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2015: Year in Review

In 2015, Global Press Institute opened new news desks, hired new reporters and produced and syndicated more news than in any previous year in our history. We now operate 41 independent news desks in 26 developing media markets!

In many ways 2015 was the year of Nepal. Our Nepal team instantly responded to the devastating 7.8-magnitude earthquake in April with poise and humanity. In the immediate aftermath their coverage challenged disaster reporting norms and focused on culture and unity. Later, post-quake coverage focused on rebuilding and emphasized programs still succeeding, like the decrease in maternal mortality rates and anti-poaching initiatives. Our investigative coverage even revealed fabrication by CNN in their coverage of the earthquake, sparking a global debate about how mainstream media responds to disasters around the world.

Elsewhere around the globe, our proven training-to-employment model thrived. New reporters in Democratic Republic of Congo and Guatemala produced dozens of powerful, high-impact stories that have had tangible social change outcomes. New trainees in Uganda, India, Sri Lanka and Mexico have bolstered our coverage from every region.

This was also our largest year of overall growth. With a budget now exceeding \$1 million dollars, new leadership hires in the United States and in regional hubs around the world allowed us to produce more high-quality news stories for an ever-growing global readership.

Our newest brand, Global Press News Service (GPNS), also had a banner year. With nearly 200 syndication clients in 4 languages across more than a dozen countries, GPNS earned record income this year and expanded our readership to more than 12 million regular readers each month.

And 2016 promises to be even better! GPI will celebrate its 10th anniversary on International Women's Day 2016. We aim to increase our reporter population by more than 30% and will open desks in 5 new countries, including our first operations in the United States, on three Native American reservations. GPNS will launch a new media literacy initiative and our new engagement editor will leverage an online/offline engagement strategy to ensure our news has the greatest possible reach and impact.

On behalf of the entire GPI team, thank you for your continued support. I hope you enjoy this in-depth look into our work and the people who make it possible.

Sincerely,



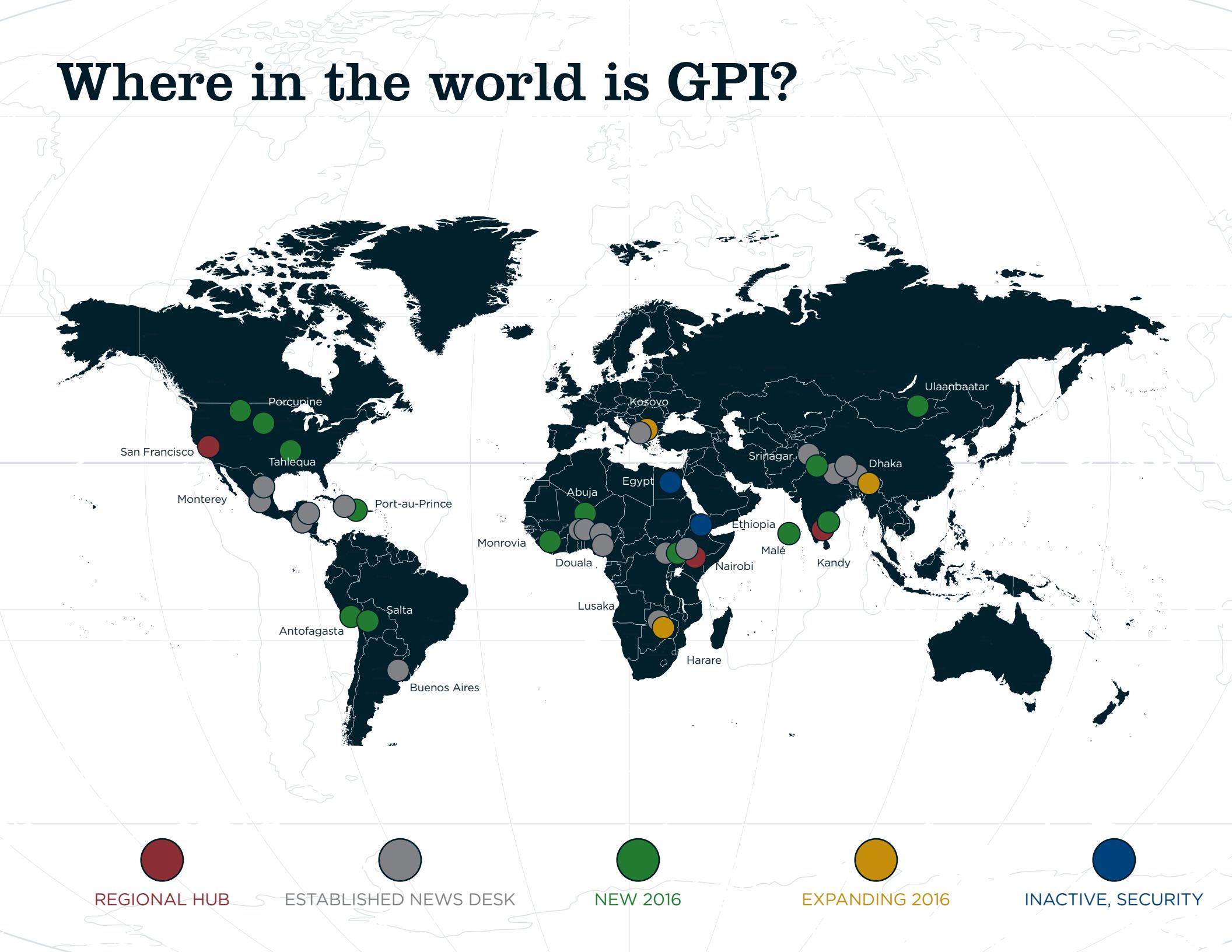
Cristi Hegranes

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Where in the world is GPI?



