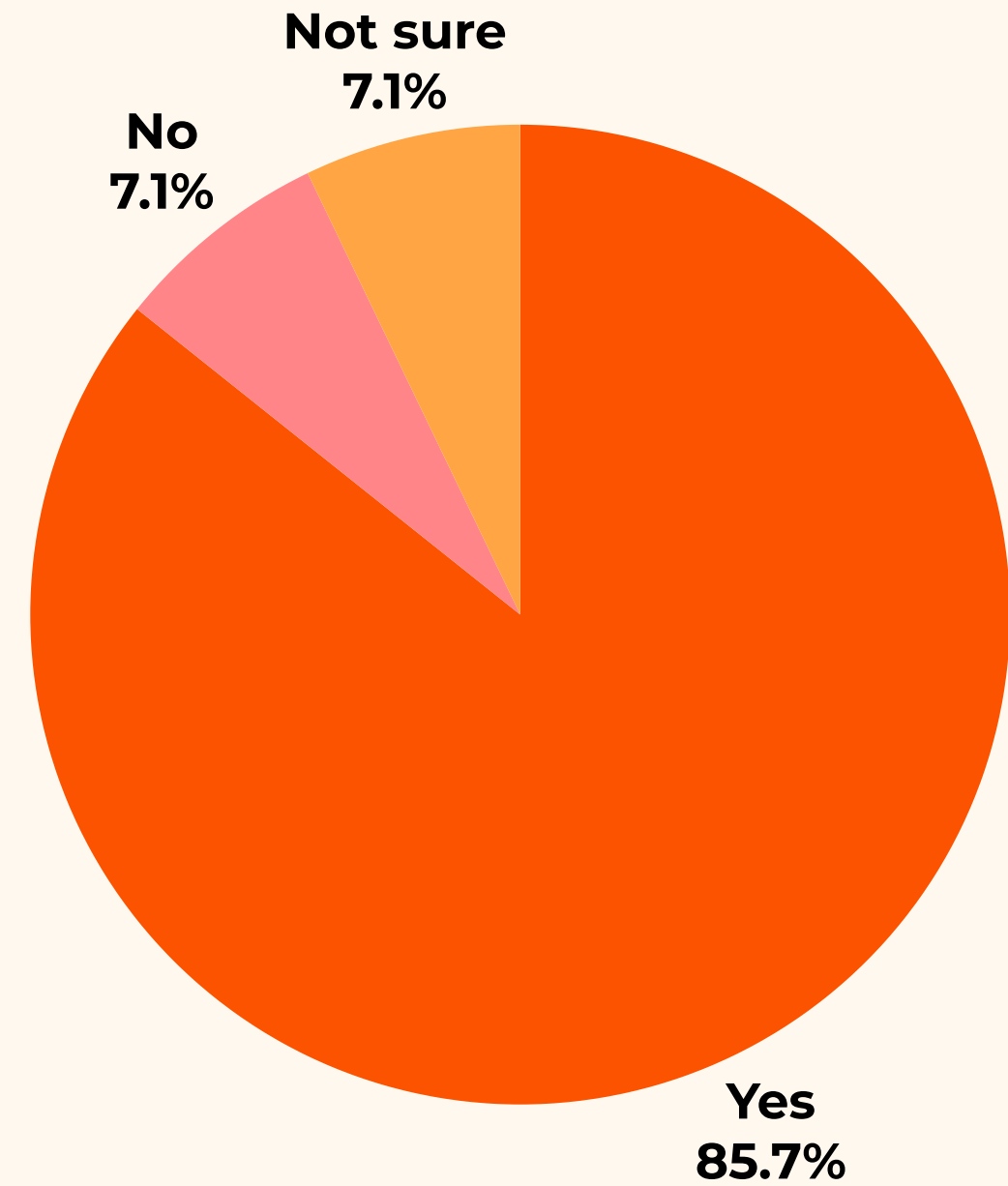
2) Do you think you learned new things about jazz?



3) Do you think you will play more rhythmic instruments in the future?



4) Would you consider participating in a similar project in the future?



GOOD PRACTICES

The KEŞİF team implemented several practices that improved the intentions of the educational program developed by the musicians.

- **Presenting a camp journal:** We designed and printed a notebook for the camp to enable interactive sessions. The girls noted their thoughts, drew, took notes; hence created a journal that they could go through even after the camp.
- **Using name cards:** We printed name cards for each girl, the instructors, and the organizing team to enable easier communication and a safer environment. We have observed that these cards enabled girls to familiarize with each other much easier.
- **Providing a certificate of participation:** We observed that providing a certificate after the camp helped girls to have a better recognition of what they achieved during the camp. It also motivated them to participate in similar projects in the future.



camp journal



certificate of participation

THANK YOU.

