

<http://www.globalgirlmedia.org>

**PROPOSAL FOR CHICAGO PROGRAM 2013-2014**

*Stories make our culture, then our culture turns around and makes us…*

*We have a world-shaping imbalance in our storytelling…*

*GlobalGirl Media is teaching girls their story counts, their voice matters”*

**Amie Williams, Executive Director, GlobalGirl Media**

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**CHICAGO GLOBALGIRL MEDIA PROJECT, 2013- 2014**

***“Girls’ view and use of technology is dependent on developmental issues and social messages. Amazingly, they are still uninformed about technology’s impact upon their futures. Consequently, there is a significant need for effective interventions that will empower girls and reframe their technology use for social change.”***

***--Annenberg Public Policy Center***

**I. ABSTRACT/EXECUTIVE SUMMARY**

***Our Vision:*** Turning up the volume of Girl’s Voices around the world builds a more equitable, sustainable and democratic world.

***Our Model:*** GlobalGirl Media (GGM) develops the voice and self-expression of teenage girls in underserved communities by training them to become citizen journalists, harnessing the power of new digital media to inspire social activism and change. We link young women internationally with seasoned reporters, educators and filmmakers, through trainings and mentorships. GGM empowers girls to make media that matters, improves media literacy, and encourages girls to stay in school, developing skills and a career-path in the new technologies that are driving our economy and culture.

GGM firmly believes that working with young women around the world to find and share their authentic voice is an investment in our global future. It's more than an educational project, it's a worldwide vision/movement where young women are learning to challenge, innovate and reshape their lives through media. We see them as a generation of inspired, technologically savvy super-heroes that are connected and creative, their voices integral to building a better world. GGM is currently active in South Africa, Morocco, Chicago and L.A.

GGM’s model is unique in that it pairs GGM news bureaus in U.S. cities with bureaus in international cities, creating a peer-to-peer global online network of girls. We stress new media over traditional news media, for example, leveraging broadband delivery (youtube channels), social media for social change, Facebook, Twitter, and Histogram to build community and critically assess existing news media. Emphasizing process over product, GlobalGirl Media uses journalism as a development tool to empower teenage girls and young women as skilled, professional reporters able to bring much-needed local and global media attention to the issues, experiences and challenges that define their lives.

As of August, 2013, GGM has implemented initiatives in seven cities in South Africa, Morocco and the United States, training more than 160 girls and young women, who have produced 145 video features using traditional camera and sound; 85 mobile journalism pieces on I-pod touch devices; and 200 blog reports that were distributed through trans-media platforms, predominantly online, but also including print, broadcast TV and cable, cell phones, radio and social media.

***Our Financial Ask: $125,000***

GGM is applying for funding to support its Chicago-based project. The funding would cover the sustainability of the 15 young women trained in 2012-2013, supporting GGM’s Mentorship and News Bureau Programs for these girls. It would also provide partial funding for the next 2014 Summer Training Academy for an additional 25 girls, to be held in Chicago in July 2014.

***Preparing young people to compete and thrive in a global, connected world demands new ways of thinking about education. Digital media has the potential to help us fundamentally re-imagine teaching and learning. We must create new ways and places to learn, new and more rewarding roles for parents and teachers, new approaches to assess learning as it takes place, and, most importantly, a new focus on fostering passion, creativity, innovation, and the skills needed in the 21st century workforce. —MacArthur Foundation***

**II. PROJECT BACKGOUND/ RATIONALE**

The existing gender parity in media, particularly new media, obstructs the ability of women and girls’ to influence change at local and global levels. By deciding who gets to talk, what shapes the debate, who writes, and what is important enough to report, media shapes our understanding of who we are and what we can be. [[1]](#endnote-1) According to the Geena Davis Institute, women hold less than 3% of clout or decision-making positions in mainstream media. They are absent from the editorial boards of newspapers, broadcast networks, director’s chairs *and* behind the camera. Worldwide only 24% of news stories are about women and girls and on average 10% of all news stories globally cite gender equality or human and women’s rights instruments. Additionally, The typical representation of women and girls in media (films, TV, music, social media) is sexist, sexualized, stereotyped and inaccurate. Studies have found that the media's focus on body image and submissive female stereotypes has affected children's thinking.

GGM grew out of a group of female filmmakers and journalists who were concerned about the lack of dialogue, critical awareness or accurate representation of women and girls in new media. GGM leverages new media to help young women from at-risk or low-income communities create content that authentically reflects their lives, something glaringly absent in traditional and new media.GGM seeks to produce more professional, polished news and human-interest reports that utilize both HD small format video and “smart” mobile phone technology to empower girls to speak their minds, and begin to close the gender/ICT divide so prominent in low-income communities. Due to budget cuts and lack of funding in so many urban schools, journalism and media trainings are scarce and under-funded. GGM brings a unique and much-needed training opportunity to the Chicago area.

***“Changing the lives of women and girls in the developing world can change everything. The world is awakening to a powerful truth. Women and girls aren't the problem; they're the solution."***

***From Half The Sky, by Nick Kristoff and Sheryl Wudunn***

Our training is built on an holistic approach, integrating women's reproductive health messages, literacy, self-esteem, and basic women's/human rights discussions that effectively contribute to the overall needs of adolescent girls. We have seen from past projects and experience that encouraging young women to tell their own stories about gender violence, reproductive rights, sexual identity, HIV, dating, education, careers, financial literacy, etc., this often leads to self-transformation and change. A recent GGM project in South Africa focused on HIV-positive girls, who produced an award-winning short documentary for World Aids Day that is being used in schools across South Africa to help students talk openly about HIV/Aids.

