



# GLOBALGIRL MEDIA

POLITICS & SOCIETY WOMEN RIGHTS/HUMAN ARTS & CULTURE HEALTH & ENVIRONMENT

## GLOBALGIRL MEDIA ANNUAL REPORT 2017

Empowering young women from under-served communities through digital journalism and media training to bring their powerful perspectives to the global media stage.



**GlobalGirl Media (GGM)** develops the voice and media literacy of teenage girls and young women, ages 14-22, in under-served communities by teaching them to create and share digital journalism designed to improve scholastic achievement, ignite community activism and spark social change. Through mentoring, training and access to a worldwide network of transmedia distribution partners, GlobalGirl Media harnesses the power of new digital media to empower young women to bring their often overlooked perspectives onto the global media stage. **PROMO REEL**

GGM programming intentionally works exclusively with girls to provide a safe, nurturing environment where they can lead, speak their minds, and learn how to close the gender/technology divide. Girls become agents of change by sharing information that improves their lives in their communities and across communities on the web. We partner with community-based, grassroots media and education organizations to launch and build our media academies, and work directly with established media outlets to distribute our award-winning videos and series.

Since launching in 2010, GGM has trained 500 young women in five countries—U.S., Morocco, South Africa, Kosovo and the United Kingdom. Each affiliate chapter in each location is run independently, with its own governing Board of Directors, Program Staff and administration. The reports below have been submitted by each affiliate Program Director. Video reports produced by all chapters are fed to the GGM Website and YouTube Channel for global exposure and distribution.

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**EDUCATES. ACTIVATES. INSPIRES.**

## I. GGM LOS ANGELES AND BAY AREA

From November 2016 to December 2017 we have trained 60 girls in Los Angeles, 40 girls in the Bay Area and 100 girls in online special trainings. The girls reported on issues that mattered to them and concentrated on two themes: **immigration** and **women of color in tech**.

### Snapshot Statistics:

Total Girls Trained: 200

Total Videos produced: 20

Total Special Events/Seminars/Programs: 12

Total Online Audience Reached: 20,000

Total Social Media Following:

- Facebook: 6,580 Likes: 6,785
- Twitter: 12,800
- Instagram: 1,196

### Total Number of Social Media Impressions (based on posts):

- Facebook: 801,918
- Twitter: 506,677
- Instagram: 36,099



**30%** of our GlobalGirl graduates continue to work with us to make content and **60%** are pursuing careers in digital media. **100%** of the GG's said that they felt 'more empowered' by the training on a scale of 9 or 10 out of 10.

### A. Trainings and Workshops:

**LOS ANGELES:** From January – June of 2017, GlobalGirl Media trained a group of 25 young women at New Village Girls Academy, an innovative and alternative option for foster high school for girls in the Rampart Village community. GGM at New Village occurred weekly on Thursday afternoons for 2 hours and some Friday afternoons off campus and was led by our Los Angeles Program Director. The group was predominantly Latina with a minority of black girl students in addition ages 15-18. Our program focused on media literacy, as in how to think critically about things that we read, see and hear. "Fake news" was identified on the first day as a concern for the girls.

In total, they produced 5 videos, 5 blog posts, and integrated social media and photography into their reporting. The results of the New Village program can be found [HERE](#).

During the Summer, from June 26th – July 25th, GlobalGirl Media trained 15 young women ages 16-20 from across the Greater Los Angeles area at the University of Southern California's Annenberg School of Journalism. The training was co-led between USC Professor Lisa Picot-Herbert and GGM's Los Angeles Program Director, Ashley Ellis. The curriculum included blog writing, intersectional feminism, story structure, mapping and media strategy, film production, citizen journalism, print journalism, broadcast journalism, digital citizenship, sound, personal essay, and editing.

In the Fall of 2017, we shifted training locations due to the challenges with student retention at New Village Academy. The training was completed at Salesian Boys and Girls Club of Los Angeles' after-school program, on the shared campus of STEM Academy of Hollywood and Helen Bernstein High School.