REGIONAL HUB

ESTABLISHED NEWS DESK

NEW 2016

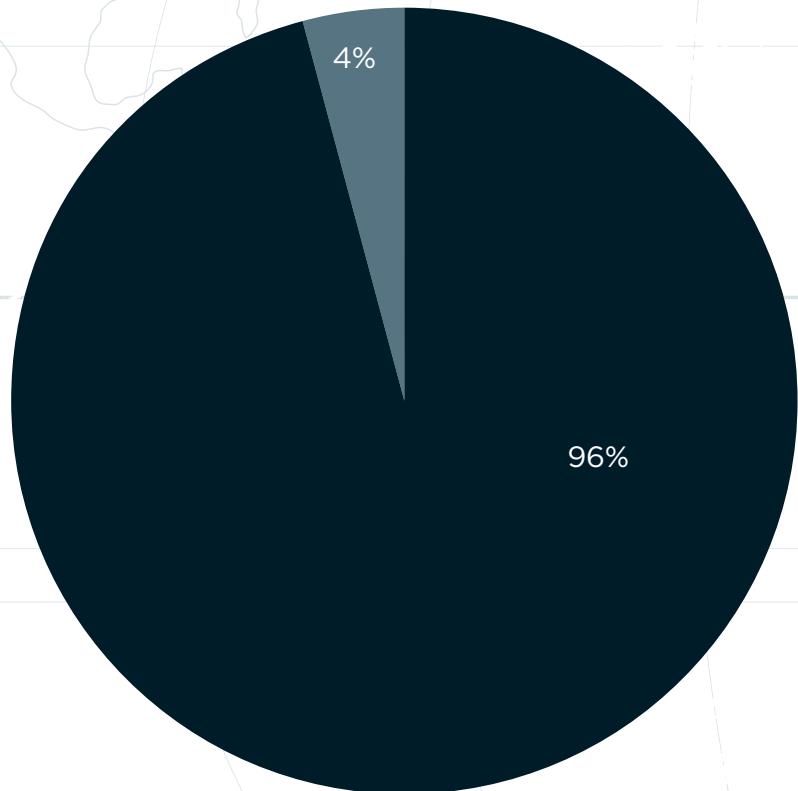
EXPANDING 2016

INACTIVE, SECURITY

Reporter Demographics

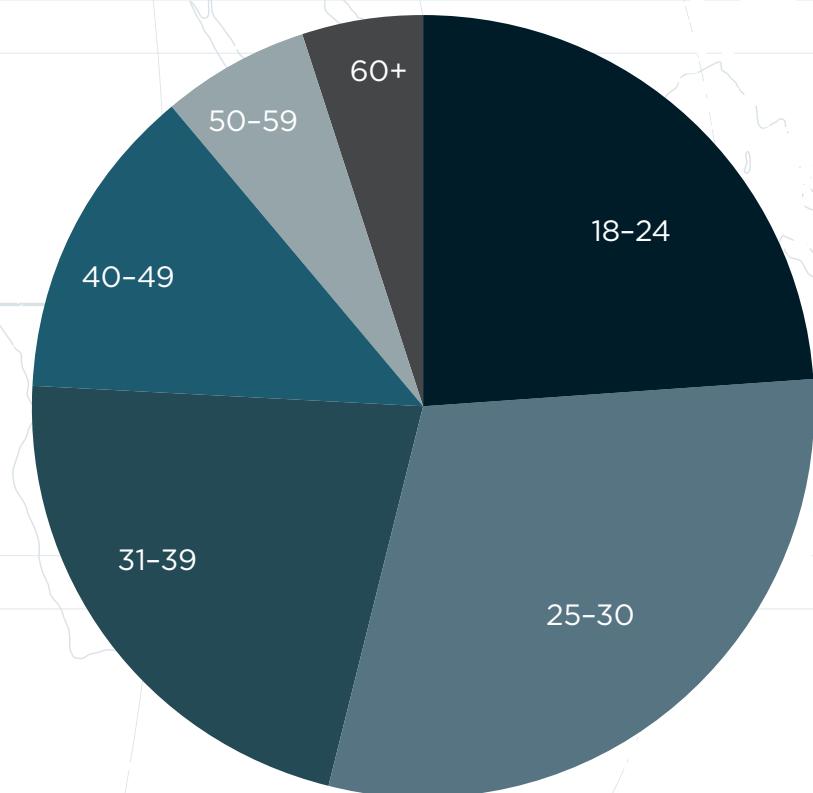
Gender

While GPI trains and employs women journalists, some (4%) members of our editorial support team are men.