Students build their skills in communication, critical and independent thinking, teamwork and the use of technology. Believing that youth perspectives are a critical element of culture, GGM distributes student work to a wide range of audiences through broadband TV, online social media and web partners and networks.

**RECENT ACHIEVEMENTS:**

* GGM and LA Reporter Imani Crenshaw won the **National Black Journalist Gannett Award** for Innovation in Watchdog Journalism, 2013, the first time it was awarded to a student and organization.
* GGM LA Reporter **Rocio Ortega** won the Nickleodean/MTV Halo Award for Teen Leadership and $10K to support GGM. She also recently spoke at the [**TedX Youth Conference**](http://www.youtube.com/watch%3Fv=6oq8nHTAWGw%26feature=share) in San Diego.
* LA Bureau produced **“COMO AMAR,”** How to Love, a 6-part webisode series on Reproductive Rights for Latino Public Broadcasting will be featured on [www.pbsworld.org](http://www.pbsworld.org) for National Women’s History Month.
* GGM’s team of HIV-positive reporters from Soweto were granted full press credentials and traveled to Washington, D.C. for the **World AIDS Conference** in July of 2012, and appeared on panels sponsored by PEPFAR and Together for Girls.
* Moroccan GGM Team organized a mass protest in front of Parliament for Amina Filali, a young woman forced to marry her rapist, and their organization, Woman Choufouch was featured in the **NY Times.**
* **First Lady Michelle Obama** met with one of the GlobalGirls in South Africa, <http://globalgirlmedia.org/ggminthenews/the-girl-who-inspired-michelle-obama-drum/> and wrote about her on the White House blog as an example of how supporting young women’s education can transform a community.
* Ambassador **Melanne Verveer,** head of the Global Women's Issues Office in the State Department, met our reporters in Morocco, and discussed the importance of female journalists and the Arab Spring.

**RECENT PRESS:**

* The Huffington Post [profiled Global Girl Media](http://www.huffingtonpost.com/tabby-biddle/why-mentoring-young-women_b_584478.html) and says it is *“leading the way in empowering and inspiring our next generation of leaders.”*
* [Take Part.org](http://tinyurl.com/8a5pxmu) says GGM tells stories that empower their communities.
* Global Girl Media is featured in [The Examiner](http://www.examiner.com/digital-entertainment-in-national/global-girl-media-releases-citizen-journalist-sizzle-reel-at-la-center-studios) as an *“exciting empowerment program.”*
* [Seventeen Magazine](http://www.seventeen.com/cosmogirl/global-girl-media) chose Global Girl Media as the “Cool Charity” that everyone should be on the lookout for.
* [Fast Company](http://tinyurl.com/6gssrp2) named GlobalGirl Media one of the Top 5 groups that should win Google’s Journalism Prize
* NBC Chicago featured an interview with GGM Chicago girls [NBC Chicago](http://tinyurl.com/9swvfux)

**III. PROJECT DESCRIPTION/ANTICIPATED OUTCOMES**

**A. Project Goals:**

1) Provide training in new digital media and news literacy to under-served young women, ages 15-18 in the Chicago urban area, linking them via the web and other portals to other GGM young women around the world, creating impactful, informative content that is shared and distributed online.

2) Improve and enhance more healthy, complex images of young women and girls in new media, encouraging the use social media, video, and blogging to question and advocate for young women’s social, cultural and economic rights.

3) Build self-confidence, self-esteem and leadership skills among young women.

4) Provide capacity building and new career opportunities for young women by creating linkages and partnerships with Media Mentors—leading women in the media industry in Chicago, as well as build networks with other community-based media organizations, educational institutions and broadcast outlets.

**B. Project Outcomes:**

1) Students will learn the basics of journalism: how to research, write and tell a story, find and check sources, conduct interviews, knowing the audience and finding a voice.

2) Students will be able to access the web, join and engage in social media sites such as Facebook, Youtube, Vimeo, upload and blog written and video content, post comments and links.

3) Students will learn how to produce digital video, utilizing HD camcorders and smartphones.

4) Students will develop critical thinking and group dynamic skills, which will help encourage leadership and civic engagement, locally and globally.

***“Humanity has no greater underutilized resource than women.***

***If there is to be any remedy for the injustices and inequities women suffer,***

***their stories must be told, not simply passed over as being "less important"***

***or less than newsworthy.”***

***--Melanne Verveer, Ambassador-at-Large for Global Women’s Issues, U.S. State Department***

**C. Outcomes: Practical Skills**

* Girls have written and oral communication skills.
* Girls have technical skills in HD video production, web 2.0, blogging, cell phone reporting and social media.
* Girls develop media literacy and news knowledge
* Girls demonstrate appropriate workplace behavior
* Girls work as a team, collaboratively and cooperatively.
* Girls demonstrate critical thinking skills.
* Girls communicate with cross-cultural sensitivity and competence.
* Girls follow instructions and complete assignments fully and on-time.
* Girls publish their own content through blogs and other social media
* Girls produce their own content (HD videos, pod casts, blog posts)
* Girls create and maintain online presences that are safe, respectful and equitable.
* Girls are media and web 2.0 literate.
* Girls become lifelong digital citizens and have 21st Century job skills

**IV. THE GLOBALGIRL MEDIA PLAN**

Our Program has three key, inter-related components:

1) The GGM News Bureau: ongoing reporting and training of existing 15 GGM Chicago girls.

