

Key objective

GMPP supports the Georgian media's professional development by creating and fostering long-term professional relationships between Georgian and American media outlets via professional exchanges and individual consulting.

Program goals

- Independent Georgian media outlets improve their journalistic, technological and business management practices.
- Georgian media professionals gain cutting-edge knowledge and practical experience they share with colleagues.
- Georgian and American participants have a better understanding of each other's culture, society and values.



Georgia is an ancient country with vibrant culture located in Eastern Europe, between Black and Caspian Seas.

IREX Media

We promote vibrant information and media systems so that people can make informed decisions, hold those in power accountable, and take actions to improve their lives. We work with information consumers and producers to ensure people can engage with high-quality content on multiple channels — and freely act upon information that affects them.

About GMPP

What we do

GMPP partners selected Georgian and American media outlets to form strong, collegial and lasting relationships via reciprocal exchanges, individual consulting and the sharing of best practices

Partnerships

70 partnership visits have brought together 135 Georgian and 50 American TV and radio production, marketing, promotion, sales, and media management professionals.

Since 2010, GMPP has facilitated partnerships between Georgian online media, television and radio stations across 8 local regions and American counterparts from over 10 states.

Participant Georgian Media



Program Donor

We work with the generous support of our donor, U.S. Department of State and Public Affairs Section of the U.S. Embassy in Tbilisi



GMPP Participants Testimonials



“Every day I value more the knowledge and experience received during the partnership visit. I saw and analyzed more clearly the challenges and problems we are facing. I also realized the ways to overcome them, got new ideas and motivation for professional development, met with professionals and established working relationships. I had a chance to discover a new culture and introduce to Americans my media outlet and my country.” – Eteri Pangani, ICN editor/ producer



“Before visiting U.S. I thought American media had a unique formula, a secret to success. It’s their openness to innovation. GMPP gives a chance to the Georgian regional media to adapt work practices of American media and introduce innovations on the Georgian media market. It connects us with successful professionals.” – Teona Maisuradze, SK marketing manager, news



“It’s one thing to turn on the TV and watch an American channel but it’s completely different when you get a chance to see with your own eyes what happens on camera and behind the scenes. I will always remember that this productive visit in the U.S. gave me a lot: contacts, knowledge, positive emotions and self-confidence which I already passed on to the Georgian viewers.” – Eter Intsikrveli, TV Pirveli news anchor

Results

IREX excels at improving overall media sustainability through professional exchanges. Through partnership with U.S. broadcasters, Georgian TV and radio stations and online outlets achieved the following results:

- Improved newscasts and expanded programming
- Streamlined management, improved staff motivation and qualifications
- Better promotion, visibility and community engagement
- Increased sales and diversified revenue sources
- Increased web traffic and more effective social media engagement
- Successful switchover to digital broadcasting

Our Partner Media in the U.S.

NBC12 & Virginia Mercury in Richmond, VA | **Searchlight** and **SPJ** in Santa Fe, NM | **WJCT** in Jacksonville, FL | **WDBJ7**, **WSLQ** and **WXLK** in Roanoke, VA | **KUUU** in Anchorage, AK | **KY3/KSPR** in Springfield, MO | **WTOL** and **13abc** in Toledo, OH | **WICU** in Erie, PA | **WENY** in Elmira, NY | **WDRB** in Louisville, KY | **WYQC** in Nashville, TN | **WVJS** in Owensboro, KY

About IREX

Established in 1968, IREX works with partners in more than 100 countries in four areas essential to progress: cultivating leaders, empowering youth, strengthening institutions, and increasing access to quality education and information. Our decades of on-the-ground experience help us create greater impact, practical recommendations, and lasting partnerships. With an annual portfolio of \$90 million, offices in 17 countries and 400 professional staff worldwide, we strive for a more just, prosperous, and inclusive world - where individuals reach their full potential, governments serve their people, and communities thrive. In Georgia, IREX has been implementing media, education and civil society projects since 1994.

Contact Us

IREX/Georgia

6 K. Marjanishvili St., Tbilisi 0102, Georgia

Tel.: +995 32 291 26 08

gmpp-georgia@irex.org

facebook.com/GMPP.Georgia
irex.org