Age

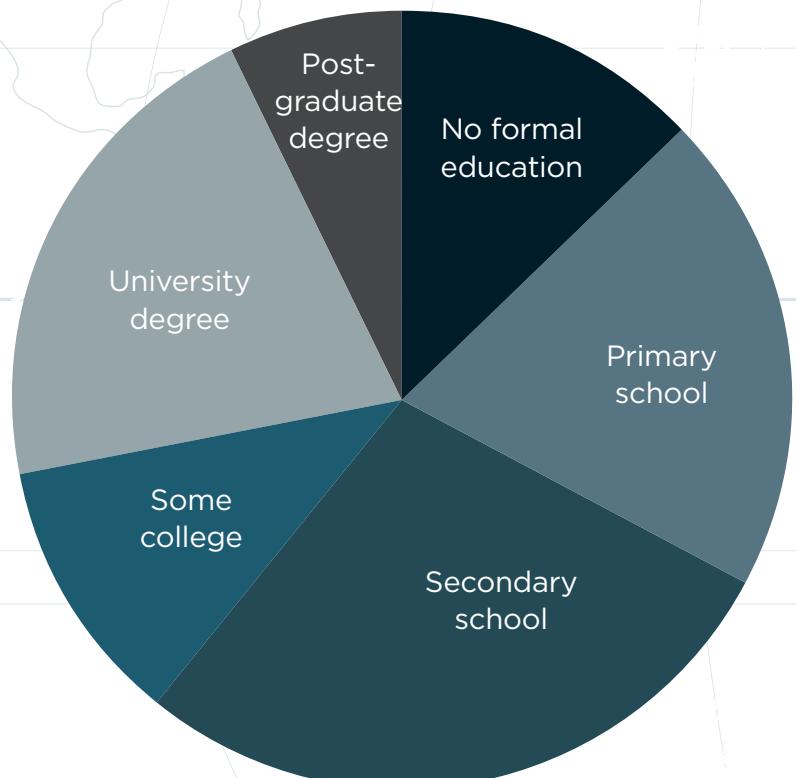
GPI aims to recruit trainees from multiple diversity categories, including age.



Reporter Demographics

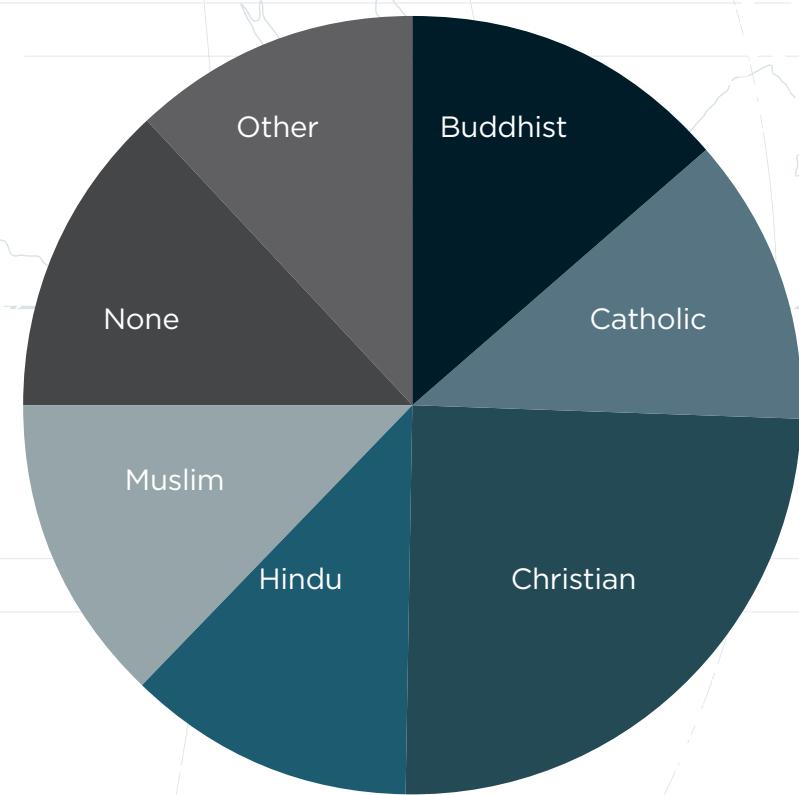
Education

Training women from diverse educational backgrounds has always been a cornerstone of the GPI model.



Religion

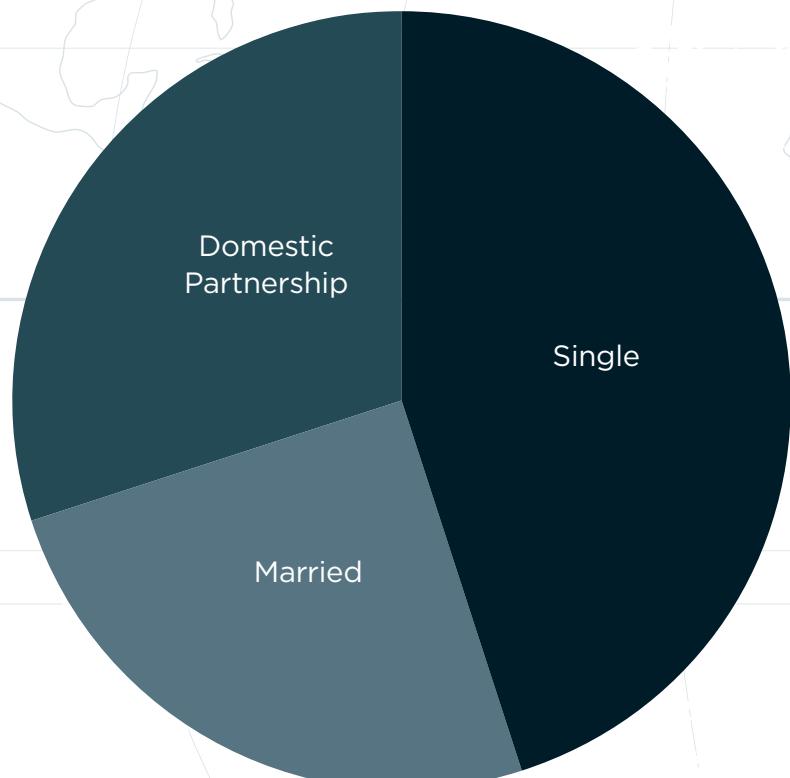
GPI considers religion for purposes of diversity, especially in areas known for religious tension or conflict.