2) The GGM Training Academy, Summer of 2014, where an additional 25 young women from Chicago will be selected and trained according to the GGM curriculum.

3) The GGM Mentorship Program: pairing individual professional Chicago women in media with the GGM Girls to help them stay focused, on-task and provide meaningful leadership and professional development.

**A. The GGM News Bureau, September, 2013 through September, 2014 (one year)**

The 25 young women already trained during the summer of 2012 and 2013 will be actively continuing to report, producing videos and blogs, short POV-style pieces, participating in local press events, attending lectures and conferences as appropriate, communicating online with the GGM global network. The News Bureau will be housed at After School Matters, 66 E Randolph St. who has agreed to Incubate GGM Chicago. ASM and GGM will also be collaborating in the creation of new programing. The girls live citywide, but many are concentrated on Chicago’s West Side. They will meet regularly (once a week at least) with the GGM Chicago Program Director to plan and implement the production of their media.

TOTAL VIDEOS TO BE PRODUCED: 2 per month, a total of 24 short videos

TOTAL BLOGS: 1 per month per student, a total of 185 blogs

TOTAL NUMBER OF EVENTS/CONFERENCES: 10

We will be focusing most of the reporting on the overall theme of ECONOMIC DISPARITY/INEQUALITY in Chicago, in an effort to create opportunities to package the material (videos and blogs) for use in Chicago classrooms, as well as look for opportunities to offer the series as a webisode for online broadcast and sharing across trans-media platforms, as GGM has done in its Los Angeles Bureau with the webisode series, *Como Amar, How to Love.* This theme grew out of the initial four videos the inaugural GGM Chicago class produced, and came directly from the girls’ discussions and ideas. It was clear from their work that interest is high in this general subject area, and there are many ways to approach it.

Some sub-themes that arose from our initial training were:

“The Two Chicagos” of “My Chicago: Perspectives from a Southside Girl”

* + Portraits of individuals who are overcoming poverty
  + Portraits of Enterprises that are making a difference: ie: Blackstone Bicycle Shop
  + Artists/Activists/Leaders making a difference
  + Living in violent times, how to cope
  + Prejudice as a form of violence
  + Sexual and Reproductive Rights/Sex Trafficking
  + Secrets Girls Keep: how to change your mind
  + Girls and Education: The Closing of our Schools

The 15 GGM Girls have all expressed interest in continuing to work with GGM. They are:

1. Alexis Smith, George Westinghouse College Prep (CPS)
2. Armon D. Cannon, North Lawndale College Prep (Charter)
3. Genesis Harris, George Westinghouse College Prep (CPS)
4. Jari Taylor, Chicago Military Academy (JROTC via CPS)
5. Tanisha Cross, George Westinghouse College Prep (CPS)
6. Tammisha Cross, George Westinghouse College Prep (CPS)
7. Armon Canon, North Lawndale College Prep
8. Itzayana Juarez, Pritzker College Prep
9. Tierra Carpenter, Thornton Fractional South High School
10. Gloria Purnell, Young Women’s Leadership Charter School
11. Antoinette McGruder, Thornton Fractional North High School
12. Imani Turner, Wolcott School
13. Jasmine Crump, Michele Clark High School
14. Sandra Salazar, Curie Metro High School
15. Nayla Hale, Kenwood Academy

**B. The GGM Media Training Academy, July 2014**

Twenty-five girls from under-served communities in the greater Chicago urban area will be trained in the rigors of new media journalism. Throughout the training, they will engage with each other in production groups, begin to file and disseminate stories (videos and blogs), meet local media professionals, academics and gatekeepers. These activities will build important connections with them for possible future study, mentoring, internships and employment.

Instructed by seasoned media professionals, the girls first learn the fundamentals of traditional journalism: identifying and telling a story; journalism ethics, using a camera, sound and technical equipment. They are then instructed in POV or “citizen” journalism, including digital/mobile story-telling and social media as a tool for development. The course focuses on hands-on training, sending the girls to cover actual events and find stories in the field.

Many of the girls come from marginalized communities with few opportunities for education and self-improvement. The GlobalGirl curriculum integrates the development of leadership skills and self-esteem.

By the end of the training session, each GlobalGirl reporter has developed and produced unique, short-form news blogs, vlogs and new media content on a wide range of social, cultural and financial topics and has disseminated them through GlobalGirl Media’s website and social-media platforms. GlobalGirls are trained to select their own subject matter and they tend to focus on issues of particular relevance to their lives, such as violence against girls and women; sexuality, reproductive rights and HIV/AIDS; gender-based discrimination; education, the arts and sports; and new media and technology.

Visits by leading women professionals in print, broadcast and new media are incorporated into the curriculum. Many of the lecturers also act as “Mentors” for the GGM Mentorship Program, who track the progress of the girls and offer ongoing counseling and support. Each training includes field trips to local newspapers, radio and television stations.