**BAY AREA:** From June 22th – July 21, GlobalGirl Media trained 20 young women ages 14-20 from across the Bay Area, Angeles at the Mexican Consulate in downtown San Francisco. Over the course of four weeks the girls learned how to blog, write and produce video news stories and were taught by a variety of guest lecturers. Our program focused on media literacy on how to think critically in how we read, see and hear information. They also visited the Twitter Headquarters, attended a panel discussion on teens and social media Al Jazeera Plus Headquarters, shot a series of interviews on Green Screen, attended a pitch meeting KQED-PBS public television station, attended an editor training session ABC-& News, attending a news taping and lecture by Anchor Reporter Cheryl Jennings.

For the culminating projects, the girls in both the Bay Area and Los Angeles produced two videos for two GGM series: **Immigrant Girl**, and **W.O.C.I.T/Women of Color in STEM**. In total, they produced 12 videos, 7 blog posts, and integrated social media and photography into their reporting. The results of the Summer 2017 program can be found [HERE](#).

## B. Guest Speakers in Los Angeles and Bay Area included:

*Melanie Klein, Professor of Sociology and Women's Studies*

*Dean Willow Bay, USC Annenberg School for Communication and Journalism*

*Laura Davis, Annenberg Professor of Digital Journalism*

*Lorna Chiu, Communications Director at Medecine Sans Frontieres*

*Bronwyn Cornelius, Activist and Film Producer*

*Colette Sartour, Writer*

*Hetty Chang, NBC4 LA broadcast journalist*

*Holly Mosher, Filmmaker*

*Emily Harger, Filmmaker from Center for Investigative Reporting*

*Judy Walgren, Journalist, formerly with San Francisco Chronicle*

*Halima Kazem, Journalist and Professor*

*Martine Bolsens, female leadership consultant*

*Katherine Rae Mondo, Radio Journalist*



## C. Special Events and Presentation Videos:

### Los Angeles:

#MARCHING FORWARD produced for National Women's March [VIDEO HERE](#)

CARECEN immigrant rights firm interviews

Mexican American Opportunity Foundation's Latina Women's Conference

Her Dream Deferred: On the Status of Black Women at UCLA's Hammer Museum

A special interview with the Founder of Pets of the Homeless via Skype

Getty House "Women & Journalism: The Status of Women in the Media" [VIDEO HERE](#)

Tedx Women Conference TedxWOMEN

Her Dream Deferred: The Not So Silver Screen at UCLA's Hammer Museum [VIDEO HERE](#)

Student Voices Summit and Screening

Mexican American Opportunity Foundation's Latina Women's Conference

### Bay Area:

MEX AM Cultural Festival, produced a series of short videos for events

Girl Fest, Bay Area [VIDEO HERE](#)

MIND THE GAP PANEL Mill Valley Film Festival [VIDEO HERE](#)

SOCAP, SAN FRANCISCO Investing in Women and Girls [VIDEO HERE](#)

W.O.C.I.T. SERIES



*Women and girls voices are often ignored and their lives are rendered invisible in the information and media spaces we all use to navigate our lives, make choices, and influence policy. All of this is driven by a tech industry that is glaringly male dominated. The reality is that tech industry leaders do not always create environments that work for women, and that being a woman in tech is not always easy. Recent reports indicate that women with careers in science, technology, engineering and math (STEM) have a very small percentage of tech jobs, relative to men, and that number is falling. GGM LA and GGM Bay Area produced a series of video portraits of women in tech. This series is ongoing.*

Video links here: [DR. EM JU HUN, LA CASSANDRA HSIAO, PORTRAIT OF AN IMMIGRANT RODHIT, FROM ETHIOPIA](#)

## D. Partnerships and Collaborations:

Our very first collaboration was with **The Representation Project and Fledgling Fund** to produce the video #MARCHING FORWARD Inspired by the collaboration and optimism embodied in the Women's March, GlobalGirl Media and The Representation Project gathered GlobalGirls on a soundstage in LA in January, and then attended the marches in DC, LA and the Bay Area, the video garnered over 50,000 hits and went viral to promote young women's participation in the marches.