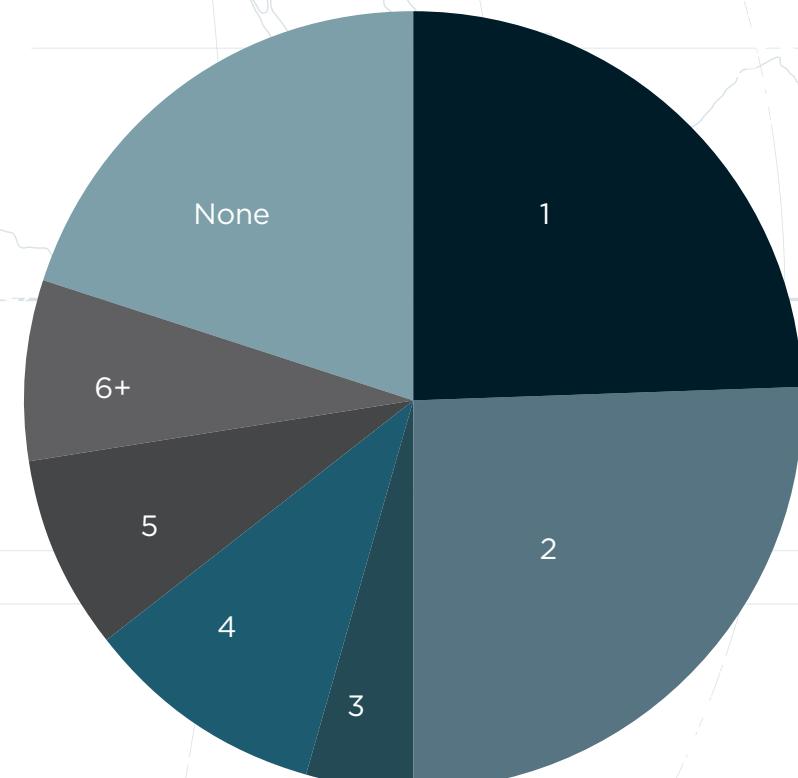
Reporter Demographics

Family

GPI is interested in training and employing women who have diverse family situations. In recent years, a growing number of our journalists are single and over the age of 30, which offers an interesting insight into changing gender norms around the world. We also consistently measure reporters' perceptions of their changing role in their families as their journalism careers advance.