**THE GLOBALGIRLMEDIA CURRICULUM:**

**The Rudiments of Journalism**

* How to tell a story
* Research a story
* Checking facts
* Finding and checking a source
* Conducting an interview and developing good questions and techniques
* Effective communication
* Knowing your audience
* Finding your voice

**Journalistic Ethics and News/Media Literacy**

* The state of media today: corporate-driven media
* Critical assessment of mainstream news, biased reporting, stereotyping and sensationalism, etc.
* What’s missing from today’s top news stories?
* Why local news?
* Citizen journalism vs. traditional journalism
* Why are journalistic ethics important?
* Truthfulness, reliability and accuracy
* How to tell a fair and balanced story
* Producing meaningful stories that serve citizens and public interest
* Journalist as public watchdog
* Freedom of speech and civil society

**New Technology for a New Society**

* How to work smart phones, ipods, camera & microphone to produce short-format video
* Basic lighting and editing
* Becoming an on-camera journalist, tips on presentation, how to connect with the camera and your audience, POV
* Web 2.0, leveraging the internet for research and interactivity
* How to upload blog and video content
* Leveraging new media technology to connect both globally and locally, galvanize a community, further a movement, start a critical discussion, organize

We provide i-pods, small-format HD cameras, sound, editing and computer equipment for the entire training.

**C. The GGM Mentorship Program, September, 2013 through September, 2014 (one year)**

The mentorship arm of Chicago’s GGM program aims to provide one-on-one support,

guidance and encouragement to girls participating in GGM in Chicago.

Through weekly check-ins and monthly in-person meetings, the mentors strengthen GGM’s overarching purpose to engage girls through media and communication skills, academic achievement and career goals.

GGM mentors are women living in the Chicago area who work in communication fields professionally or pursue related academic interests. Mentors share an eager desire to counsel young women in their development and carry an understanding of the communication and media landscape today. The women are all volunteer, and have been selected from the professional media community (broadcast, print, web, PR, academia, film.

*(Bios are in Appendix A).*

Mentors can choose the location for the meetings. If interested, mentors can meet with their mentees at the GGM News Bureau on Fridays or Saturdays when the girls hold their meetings. On occasion, mentors are encouraged to send updates on the girls’ development and contribute feedback on the program’s progress. During the 2013-2014 school year, the girls will have guest speakers that will address the group and participate in field trips to newspaper offices, broadcast stations and other media centers. For example, we already have a commitment for field trips to The Onion, ABC News, and Johnson Publishing Co.

**V. MONITORING AND EVALUATION PLAN**

While many digital news training programs and sites produce great content, they stop short of really activating their audience, and examining how that content influences and shapes lives. We at GGM are especially interested in how our stories are impacting both the girls and their communities, and specifically how our training helps the girls better critically assess and engage in global news media. GlobalGirl Media tracks its success and achievements through many indicators, both quantitatively and qualitatively. We assess our GlobalGirl participants before, during and post-training, and we follow up with questionnaires and face-to-face interviews through our mentorship program. In addition, we collect and analyze data from our website and social media sites, through such popular engagement metrics as Chartbeat, Facebook Insights, and GetClicky.

We are currently developing a more robust evaluation program from our new Chicago project (which launched in July, 2012) to include more long-term evaluations of our participants, tracking measurables such as girls’ grades, motivation and family relationships, before and after their participation. We also are dedicated to assessing how our videos and blogs are changing/shaping our youth viewers, and are presently designing an in-depth evaluation strategy that will provide a better picture of how our audience goes from users to investors, in terms of both social capitals and/or as content contributors, volunteers, commentators, donors, or subscribers.

**VI. IMPACT OF GGM PROGRAM**

We have seen the power of media and its exponential effect from our work in other GGM programs, even though there are a finite number of girls being trained. The content the girls create gets shared broadly, both online and within their families, schools and communities.

For each student, we can say that they impact their community in a variety of ways:

* *Immediate:* each girl will become a role model in her household and community, reaching 10-100 additional people at home and in school, by her mere presence with a camera, her engaging in current affairs and questioning her surroundings. We have seen firsthand how this training breaks down barriers and engages many people.
* *Indirect:* The impact the training has on each girl’s life and how she carries her newfound voice into her work and self-development can impact her educational and emotional future, as well as those of her siblings, friends, and followers.
* *Globally:* The reports the girls produce have the potential to reach millions via internet and mobile phone distribution. Our success will be measured by the distribution of these stories to our partnering organizations around the world, and the number of digital media platforms that actually upload and distribute GGM Content. We will gauge our impact through in-depth critical analysis of data relating to and coverage, traffic/hits on our website, interactivity and engagement through social media. Overall, we want to assess how GGM reports influence mainstream news reporting, helping to promote media from the girls’ perspective.