GGM Los Angeles attended **AFI FEST**, a program of the **American Film Institute** and experienced Virtual Reality at AFI FEST's Tech Showcase. The girls interviewed filmmaker Christine Berg of WONDER BUFFALO the VR experience and Qondiswa James, one of the creators of AFI FEST film HIGH FANTASY which was shot on an iPhone. The trainees also interviewed AFI FEST's Festival Director Jacqueline Lyanga on the AFI Campus. [VIDEO HERE](#)

GlobalGirls also attended the **Mill Valley Film Festival** and the **MIND THE GAP** panel presented by GGM's Executive Director, Amie Williams. The **Gene Autry Museum** hosted **#GIRLTALK**, GGM joined leading youth centric non-profits, WriteGirl and Las Fotos Project, to participate in a presentation and panel discussion of our work. **Getty House Foundation's Status of Women in Journalism** event was hosted by Mayor Eric Garcetti and First Lady Amy Lakeland and was covered by GlobalGirl Media reporters Ariel Tan and Precious Fasakin.

## LIST OF GGM BAY AREA AND LOS ANGELES PROGRAM FUNDERS:

City of Los Angeles Cultural Fund  
Eileen Fisher Foundation  
Hollywood Foreign Press Association  
XX Fund/Liberty Hill  
NBC 4/Universal Community Outreach Grant  
Silicon Valley Foundation



## E. Awards and Platforms:

REEL IMPACT FILM FESTIVAL: won the Most Moving Video Award for #Marching Forward

## F. Placement/Employment of GGM Graduates:

Bay Area GlobalGirls' Hiyab Tadesse and AJ Moultrie each have launched their own YouTube channels and host independent video and music projects in the East Bay. AJ is also President of the Black Student Union at UC Berkeley and is a member of the hip hop collective P4Y. LA GlobalGirl Wendy Garcia graduated from UC Santa Cruz with a degree in film production with a concentration on cinematography, and has started interning both with GGM and on independent film productions in the Hollywood industry. Sony Caceres finished her first screenplay and intends to pursue a degree in filmmaking when she enters college next year. Rocio Ortega, one of our first GlobalGirls graduated and continues to make incredible strides. After graduating from Wellesley College, she now works as Campaign Associate for Girl Up, United Nations Foundation, where she credits her training with GlobalGirl that laid the foundation for her writing blogs, interviewing, editing short videos, writing op-eds, and managing social media accounts.

Ecstasy Meza took to blogging and regularly posts her writings here: [glitchintheglori.wordpress.com](http://glitchintheglori.wordpress.com). Beatriz Garay is Editor of her university's newspaper at Mt. St Mary's College, The Athenian and is interning at GLAAD Media. And Ariana Seymoure was selected for the prestigious CBS News Diversity Summer Internship, and has decided to pursue a career in entertainment and media, crediting her early training to GGM, her comments here:

*Global Girl was my first taste into the media industry, and it sparked my passion to change the way how women and people of color are portrayed and represented. I might have digressed from my "media path" for a few years, but it was my memories and experience with GGM that reminded me why I see myself having a permanent place in the professional media sphere and prompted me to make the decision to pursue a career in entertainment. The confidence and sense of identity as a Black woman that I gained at GGM are qualities that I will forever carry with me as I fight for representation in front of and behind the camera in television/film production. -- Ariana*



**(L to R) GGM LA's Program Director Jasmine Jaisinghani, Christine T. Berg, Virtual Reality Filmmaker for WONDER BUFFALO and Jacqueline Lyanga, AFI FEST's Festival Director.**

## II. GGM LONDON CHAPTER

### Snapshot Statistics:

Number of Girls trained: 13

Number of Videos produced: 14

Number of people reached: 3000

Total Social Media Following:

- Facebook: 200
- Youtube: 1500
- Instagram: 300
- Twitter: 200
- Gofundme: 800

*80% of our GlobalGirl graduates continue to work with us to make content and are pursuing careers in digital media.  
100% of the GG's said that they felt 'more empowered' by the training on a scale of 9 or 10*



### A. Trainings and Workshops:

• One skills-booster **mini-training** has been run (July), 'How to Create Branded Content', which took place over 3 days and involved a day of workshops at **Thomson Reuters** and a filmed product.