Marital Status

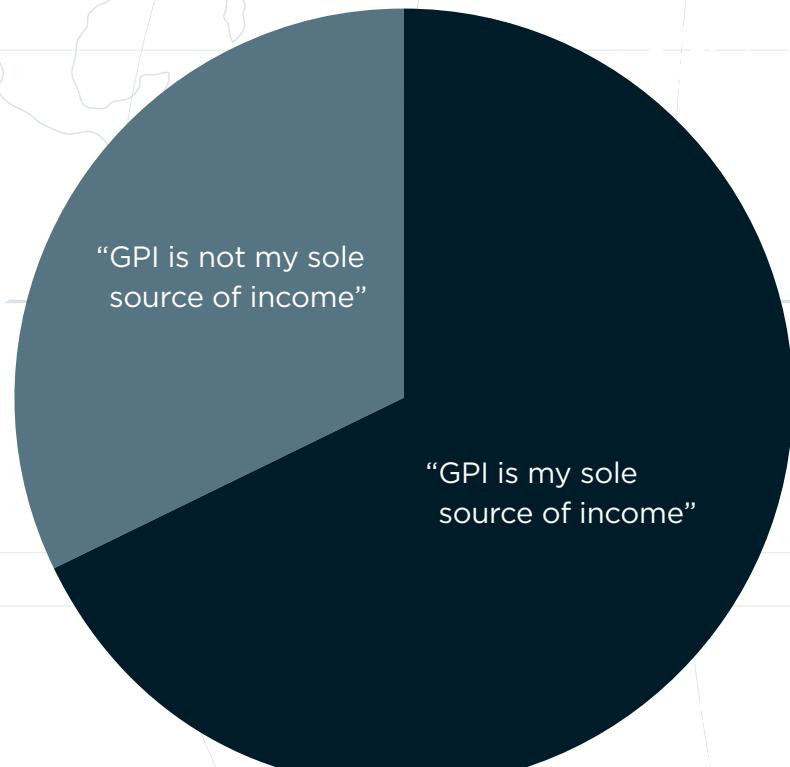


Number of Children

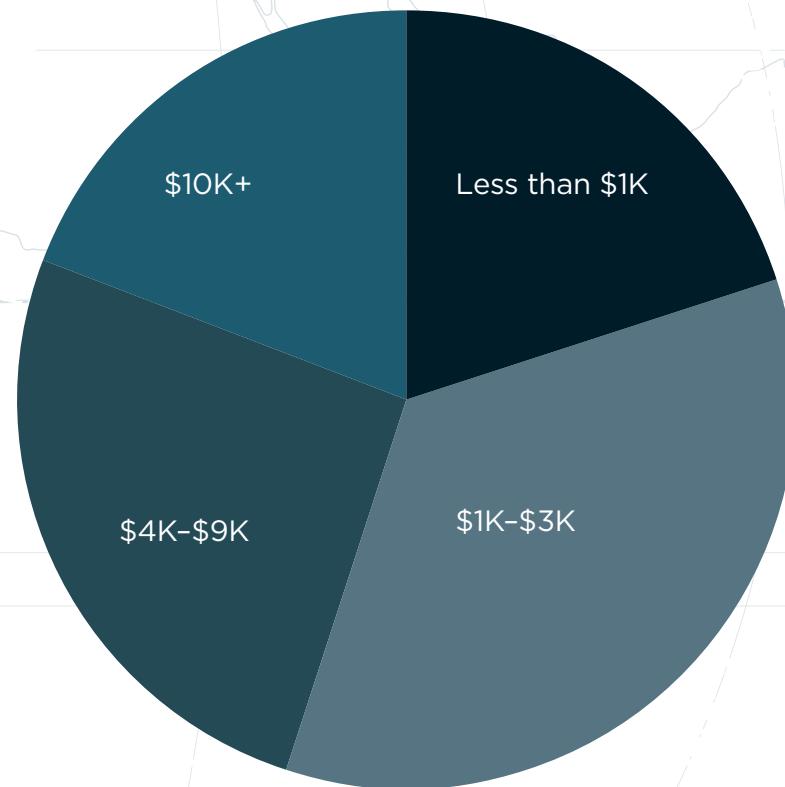
Reporter Demographics

Financial Indicators

GPI pays reporters a strong, living wage to work as Global Press Journal reporters. Each year, we aim to measure their financial health. The average median per capita income in GPI countries is \$2,695 USD.



Source of Income



Annual GPI Earnings

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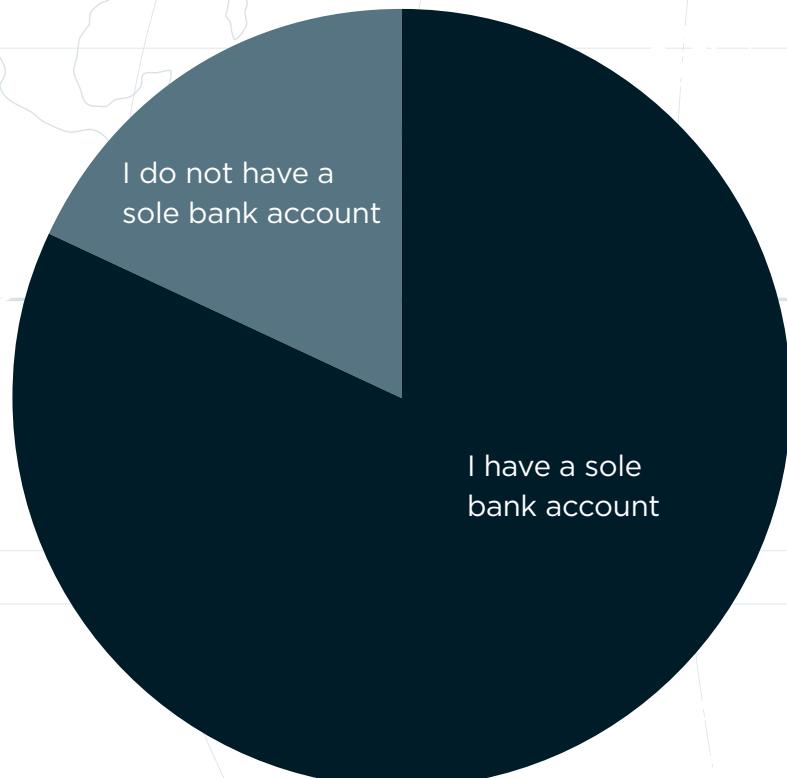
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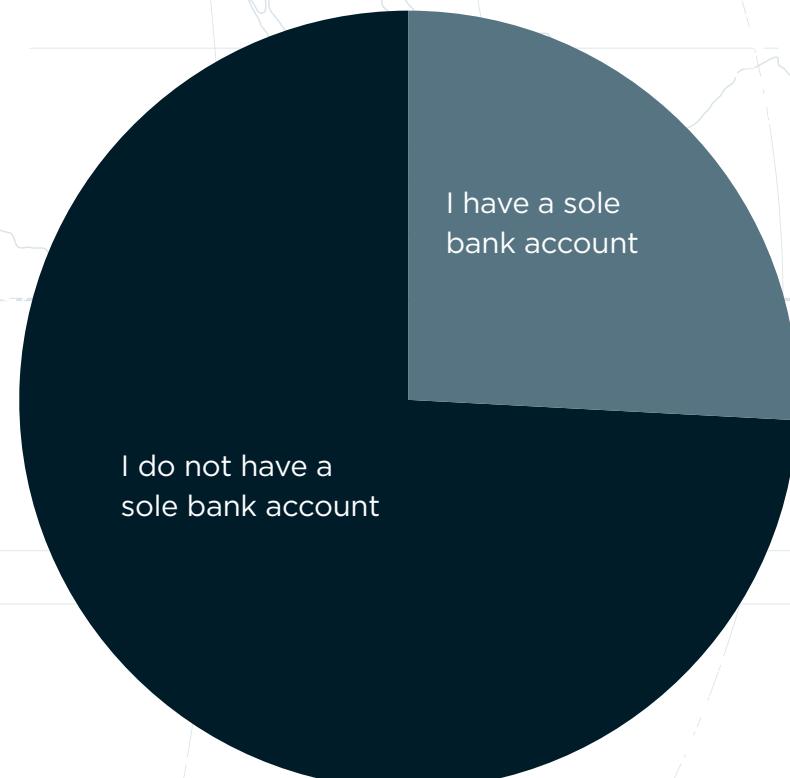
Reporter Demographics

Financial Indicators

Since 2010 GPI has conducted financial literacy trainings to enable reporters to better manage their income. This effort includes helping our reporters around the world open bank accounts solely in their names.