*EXAMPLES OF HOW OUR TRAINING IMPACTS A GIRL AND HER COMMUNITY:*

* The Los Angeles Bureau produced the webisode series “COMO AMAR,” (How to Love), a 6-part series on Reproductive Rights for Latino Public Broadcasting, which was then picked up by PBS World, reaching million of viewers. The series is also being offered to the Los Angeles Public Schools.
* Chicago GGM girls appeared on the weekly TV News Talk Show at NBC5, which heavily influenced the girls’ commitment to journalism training and a future in news broadcast.
* GGM’s team of HIV-positive reporters from Soweto were granted full press credentials and traveled to Washington, D.C. for the July 2012 World AIDS Conference, where they participated as reporters and were featured on a USAID and PEPFAR panel, sharing the stage with Bill Gates, Ambassador Melaane Verveer (head of Global Women’s’ Issues at the U.S. State Department), and the heads of leading NGOS working in HIV/AIDS (for example, CARE, UNFPA, Together For Girls, and the Nike Foundation).
* Moroccan GGM Team organized a mass protest in front of Parliament for Amina, a young woman forced to marry her rapist. Their organization, Woman Choufouch, was featured in the New York Times. The video went viral throughout the Middle East, reaching upwards of 50,000 viewers in three weeks.
* GGM reporters Rocio from Los Angeles and Tebogo from South Africa participated in the International Women's Media Foundation Leaders Conference in Washington D.C. Rocio was later selected as the UN’s GIRL UP! Teen Advisor for 2012, traveling to Mexico and Sweden to represent her community.
* First Lady Michelle Obama met with one of the GlobalGirls in South Africa, and wrote about her on the White House blog as an example of how supporting young women’s' education can transform a community.
* In 2011, South Africa and Los Angeles reporters covered the Sundance Film Festival, interviewing Danny Glover, Robert Redford, Gloria Steinem and Geena Davis, among others.

**LINKS TO TOP PRESS COVERAGE ON GGM TO DATE:**

Take Part.org: <http://tinyurl.com/8a5pxmu>

Fast Company: <http://tinyurl.com/6gssrp2>

ABC: <http://tinyurl.com/chdpysp>

The Times South Africa: <http://tinyurl.com/4u9oz4j>

Huffington Post: <http://tinyurl.com/bunlmak>

NBC Chicago: <http://tinyurl.com/9swvfux>

MSNBC: <http://tinyurl.com/brq8bbb>

**VII. DISSEMINATION AND DISTRIBUTION PLAN**

1) GGM WEBSITE: www.globalgirlmedia.org

Central to the project is the GGM website, which serve as a news/information hub for girls. All content, video and print produced by the GGM Academy participants is uploaded to the web and can be viewed, streamed and shared by anyone at anytime.

2) Social Media and Web Partners

Through our extensive partnerships with broadcasters, radio stations, websites and other media outlets, we cross-post our video and written content, maximizing distribution to on-line sites with which already have established relationships:

Al Jazeera English TV, WITNESS Program

Associated Press

AF24, African news web-based arvhice

BBC Radio

CBC

CodePink

Democracy NOW

ESPN Rise, ESPN.com, ESPN

Empower Peace.org

Fanatchiks.com

Fab Fems

FAST Company

Free Spirit Media, Chicago

Geena Davis Institute

Gender Without Borders

Global Press Institute

Hearty Girls

The Girl Effect.com

Girl Up!

Girls, Inc.

Girl Effect

Global Sister

Global Grind

Global Social Media Film Festival

Gender Across Borders

Girls, Inc.

Girls Who Rock

Global Fund for Women

Global Press Institute, GPI

GRIT TV

Huffington Post

HessPress, Morocco

Int. Womens Media Foundation

Internews, and IPS

I Am That Girl

ITC/Drumbeat

KCRW, Los Angeles

KQED, San Francisco

KPFK, Los Angeles

LA Progressive

Latina Lista.com

Latino Public Broad

MSNBC

Ms. Magazine.com

Media Global

MobilizedTV.com, mobile phone tv blogsite

Miss CEO

NPR

The Op Ed Project

PBS

Pretty Tough.com

SABC, South Africa

SNRT, Morocco

SELF Magazine

SeventeenMagazine.org

See Jane Do.com

Take Part.org

Drum Beat Africa

ShiTizen Journalist

SNRT, Morocco

Teboho Foundation, South Africa

Ubuntu Education Foundation, South Africa

U.S. Embassy, Public Affairs, Johannesburg

Witness.org

Wall Street Journal

World Film Collective

Women Make Movies

Womens Media Center

Women News Network

Womens Enews

Womens Int. News Gathering Service

UMOJA

Wild Sister

WBEZ and Vocalo, Chicago

Santa Monica College

World Pulse

Womens View on the News

Yahoo.com

Young Women’s Project

We are developing an extensive list of other websites with which to share our content, as well as developing more in-depth, long-term partnerships on a perproject basis. In addition, social media networks will also play a large role in our distribution plan. We have a significant presence on Facebook, Twitter and Tumblr, with over 3,500 Facebook fans to date.

**APPENDIX A: ORGANIZATIONAL BACKGROUND AND QUALIFICATIONS OF STAFF**

GGM is a three-year old non-profit based in Los Angeles and working internationally.

To date, successful projects and programs have been held in South Africa, Morocco, Chicago and Los Angeles, with partners ranging from ESPN, BBC, PBS, FIFA World Cup, Nike Foundation, Latino Public Broadcasting, LA Live, Skirball Museum, U.S. State Department, PEPFAR (Presidents Emergency Plan for Aids Relief), World Press Institute, Women’s Media Center, International Women’s Media Center, Tedx Women, and Al Jazeera English Television.