- 2 Newsrooms have been run, attended by 8 girls, where new film projects have been planned.

## B. Awards and Achievements

- GGM UK won a Gracies' Award for 'Stealing Intimacy and Violet' attended the red carpet event in New York.
- Our film 'Brexit Unveiled' was shown at the London Feminist Film Festival, where trustee Gulnaz, and co-producers Aisha and Monique sat on a panel discussion.
- FilmDoo (streaming channel) showed 'Brexit Unveiled' and interviewed Aisha and Monique about Brexit Unveiled.
- The film we made for Giving Women was showcased on their website this year.



## C. Events and Presentations

- GGM UK ran a panel discussion, **Be Bold for Change**, with 6 women of colour on IWD in march (Aisha filmed the event, Monique presented and Poppy gave a guest presentation).
- London Program Director, Victoria Bridges and Aisha and Monique spoke at **Communication for Change**, showing the films and describing GGM UK's work.
- Three GGM UK trustees attended the **Spring Accelerator** workshop on International Day of the Girl.
- Jorja and Aisha spoke at the **TedX** talks on the Girls' Manifesto.

## D. Partnerships/Collaborations

- We are partnering with the **British Film Institute** (BFI)'s 'Future Films'.
- **Giving Women** has put the film we made last year on their website.
- We are in discussions with **The Girls' Network** to share contacts about upcoming events. (Our former intern Claire Hill-Dixon now works with them).
- We will be working with Muslim voices network **Makrooh** to recruit participants for our next mini-training.
- GGM UK has joined **The Circle** in London, Annie Lennox's networking group designed to support non-profit work by and for women.
- We are applying to **Thomson Reuters'** Trust Law's scheme which supports new non-profits with legal and business expertise.
- Program Director, Victoria Bridges attended **Rosa UK's** networking day, discussing with women's rights' charities around the UK how to collaborate nationally and build.
- Partner **'I am Belmaya'** films are showing at the Kathmandu International Film Festival.

## E. Placements/Employment of GlobalGirls

- Poppy now works as a Researcher at a production company, **My Life Films**.
- Aisha, having taken up internships at both the **Grierson Trust** and **The Guardian**, now works as a Production Assistant at **The Garden Films**. (Before the GGM training last year, Aisha had 'never touched a camera').
- Violet is working at **London Transport Museum** on a video project.
- Monique was awarded paid work on the TV show **Made in Chelsea** and continues to make content of her own. Her next documentary project will be misogyny in the UK media.
- Lily attended the 2017 **Million Women Rise** march and spoke about GGM UK in Trafalgar Square.
- Ruth works as a Researcher at Citizen Journalism agency **'World Bytes'**

### III. GGM MOROCCO PROJECT

#### Snapshot Statistics:

Number of Girls trained/active: 10

Number of Videos produced: 2

Number of people reached: 3000

GGM Morocco has been restructuring and working all year to register as an official association, which they just succeeded in doing in December. This chapter is unique in that it is run by former GlobalGirl reporters. Maroi Ech-Charkaouy, the Board Chair and CEO has met and networked with international women leaders in Europe and MENA region who are eager to start collaborating with the association. These women are:



1. **Houda Aqroub** (Palestinian Activist - Co-Founder of Women's March for PEACE and other initiatives)

2. **Sanaa Afouiz**: Founder of Women Entrepreneurs and a new platform for women storytelling: blogging+ videos

**She is in the process of communicating with The Mediterranean Women's Fund to seek funding. GGM Morocco members will also participate in a photography contest run by the Fund.**