Reporters w/ sole bank accounts in 2015



Reporters w/ sole bank accounts in 2010

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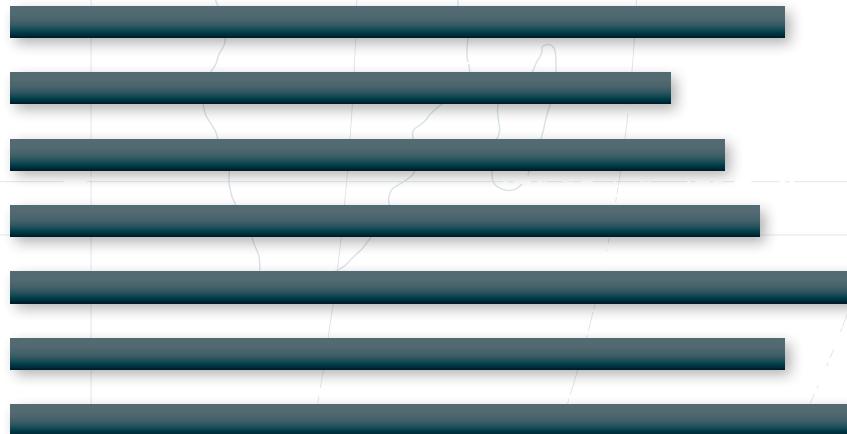
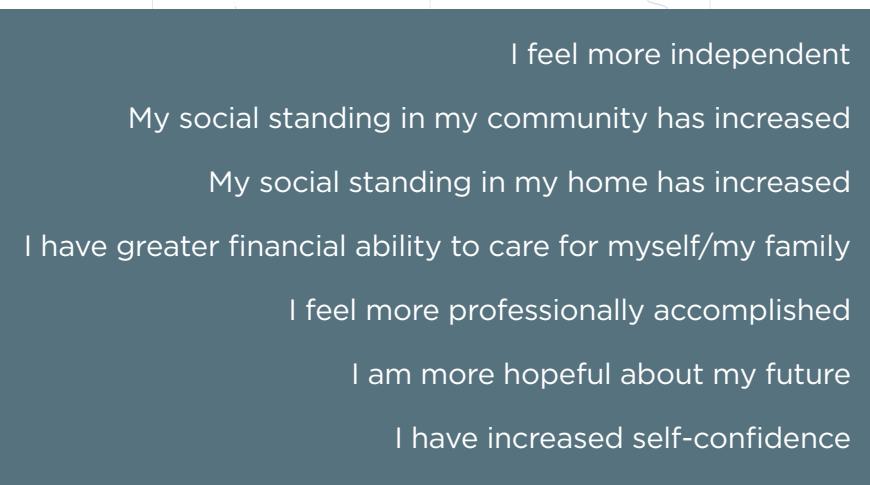
Reporter Impact

Personal Indicators

Measuring diversity and financial prosperity is important, but at GPI we are also interested in measuring some of the more intangible aspects of true success.

Highlights

- 100% of GPI reporters feel more professionally accomplished in 2015
- 100% report having increased self-confidence
- 95% report a greater sense of independence
- 82% report increased social standing at home
- 78% report increased social standing in the community
- 88% report being better able to care for themselves and their families
- And 88% say working for GPI makes them more hopeful about the future



Editorial Highlights: Behind the Scenes with the Staff of GPJ

This was a big year for the editorial team at Global Press Journal.

This year we celebrated the addition of several important positions, including the Journal's first-ever managing editor. With full-time regional editors in all of our hubs, we were able to begin syndicating multi-lingual content for our readers in Spanish, French and Nepali. (French and Spanish content is also now available on Global Press Journal!)

Speaking of Global Press Journal, we launched a new, mobile-friendly version of the site in December! The innovative, responsive design will elevate your readership experience. We've also added new content types and features including a Special Report to showcase in-depth investigative projects and daily photos depicting life in the communities where we work around the world. Stay tuned for more video features too. Looking to delve deeper into GPI? You're in luck! With three new blogs from reporters, editors and GPI's founder, we are giving our readers unprecedented behind the scenes access!

The addition of our first-ever Engagement Editor grew our social media audiences and increased both reach and engagement of every single story we published.

Of course, it wasn't all good news. We published our first-ever retraction this year. With just 13 corrections in our 10-year history, a retraction was difficult to swallow. But rather than simply unpublish the link, as most news organizations do these days, we replaced the retracted story with an in-depth blog post that gave readers a transparent look at the complexities of international coverage and how we should have taken greater steps to ensure our sources were telling the truth.

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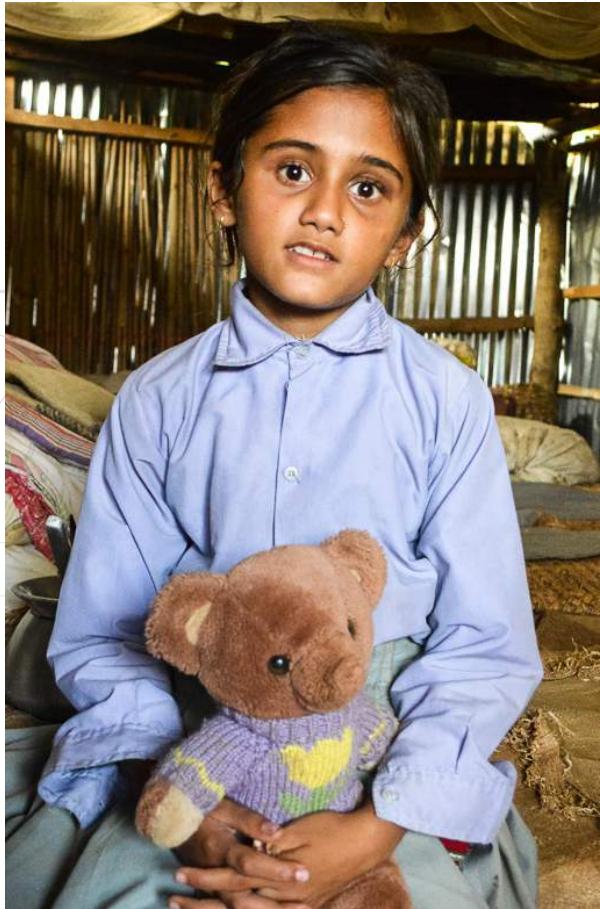
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2015 Highlights

April: Our team in Nepal covered the earthquake with professionalism and humanity. Their articles and photographers were widely syndicated.