Founded by a small group of professional female journalists, educators and filmmakers, GGM is helmed by three principal staff:

1) **Founder and Executive Director, Amie Williams** is an award-winning documentary filmmaker/journalist who has worked in Africa, Russia and Japan, and was chosen by the American Film Institute for its inaugural 20/20 Program with the U.S. State Department to tour the Middle East and North Africa with her films. Her most recent feature documentary: *“We Are Wisconsin,”* won the Top Ten Audience Award at Hot Docs in Toronto and Best Documentary in Tehran, Iran. She is a working videographer and journalist/freelance for Al Jazeera English, and her work has appeared on PBS, Discovery Channel, BBC, CBC, and Lifetime TV. She was the recipient of the MacArthur Foundation International Peace Award for her film *“Uncommon Ground: From L.A. to South Africa,”* about youth and apartheid. Prior to her film career Amie worked as a media specialist for the Ford Foundation and CARE in Kenya, where she implemented media training programs for rural women and girls. She is a graduate of Yale University and UCLA’s School of Film and Television.

2) **Co-founder and International Programs Director** **Meena Nanji** divides her time between India and the U.S., and is an independent film/video-maker and journalist whose work focuses on explorations of race, cultural diasporas, gender rights as seen across the backdrop of social justice and human rights. Her internationally acclaimed projects, including *Voices of the Morning, It is a Crime*, and *Net of Jewels*, have been shown at film festivals, museums and galleries around the world. Her documentary, *View From A Grain of Sand* (2006), about women’s rights in Afghanistan, has won several film festival awards and was broadcast on PBS and internationally. Meena has received grants from the Rockefeller Foundation, National Endowment of the Arts, Center for Asian American Media (CAAM), Women in Film Foundation, Durfee Foundation, Paul Robeson Fund, among others. She has taught new media and documentary at the University of Santa Barbara, USC, Cal State Long Beach and CalArts.

3) **GGM Director of Strategy and Distribution,** **Therese Steiner** is a public broadcast veteran and consultant for the ESPN network. She brings over 25 years of experience in the media and entertainment industry as a consultant with creative organizations. She has worked in the area of programming, production and digital media with both global and US based entertainment companies in over 15 countries, such as ESPN, Showtime, ABCnews.com, ABC Radio, AOL, Harper Collins Publishers, PBS, Sesame Workshop, Viacom and others. She is a graduate of Harvard University.

4) **GGM National Program Director Tobie Loomis**

is a filmmaker and activist and a strong supporter of equal rights. She is an award winning writer, director and producer of multiple PSA campaigns. Her productions focus on various issues from women’s rights, child abuse, to homelessness and the genocide in Darfur. Born in Montreal, Quebec into a traditional Greek family, Loomis was the first in her family to attend college, graduating with a B.A in film and media studies. While in school she worked as a journalist for Montreal radio stations, and reported live feed coverage that included The Grammy Awards from Los Angeles. After relocating to N.Y.C in 1989 Loomis began a ten-year collaboration with acclaimed photographer Just Loomis, producing videos for A&M, Warner Bros. Records and musicians including; K.D Lang, Amy Grant and Patty Griffin**.** Since 2000 she has been an active member of Women in Film (WIF) Los Angeles and Co-Chair of the Emmy winning WIF PSA Production Program mentoring women to develop their craft of filmmaking by creating effective public service announcements. Loomis’ clients have included, Free Arts for Abused Children, The Dream Foundation, The National Organization on Fetal Alcohol Syndrome, Operation Gratitude, Nobel Peace Summit/Rome, Bal-Maiden Films and Participant Media. As Advisory Chair of WIF International Committee, her work extends into the International communities where she develops, produces and supervises programming, including; an annual international short film series (focusing on underserved communities and filmmakers), media educational forums, seminars and co-productions with the American Film Market (AFM). Her panelists have included Academy Award winning filmmakers, Cathy Schulman, Lawrence Bender and Davis Guggenheim. Always challenging conventional boundaries, Loomis believes that the “social cause” and the “creative idea” when working in unison are only empowered by the evolution of technology. She hopes to continue to develop her outreach by effectively implementing new and social media platforms to help create awareness by immediately reaching and impacting millions.

**GGM EXECUTIVE BOARD OF DIRECTORS:**

Bronwyn Cornelius,CHAIR OF THE BOARD (Film Producer)

Meena Nanji, OFFICER and GGM STAFF (Film Producer/ Writer)

Amie Williams, OFFICER and GGM STAFF (Journalist/Film Director)

Therese Steiner,OFFICER and GGM Staff (Television and Media Consultant)

Alison Devore, OFFICER (Non-Profit Consultant, Brand Expert)

Jodie Evans, OFFICER (Founder, CodePink)

Heather Gates-Massoudi, OFFICER (Managing Director, Venture Capital Services)

Tobie Loomis, OFFCER and GGM STAFF (Writer/Director/Producer)

**ADVISORY BOARD:** David Theo Goldberg, *Director, UC Humanities Institute,* Tracy Gray, *Los Angeles Mayor’s Office;* Julie Foudy, Former U.S. Women’s Soccer Team, Sportscaster, ESPN; Gini Reticker, Executive Producer *Women, War and Peace (PBS);* Meg Thompson, *Filmmaker and Founder Arcane Pictures;* Alysha Del Valle, *ABC7 Newscaster, L.A.*

**GGM GLOBAL CONSULTANTS:**

Tabby Biddle, Global Girls and Women’s Issues, Huffington Post

Bridget Pickering, Producer, “Hotel Rwanda,” Owner Media Company, South Africa

Asmaa Lemembart, Leading Feminist and Women’s Rights Scholar, MoroccoTammy Cheung, Visible Record, Documentary Filmmaker/Journalist, China