#### A. Partnerships/Collaborations:

**Amal (Hope) Association** based in Tetouan works with vulnerable women and orphan girls

**High Atlas Foundation**, we will partner with them to do trainings in 2018 about the new family law

**Voix de la Femme Amazigh**

**Moroccan Women Entrepreneurs Association**

**Jossour Forum pour des Femmes Marocaines**

## B. Events and Presentations:

### F.A.T.E. Families Against Terrorism and Extremism.

Two GlobalGirls were invited to Tunisia to cover the F.A.T.E. (based in London) Conference, and were able to also interview mothers of returned or deceased extremists. This was a huge honor, as they were flown to Tunisia from Morocco and were the only journalists allowed to cover this very sensitive event. [VIDEO HERE](#)

### AMENDS

Salma Takky, a GlobalGirl also on the board of directors travelled to England to participate in the American Middle Eastern Network for Dialogue at Stanford 2017 (AMENDS). The American Middle Eastern Network for Dialogue at Stanford (AMENDS) is a collaborative student-led initiative interested in the promotion of understanding and respect around the Middle East, and the support of a generation of leaders who are working to ignite concrete social and economic development in the MENA region. From 19 to 24 June 2017 Salma Takky has attended a series of workshop at Oxford university, followed by a TED-style talk where she chronicled the journey of Global Girl Media & Network. Salma closely introduced the different activities and programs that enable her and all the Moroccan women and youth take a new and favored stance within the Moroccan culture. [VIDEO HERE](#)



### World Youth Forum, Egypt

From 4 through 10 November 2017 Salma Takky has represented Global Girl Media & Network Morocco at the World Youth Forum, Sharm El Sheikh Egypt. WYF is a platform built by promising youth that sends a message of peace, prosperity, harmony and progress to the entire world. Engaging youth from around the globe in an enriching convention, allowing them to express their views and recommend initiatives to decision makers and influential figures. Salma has attended a series of workshops about global youth issues, topics relating to sustainable development, technology, entrepreneurship and humanitarian issues and cultural and civilization dialogue.

The forum was a chance for participants to engage with top policymakers, network with promising youth from the region and the world that are determined to create real change in the world we live in today.

Ahd and Maroi have attended multiple Festivals where they networked with Documentary film directors, journalists and trainers. They have received intensive training in e-journalism by SALMAN BADRI from AL JAZEERA MEDIA INSTITUTE and in Documentary films (how to fundraise for a documentary film) by director Mustafa Mahfouz.

### **Women in Journalism RoundTable**

On the 21st of March 2017 in Rabat, GGM Morocco in partnership with the Amazigh Women's Voices Association, has organized a round table under the theme, "Moroccan Women Journalists : Personal experiences and Challenges." About 10 motivated and active girls have attended the event in which three outstanding Moroccan journalists have attended and shared their experiences with these young girls. The Journalists were:

1. **Hanane Harrath**, a journalist that worked and wrote for multiple TV channels and newsletters/magazines including Huffpost and TV 5, and is now the editor in chief of multiple programs in MEDI 1 TV (including 60 Minutes and Understand).

2. **Lamiaie Khalloufi** the editing secretary in Masdar Media website.

Keltoum Zadou who is an animator in Imsli Radio, which is the 1st associative radio station that sheds light on Amazigh women in Morocco. [VIDEO HERE](#)

## **IV. GGM KOSOVO PROJECT**

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### **Snapshot Statistics:**

Number of Girls trained: 30

Number of Videos produced:

July 1- November 15, 2017 is 14.

### **Total Number of Facebook Impressions:**

• Total impressions: 2,038,204

• Total reach: 1,489,184

### **A. Events and Presentations:**

#### **Self-Stories (November, 2017)**

This workshop goal was empowering young girls and women, who are victims of sexual violence and harassment in the streets, schools or in the workplaces. The workshop was moderated by two women facilitators (Teuta Avdimetaj and Annea Hapciu) experienced in promoting gender equality and training women and girls in building economical skills.

## **Narrative Writing: “Stories are Life; Life is Stories” (August 10 2017)**

Presented at KosovaLive by Valeriana Dema and April Gargner. The participants learned some useful techniques about writing good narrative stories.