Senior reporter Shilu Manandhar received global acclaim for breaking the story that CNN's Dr. Sanjay Gupta falsely claimed to have performed brain surgery on an 8-year-old quake victim. (middle)



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2015 Highlights

NOVEMBER: The Global Press Journal editorial team produced our most successful Focus On series to date with the Trafficking & Smuggling series. Articles and packages were picked up by more than 200 syndication partners. The series highlighted both the trafficked and the traffickers. And it demonstrated that all smuggled goods from people and albino body parts to medicinal plants and animals move on the same illicit global highway.



MAY: Founder Cristi Hegranes gave her first TED Talk in May during TEDxWomen.

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2015 Impact

Individuals

After a story is published, GPJ reporters are often approached by sources or readers who share anecdotes about how a particular story impacted them. We asked reporters to tell us about the reader interactions they experienced this year. Each story is a reminder that exceptional journalism always has an impact, even if it is just one mind changed. At GPI we believe that exceptional journalism often seeds tangible social change. Here are some examples from 2015:

I wrote my first story for GPJ this year. It was a profile on someone who works with the homeless population. I received a lot of positive feedback, including from famous journalists in India. The appreciation and motivation I received from them was overwhelming. Best of all, the person featured in my story appreciated my commitment to rigorous fact checking, a requirement at GPJ.

— *Raihana Maqbool, GPJ Indian-administered Kashmir*

The story I wrote on male circumcision and condom use got the attention of local health officials. One recently told me that my article is now given to men who come in seeking to undergo circumcision. He said that the story gave detailed information on the importance of using condoms always.

— *Apophia Agiresaasi, GPJ Uganda*

I wrote a story about spiritual guides in rural Guatemala. A reader wrote to tell me that after reading about the ancestral knowledge used by the guides who are considered to possess special gifts, he became motivated to work to preserve the councils of the grandparents rather than let the tradition die.

— *Brenda Leticia Saloj, GPJ Guatemala*

After I wrote about how the civil war in DRC forces many people to leave their homes, and then suffer to find shelter and food, the Chief of Katindo cell (a neighborhood in Goma, in the North Kivu Province of DRC), told me that he will tell local NGOs about the story and make sure they know that displaced people in the area need help.

— *Noella Nyirabihogo, GPJ DRC*

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2015 Impact

Social Change

At GPI, larger-scale social change is often the result of our work. Not to be confused with advocacy journalism, which has a specific change-making agenda, GPI believes that by offering ethical, accurate, human-centered stories on under-covered topics, social change is a natural result. And great journalism is often the first step to achieving large-scale social change. This year, our stories sparked social change on several continents.

GPJ Guatemala

19-year-old reporter Brenda Leticia Saloj investigated child labor in the rural department of Solola to determine the impact it was having on girls' education.

After the story was published, Carlos Rigoberto Pos Tuy, superintendent of the local school district, thanked Brenda for bringing this important issue into local and global conversations. He has committed to investigating the issue in order to prevent more children from having to drop out of school.

GPJ Zambia

In late 2014, GPJ senior reporter Prudence Phiri reported a powerful story about the indiscriminate dumping of garbage in Kanyama, a slum outside of Lusaka, Zambia's capital city.

The story caught the attention of the local authority who used the story to spur location action. Since the story was published the Kanyama slum now has regular garbage collection services for the first time in history.

GPJ Ghana

GPJ reporter Lilly Mensah wrote a powerful story about the discrimination and even violence that children with learning disabilities face in Ghana.

After the article was published, the center featured in the story, Special Attention Project (SAP), reported that media attention on the subject led to more parents coming to the center with a new understanding that children with learning disabilities should not be beaten or forced to drop out of school. Leaders at the SAP project say that Lilly's story has helped to take away the myths surrounding learning disorders.

Impact Case Study: How One GPJ Story Spurred Local Government into Action

In January, reporter Noella Nyriabihogo in Democratic Republic of Congo wrote about a new program in Goma that was offering counseling, psychological support and job training to former child soldiers. Pascal Ndakavuro, a municipal worker in Goma, contacted Noella several months after the story was published to thank her for the coverage. She told Noella that everyone knows when someone is a former child soldier, but they are just presumed to be crazy and nothing can be done.

Since Noella's story caught her attention, Pascal started researching psychological trauma and counseling options. Armed with Noella's article and her own research, Pascal presented an initiative that would put child psychologists on staff with the city of Goma. She presented her proposal to Mdm. Katusele, the official in charge of social affairs for the city of Goma.

Mdm. Katusele listened to the presentation and read Noella's article. She too became passionate about the issue of providing psychological services to returned child soldiers. In December, she and Pascal presented the proposed initiative to the mayor of Goma. We are awaiting word on his decision.

Noella met with Mdm. Katusele in December and she told Noella:

"Our people have suffered for a long time, because of endless civil war. I realized the impact that psychologists could bring to our society from your coverage. And I know that many people live with many problems in relation to psychology. I believe that if we are to bring security, hope and peace to our community, it's should in everyone's mind. We really need psychologists."