Juan Devis, New Media Director, KCET, Public Television, Los Angeles

Nancy Gallagher, Chair, Middle East Studies Program, Dept. of History, UC Santa Barbara

Jean Garner, Executive Producer, WITNESS, Al Jazeera English Television

Philo Ikonya, President PEN Chapter, Kenya, Human Rights Journalist

Nomi Morris, Former Correspondent Knight-Ridder, Jerusalem, LA Times Contributor

Mariam Memarsadegh, International Human Rights/Media Consultant, Iran, editor, tavaana.org

Anne Nelson, Professor, New Media Studies, Columbia Center for Media and Development

Alan Minsky, Director, KPFK/Pacifica Radio, Los Angeles

Prof. Carla Yarborough, Broadcast Journalism and Media Studies, CalState Long Beach

**GGM CHICAGO BOARD OF ADVISORS:**

**Susan Moran, CHAIR (Attorney)**

Susan is currently involved with a small oil and gas extraction business. She has long been interested in the development of alternative energy sources since working for the Secretary in the U.S. Department of Energy, and hopes to work in that area in the future. Previously, she practiced law with Mayer Brown, LLP in Chicago, specializing in securitization and finance. Her interest in children and education is long standing. She has served as a board member of the Children’s Home and Aid Society of Chicago, and been involved in various volunteer roles at the Latin School of Chicago. She currently serves as a trustee of the Brain Research Foundation, which supports neurological research and education of the general public on brain-related issues. Susan graduated from Johns Hopkins University before obtaining her doctorate in politics at Oxford University in England, and then her law degree at the University of Chicago, where she was a member of the Law Review.

**Marilyn Katz** is the founder and president of MK Communications, Inc., whose work in media and in public policy formed the basis for the firm's creation.  Trained as a sociologist, in fact, Ms. Katz has followed a dual track career.  In the 1970s, Ms. Katz relocated in California where she pursued her dual interests in media and public policy. During those years, Ms. Katz worked as a writer, producer and director of educational and theatrical films. At the same time she wrote about and advocated for public policy reform of a variety of government institutions.  
Shortly after Ms. Katz returned to Chicago, in 1982, she, in partnership with a California firm, formed the media/press team for the Harold Washington Mayoral Campaign.  It was this experience, the combining of public policy interests with media skills, which caused her to found MK Communications as a vehicle to marry public policy goals with organizational strategies that brought public support and program realization.  
Ms. Katz received her formal training in sociology and political science at both Sophie Newcomb College of Tulane University and Northwestern University. She is the recipient of numerous awards for films and campaigns, grants from both the Carol and Ping Ferry and Russell Sage Foundations for policy-related research projects and the author of numerous articles and a published book, The Glass House Tapes (Avon, 1973). She is a fellow of Leadership Greater Chicago, sits on a variety of boards and voluntary organizations.

**Elizabeth Taylor** is Literary Editor of the Chicago Tribune, and former President of the National Book Critics Circle. She joined the Tribune in 1996, after spending 13 years as a Correspondent with Time Magazine, based in New York, then Chicago. She served as Editor of the Sunday Magazine from 1998 until it ceased publication in 2009. Elizabeth oversees the coverage of books and ideas at the Chicago Tribune and has recently extended it to the Tribune’s website. She led the newspaper’s efforts to acquire the Printers Row Book Fair and directed its expansion into the largest literary festival in the Midwest. Elizabeth conceived the Tribune Literary Prizes, bestowed first upon Arthur Miller, and followed by Tom Wolfe, August Wilson, Margaret Atwood and David McCullough. Awards include the Young Adult Book Prize, as well as the Heartland Prizes and the Nelson Algren Short Story Prize. She has served on four Pulitzer juries, chairing both the Biography and Fiction juries. She currently serves on the MacDowell Colony Board. She has also been on the Harold Washington Literary Prize committee, including two stints as chairman. She sits on the Board of Directors of Polyphony, a national literary magazine for young people, and recently completed six years on the Board of Trustees of the Latin School of Chicago, including a term as Chair of the Academic Program Committee. Elizabeth served as Visiting Professor at Mount Holyoke College, where she taught a semester-long upper-level seminar in the English Department and worked closely with College faculty on campus-wide academic initiatives. She speaks at colleges and universities, as well has high schools, across the country, has been featured on NPR, NBC, MSNBC and CSPAN and made hundreds of public appearances, most notably as keynote speaker for the White House Symposium on Women Writers. With Adam Cohen, she is the co-author of “American Pharaoh: Mayor Richard J. Daley: His Battle for Chicago and the Nation,” named one of the best books of the year by The New York Times. Elizabeth grew up in Swarthmore, Pennsylvania and was the state’s first female Page in the House of Representatives. She graduated Magna Cum Laude from Mount Holyoke College and has a MA in History from Yale University.

**Laura S. Washington** is a *Chicago Sun-Times* columnist and political analyst for ABC 7, Chicago’s ABC-owned station. She is also a contributing editor to *In These Times* magazine. Washington brings more than two decades of experience as a multi-media journalist and non-profit professional specializing in African-American affairs, local and national politics, race, and social justice. From 2003 to 2009 she served as the Ida B. Wells-Barnett University Professor at DePaul University. She is the former editor and publisher of *The Chicago Reporter,* served as deputy press secretary to Mayor Harold Washington and received BSJ and MSJ degrees from Northwestern University. Her work has been honored with dozens of local and national awards, including two Chicago Emmys, the Peter Lisagor Award, the Studs Terkel Award for Community Journalism and the Racial Justice Award from the YWCA. Newsweek magazine named Washington one of the nation's "100 People to Watch" in the 21st Century, saying: "her style of investigative journalism has made (the Reporter) a powerful and award-winning voice." Her work has been widely featured in the national media, including *Time* and *Newsweek* magazines, *The New York Times*, PBS and the BBC.

