



IREX is seeking online media outlets to host and take part in exchange programs

- Fully funded international travel and reporting opportunity for management and staff of American digital/online or traditional media with a converged newsroom, digital/mobile first strategy, robust online presence, strong multimedia content production and monetization capacity
- Professional development opportunity for staff to hone communication and teaching skills, broaden horizons, and share best practices of journalism and media management with a partner outlet from the country of Georgia
- Experience renowned Eastern European culture, history, food, and hospitality of the country of Georgia



Who we are
 □□□ Georgian Media
 □□□ Partnership Program
 □□□ (GMPP) is implemented by IREX and funded by the U.S. Embassy in Tbilisi. GMPP supports partnerships between Georgian and U.S. media outlets through exchange trips, individual on-site and online experience sharing, consulting, coaching, mentoring, and job shadowing.

Program participants
 Over 70 partnership visits have brought together 135 Georgian and 50 American professionals in content production, promotion, marketing, sales, and media management. Since 2010, GMPP has facilitated partnerships between Georgian online media outlets, television and radio stations and their American counterparts from over 10 states.



Georgia is located in Eastern Europe between Black and Caspian Seas.

- Join our U.S. partners!**
- Searchlight**, Santa Fe, NM
 - SPJ**, Albuquerque, NM
 - Virginia Mercury**, Richmond, VA
 - NBC12**, Richmond, VA
 - WDBJ7**, Roanoke, VA
 - Firefli**, Roanoke, VA
 - WICU**, Erie, PA
 - WTOL**, Toledo, OH
 - WENY**, Elmira, NY
 - KTUU**, Anchorage, AK
 - KY3/KSPR**, Springfield, MO
 - WTVG/13abc**, Toledo, OH
 - WJCT**, Jacksonville, FL
 - WDRB**, Louisville, KY
 - WXLK** and **WSLQ**, Roanoke, VA
 - WYCQ**, Nashville, TN
 - WVJS**, Owensboro, KY



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.



How it Works
 Over the course of the year, the selected American media outlet's staff will host their Georgian counterparts and then travel to Georgia on a reciprocal visit. IREX staff based in D.C. and Tbilisi, Georgia, provide management, programmatic and logistical support, translation and oversight of the one-week visits the U.S. and Georgia.

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.



GMPP Participants Testimonials



"The program benefits both stations because, despite all of our differences, we are all working on perfecting a very similar set of journalistic, management or sales skills. Sharing this information and learning from one another bridges the gaps and allows us both to develop and grow."
- **Brad Hillwig, Marketing Manager, KTUU, Anchorage, AK**



"This gave me an opportunity to bring what I have learned through many years of media experience to others and to learn from them. I know it was meant to help the Georgian TV stations but it also helps bond the two countries together. The friendship is solid!" - **Pamela Forsyth, General Manager, WICU, Erie, PA**



"It was one of the best experiences of my life! I can't believe all we did in a week. We liked the idea of helping free and independent journalism become stronger in other parts of the world." - **Scott Brady, former News Director, KY3, Springfield, MO**

Results

IREX excels at improving overall sustainability of media outlets through professional exchanges. Partnerships with U.S. partner news organizations have given Georgian media outlets the expertise to achieve 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

We are looking for American media outlets to provide expertise in:

- | | |
|---|---|
| <input type="checkbox"/> Multimedia Production | <input type="checkbox"/> Marketing & Branding |
| <input type="checkbox"/> Multi-platform Promotion | <input type="checkbox"/> Sales & Revenue Generation |
| <input type="checkbox"/> Digital Content | <input type="checkbox"/> Business Management |
| <input type="checkbox"/> Online/New Media | <input type="checkbox"/> Organizational Development |
| <input type="checkbox"/> Journalism Ethics | <input type="checkbox"/> Investigative Journalism |
| <input type="checkbox"/> Mobile Ap | <input type="checkbox"/> Converged Newsrooms |

IREX covers the costs of domestic and international travel, lodging, translation, cultural activities and per diem
Visit: bit.ly/IREXMedia

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