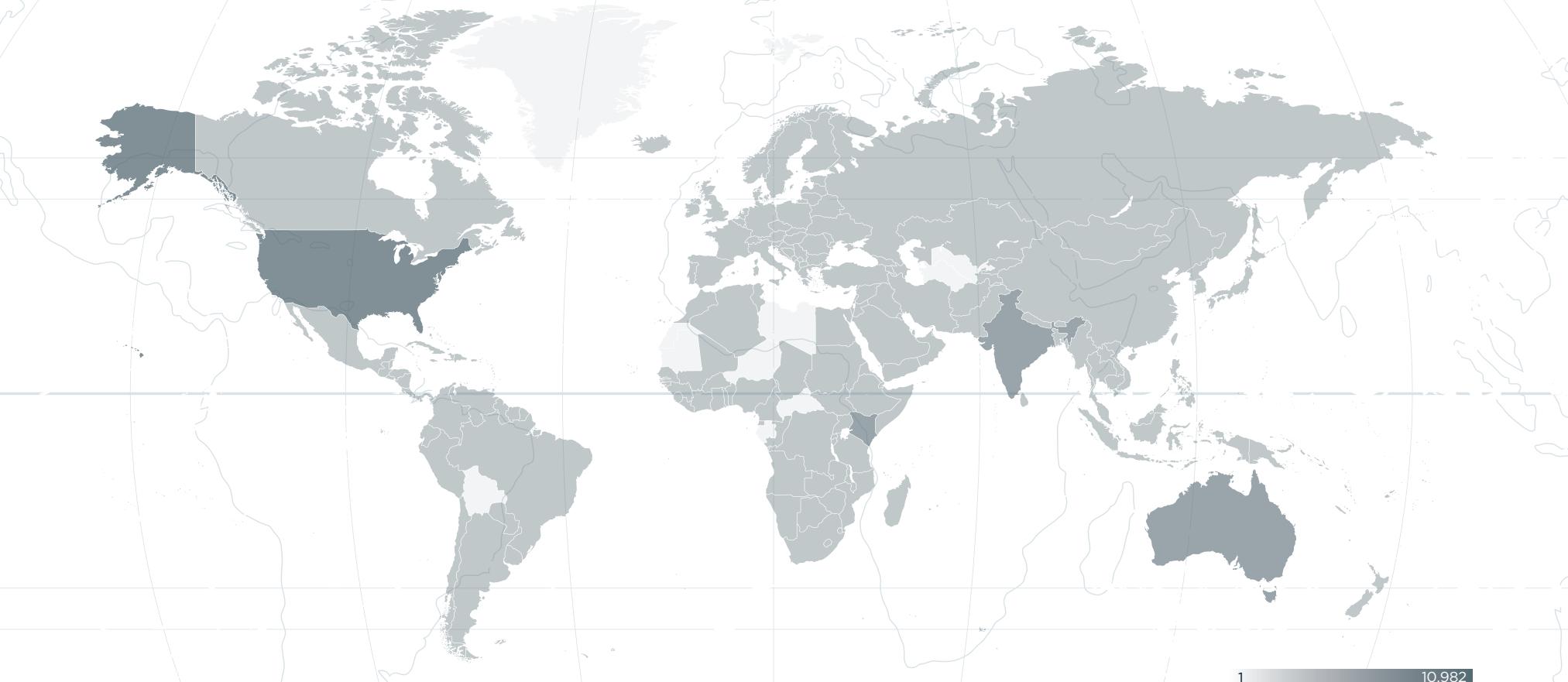
Sometimes it is difficult to describe the impact one story can have.

In this case, Noella's reporting was both delicate and fearless. In her interviews with Tumusifu, the young man recently returned from captivity, she listened empathetically as he detailed raping grandmothers and as he recounted what it felt like the first time he killed a person. She brought humanity to his story and also context -- there were many like him, we learned. And there was a way to help reintegrate them to become productive members of society. A realization so simple, yet it hadn't occurred to many people there, including government employees.

Ethical, authentic, accurate human stories inspire people. And sometimes the story falls into the right hands. Then, tangible social change is truly possible.

Reader Demographics

Thanks to readership surveys and analytics we know more about our regular readers than ever before.



In 2015 Global Press Journal averaged 42,000 unique readers each month, with the largest readership (10,000+) coming from the United States. Other top readership countries include India, Kenya, Nepal, Australia, South Africa, Mexico and Sri Lanka.

- Gender: 51% Women, 49% Men
- Net Worth: 26% \$100,000 to \$1 million and 20% \$1 to \$10,000
- Education: 46% graduated high school, 33% graduated college, 21% completed graduate degree

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2016 Plans by Brand

Global Press INSTITUTE

GPI will celebrate its 10th anniversary with a global photo exhibition on International Women's Day (March 8) in San Francisco.

GPI will launch new news desks and training programs in Northern Argentina, Chile, Mongolia, the Maldives and the Balkans. And for the first time, we will be opening news desks in the United States on three Native American reservations!

In total, GPI will train 54 women to become ethical, investigative, feature journalists in 2016!

Global Press JOURNAL

Global Press Journal will begin producing new types of content on its brand new mobile-friendly web platform. Look out for more photos, videos and data-based projects!

The GPJ team will also tackle big topics for the 2016 Focus On series, including extractive industries, LGBT legal issues around the world and more!

Check out the new blogs on the Journal too to get inside the story with reporters and editors. And the new TypeFace blog will put you inside the head of our founder Cristi Hegranes!

Global Press NEWS SERVICE

After a wildly successful year, GPNS is ready to expand again. Beginning in 2016, GPNS will begin offering media literacy education packages and training programs.

GPNS has already expanded our readership to an estimated more than 12 million per month. We want to leverage that growing audience to offer much-needed media literacy and global education tools.

GPNS will also continue to expand the number of languages for syndicated content, which is already offered in English, Spanish, French and Nepali.

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