## **Introduction to Podcasting and Radio Journalism (August 3 2017)**

KosovaLive and Global Girl Media Intern Juliet Mueller spoke about the basics of podcasting, gave insight on how to conduct successful interviews, and create interesting and important stories through audio.



## **Panel Discussion: The role of girls and women in the June 11th elections: The Importance of Engagement in the Voting Process (June 9 2017)**

Panelists: Besa Shahini, “Education Plenum” CEO, Deputy Minister of Education, Albanian Government; Liza Gashi, “Germin” directress; Dita Dobranja, Expert of International Economy and Feminist Economy.



## **B. Partnerships/Collaborations**

### **Marking The International Day of the Girl Child**

On 11 October 2017, KosovaLive in cooperation with UNICEF Kosova marked The International Day of the Girl Child. There were around 70 participants in this event among them young girls and boys, UNICEF representatives and their partners. The purpose of marking this day was to increase citizens awareness for the need of respecting young girls’ rights, and respecting their right for education and freedom.

## **C. Employment of GlobalGirls**

1. **Medina Mehmeti** now works as a Tutor of the 4th generation of the GGM Kosovo, “Girl Be Heard” project.

2. **Teuta Berisha** now works as an Assistant Manager of Social Media Marketing at Socialive.



# GAUTENG/JOHANNESBURG

## A. Training Programme:

Johannesburg embarked on a new project to train 15 young girls with Media and Journalism: Training started in March with Digital Journalism, introduction to journalism (writing skills) and Multimedia. The trainees met for two weeks to grow their writing skills. They used the wordpress blog to express themselves and to learn how to be story tellers. See blog: <https://ggmjhb.wordpress.com/>

The months of October to end November the girls covered camera operating, production, video and film production and editing. Inserts from training were produced.

**Production:** Multimedia – the team gets to produce audio-visual material and photographs. This is powered by the continued support of trainings conducted in the programme. In the month of October 2017 the group, in three production teams successfully produced themed TV inserts namely: Breast Cancer Awareness, Statutory Rape and Women and Self-defense.

**Support:** The young women responsible with the production the Newsletter continuously receive training in Computer Courses, Media, Journalism, Design and Layout as well as Business Management Skills.

**Success:** Multimedia – the team gets to produce audio-visual material and photographs. This is powered by the continued support of trainings conducted in the programme. In the month of October 2017 the group, in three production teams successfully produced themed TV inserts namely: Breast Cancer Awareness, Statutory Rape and Women and Self-defense.



## B. Partnerships and Collaborations:

Collaboration with Action Aid International was successful on the first project where the girls produced inserts. More information on the video's is available on the wordpress for GGM Johannesburg.

Partnership with Wits Tshimologong and Jamlab has been intensive where Patricia and the 2 girls Simphiwe Mabaso and Zizipho Kheswa attended accelerator programme on the training for entrepreneurship in media and journalism. See web pages on the blog writing.

## COMPLETE LIST OF GGM PROGRAM PARTNERS IN 2016-2017:

Al Jazeera +  
Bella Abzug Leadership Institute  
BSTEM Project  
Career Girls  
California Report on the Status of Women  
EMERGE  
Fearless Futures  
Fledgling Fund  
The Feminist Film Society, London  
Feminist Film Festival, London  
Geena Davis Institute  
The Girls' Network  
Girls Learn International  
Girl Museum  
Girls For A Change  
Girls Scouts  
Getty House Foundation  
Hive Chicago  
IGNITE  
Journeys in Film  
LET GIRLS LEAD  
Living Room Conversations  
Media Done Responsibly  
Milken Institute  
Miss CEO  
Mozilla Foundation  
New Village Leadership Academy  
Pretty Tough  
Scenarios  
School Girls Unite  
She Should Run  
Step Up  
Teenz Media  
Thomson Reuters  
The Representation Project  
Women in the World Summit  
Youth Activism Project  
YouTube Studios