**Michele Weldon** is an award-winning journalist and author for more than 33 years, Michele Weldon is an assistant professor of journalism at the Medill School of Northwestern University, where she has taught for 16 years. An expert on issues related to media and also to women, she is a columnist for the Huffington Post and contributes frequently to the Chicago Tribune, CNN.com, More.com, AlJazeera English and Alternet.org. She is a national trainer with The OpEd Project, an initiative to increase the diversity of voice in public discourse and leads the Public Voices fellowship at Northwestern University. She has also led the fellowships at Princeton and Stanford universities.  Her first critically acclaimed book, *I Closed My Eyes,* (Hazelden/ HCI, 1999) has had more than a dozen printings and was translated into seven languages and is available with a new edition as an ebook.. Weldon’s second book, *Writing to Save Your Life* (Hazelden/HCI, 2001), has been translated into four languages and is the basis of her Writing to Save Your Life Workshops. It was also released in 2012 with a new editon as an ebook. Her third book, “*Everyman News: The Changing American Front Page*” (University of Missouri, 2008), discusses the future of American journalism and won the National Federation of Press Women nonfiction book award in 2009. She recently completed a nonfiction memoir, *Escape Points,* about life as a single working mother raising three sons, all who wrestled or wrestle still in high school, and her recovery from cancer. Weldon has written chapters in several other books, including an essay in *This I Believe on Fatherhood* (Wiley, 2011), and recently broadcast from a live event with NPR’s Bob Edwards.  She wrote “The Changing Nature of News” in the *Encyclopedia of 21st Century Media* (Sage, 2009). In 1989, her essay, “Making Readers Want Novels is Writer’s Hardest Job,” was published as a chapter in C*onversations with Joyce Carol Oates* (University Press of Mississippi). She has also been featured as a storyteller on TheMoth.org on NPR. She has written for newspapers, websites, magazines and radio such as *Alternet.org, AlJazeera English, Chicago Tribune, Chicago Sun-Times, Chicago magazine, CNN, Dallas Times Herald, Dial, Huffington Post,  Los Angeles Times, Newsday, New York Times,*  *Parenting,, Seventeen, Writer’s Digest,* *West Suburban Living,* *womensenews,* *Woman’s Day* and hundreds more, including academic publications such as *Harvard’s Nieman Narrative Digest.* Weldon has delivered more than 200 keynotes across the country and Canada, and has been a guest on hundreds of radio and television shows in the United States, Europe and Canada including “The Oprah Winfrey Show,”  “Jenny Jones,” “Milt Rosenberg Show,” “WBEZ’s 848 Chicago,” “NBC’s Later Today,” “ABC Sunday Morning,” “CBS Morning Show,” and BBC-TV. Her topics are available on [www.micheleweldon.com](http://www.micheleweldon.com" \t "_blank). Weldon is a former member of the board of directors of Journalism & Women Symposium, and is a member and mentor of  Association for Women Journalists, Global Girl Media and Children’s Memorial Guild. Weldon lives in the Chicago area.[**micheleweldon@msn.com**](mailto:micheleweldon@msn.com)

**APPENDIX B: BIOS OF GLOBALGIRL MEDIA MENTORS FOR 2013-2014**

**Liz Fischer**, writer, leads the editorial team at the University of Chicago's in-house creative agency.

**Alison Flowers**, Research Association, Medill Innocence Project, Northwestern University

**Ife Olatunji**, Visial Anthropologist and ethnographic documentary film maker, Adjunct Professor at Columboia College, School of Communications.

**Carrie Porter**, multimedia journalist and adjunct lecturer at Northwestern University's Medill School, Reporter, The Wall Street Journal, Chicago bureau.

**Julia Winn** , Coommunications Strategist

**Luvvie Ajayi,** Social Media Expert and Blogger

**Deborah Douglas,** Journalist, Adjunct Prof. Medill School of Journalism, Northwestern U.

Columnist, Chicago Sun-Times

**Jazmin Beltran,** multimedia journalist, freelancer, UNIVISION Chicago

**Sylvia Ewing,** Director of External Affairs, Illinois Network of Charter Schools, WTTV/Chicago Public Media on-air host for PBS Television Specials

**Melissa Harris,** Business Columnist, Chicago Tribune

**Carrie Porter,** Journalist, Wall Street Journal

1. **APPENDIX C: BUDGET**

   **BUDGET NARRATIVE**

   Total Budget for the Chicago GGM 2013-2012 Project is $125,000 raised from the following: McCormick Foundation, MacArthur Foundation, William Keller Foundation, Took Trust, American Association of University Women, Eileen Fisher Foundation, Chicago Community Trust, National Endowment for the Arts, Nathan Cummings Foundation.

   We foresee a budget of $75,000 to sustain the GGM News Bureau for one year, 2013-2014 and an additional $50,000 to train 25 more girls for the GGM Training Academy, 2014.

   Attached Xcel Spreadsheet Budget upon request. [↑](#endnote-ref-1)