



# GLOBAL PRESS INSTITUTE

Global Press Institute uses journalism as a development tool to educate, employ and empower women, who produce high-quality local news coverage that elevates global awareness and catalyzes social change.

## Faces of Change



Some of GPI's 120 reporters

## GPI News Desks

**AFRICA:** Botswana • Cameroon  
Ghana • Egypt • Kenya  
Liberia • Nigeria • Rwanda  
Somalia • South Africa • Uganda  
Zambia • Zimbabwe

**AMERICAS:** Argentina • Brazil  
Chile • Mexico

**ASIA:** Afghanistan • Bangladesh  
India • Nepal • Sri Lanka

**EUROPE:** Kosovo • Romania

**MIDDLE EAST:** Jordan

**News Desks beginning in 2012:**  
Haiti • Philippines • Tanzania  
Tunisia • Uruguay

## What We Do

Global Press Institute (GPI) is building a network of professional women journalists throughout the developing world who earn a fair wage for reporting on their local communities. Their unique coverage of issues overlooked by mainstream media contributes directly to the development and empowerment of their communities, brings greater transparency to their countries, and changes the way the world views people and cultures.

GPI operates independent news desks, complete with training and editorial staffs, in 25 countries. **To date GPI has trained and employed more than 120 women around the world.**

GPI has developed a unique training-to-employment model that teaches traditional reporting skills, digital literacy and advanced writing skills to women around the world. Each woman who completes the training program receives an offer of employment at a living wage, and goes on to work within GPI's sophisticated global network of editors, story coaches, mentors and fact checkers. Each reporter works with a local editorial team and global editors and mentors to produce feature news coverage in both the reporter's native language and English. The resulting coverage is high-quality, ethical, dual-language news.

**The combination of skills-based education and long-term employment in a dignified profession empowers GPI's women reporters, increases their quality of life, and provides the means by which they can elevate living standards for themselves and their families.**

## Why We Do It

At GPI, we use journalism as a development tool to solve two pressing global social challenges: the decline of quality international journalism and women's economic empowerment.

Over the last 25 years, foreign news in daily newspapers has declined by 53% and more than 60% of all foreign bureaus have been closed. At the same time, coverage produced by women accounts for less than 10% of all news coming out of developing countries and less than 2% of sources in international news stories are women. At GPI we elevate reporting from developing countries beyond the typical coverage of war, poverty, disaster and disease, and we employ and empower women to tell these stories.

On average, each feature news story on the GPI Newswire costs less than **\$200**.

## Low Cost High Impact

<b>\$210</b>	<i>Average cost of training one new reporter</i>
<b>\$2,642</b>	<i>Average weekly cost of news production</i>
<b>\$44,800</b>	<i>Total cost of employing a global team of 30+ editors and storycoaches</i>
<b>\$231,935</b>	<i>Total cost of GPI operations in 2012</i>

Research from the United Nations, World Bank, and countless other organizations, demonstrates that investing in women is a powerful choice. **Women reinvest 80-90% of their income in their families and communities. Women also perform 60% of the world's work but earn just 10% of its income.** In the words of UN Secretary General Ban Ki Moon: "We must provide the resources. Because investing in women has a multiplier effect. It is the best investment we can make."

- GPI reporters come from underprivileged, underrepresented communities in 25 developing countries.
- Current staff includes members of the "untouchable" caste in Nepal and India, former sex workers in Africa, and indigenous women in Latin America.
- Other GPI reporters are highly educated women from countries struggling with stark poverty and unemployment, like Kenya and Kosovo.
- Ranging in age from 17 – 65, GPI reporters speak 13 languages and tell stories about every aspect of their communities.

While GPI trains and employs women, the news they produce covers every aspect of life, politics, community and culture.

## Impact

GPI has developed an original impact analysis to measure the ways in which we are empowering women, elevating global awareness, and igniting social change. Here are some highlights of our impact:

- To date, 100% of GPI journalists report increased quality of life standards demonstrated by increased ability to provide food, education, shelter and medical care for their families.
- 98% of GPI journalists report feeling empowered as a result of their work with GPI.
- More than 25% of feature stories published on the GPI Newswire in the last year have catalyzed direct social action, such as sparking social protest (Zimbabwe, 2010), provoking international attention to issues first covered by GPI (Mexico, 2008), and even changing laws in a country (Nepal, 2011).

The GPI Newswire, a rich online platform where all GPI news stories are first published, receives an average of 20,000 unique readers per month. GPI also syndicates its content to more than 50 news outlets, ranging from small, local language outlets to major mainstream publications, including Reuters, United Press International (UPI), the BBC, Women's eNews and the Huffington Post. Thanks to GPI's syndication partnerships, **over 5 million people in 160 countries read GPI stories every year.**

GPI reporters have won local and international journalism awards and continue to tell important stories from their communities – on issues ranging from politics and social justice to climate change and the arts – that are absent from the pages of mainstream media.



## What's Next

In the next two years, GPI plans to:

**Increase** the number of countries where we operate news desks from 25 to 40, with a focus on the Middle East, North Africa, and South America.

**Increase** the number of women trained and employed by GPI from 120 to more than 200.

**Increase** penetration of local and international media markets via syndication.

**Incorporate** deeper multi-media coverage and technology training.

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**Train • Employ • Publish • Empower**

