GLOBALGIRL MEDIA

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.
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 22nd – 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]

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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 and continues to incredible make 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.
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 workshops 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 raise fund 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. **Lamiae 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**

**Snapshot Statistics:**

- Number of Girls trained: 30
- Number of Videos produced: 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)  

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.
3. **Vesa Prapashtica** started working as Manager of Social Media Marketing at KosovaLive.

4. **Liridona Berisha and Bulza Çapriqi** are working as Translator for the “Girl Be Heard” project.

**56% of the GGM Kosovo members are currently employed in radio stations, online media and telecommunications in Kosovo.**

## V. GGM SOUTH AFRICA PROJECT

GGMSA project currently operates in two provinces namely:

**The Free State and the Gauteng**

### FREE STATE

This is a province about 300 kilometers from Gauteng and the project is taking place at a township called Rammulotsi situated at the farms close-by Vijloenskroon.

**Team:** 12 young women and 1 Project Manager

**Project Title:** Rammulotsi Media House

**Production:** ‘My Kasi, My Story’ a 12-page Quarterly Newsletter. It’s a publication that aims at uniting, promoting reading, raising awareness, uplifting the township through information, education as well as entertainment.

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

### SUCCESS

The team has embarked on a business concept to put together an Internet Café. The idea came after conducting field research and there was a need for an Internet Café in the area and it will be launched soon.

Rammulotsi Media House is rendering services to the community such as: Printing, Posters, Photocopying, Lamination, Photoshoots, Logo Designs, Calendars, Fliers, ID Photos, Scans, Binding and E-mailing.
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.

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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