

GMMP 2020

Strategies for Securing Funding

Five (5) strategies behind the successes so far and with potential to: unlock new funds; elevate the GMMP's and WACC's profile as one of the key global players on gender and communication, and; magnify impact from the global policymaking to the grassroots levels in the post-2020 phase.

Strategy 1. Advocating for the GMMP in speaking opportunities at global and regional conferences: These are spaces in which to raise the GMMP's profile and have borne fruit, in some new funding partnerships and in expansion of the monitoring network to more countries. In the post 2020 phase we will seek to impact similar global and industry policy-making spaces using the findings as evidence for our interventions.

Strategy 2. Advocating for the GMMP through publications: To mention, to be published by Internews in the next few months, a handbook for journalists in which we have written the introductory chapter.

Strategy 3. Entering into strategic partnerships: Already in place are partnerships with Free Press Unlimited (the Netherlands) and Internews (U.S.) to collaborate in use of the findings for media professional development. The precise initiatives will shape up over the next year. We have established agreements to work as a coalition with two Nairobi-based gender & media WACC project partners to raise funds from the local offices of international development funders for current and post 2020 work. We have mapped out embassies, foundations and multilateral agencies to approach and visit in due course.

Strategy 4. Securing the GMMP's place as the foremost authority on gender & media data: We are concluding a major project funded by the Swedish Research Council to build a statistical database on gender and media. The database is open source, hosted at Gothenburg University in Sweden and will be available for policy-oriented and academic research. The GMMP contributed the largest volume of data to this meta-database which will be replenished with statistics from the 2020 and subsequent GMMPs. It is significant that the GMMP has gained recognition in this scientific research space and once the database is launched, together with a book that uses GMMP data for advanced statistical analyses, this will potentially unlock major funds for future work.

Strategy 5. Raising the GMMP's impact at the national levels: Two methodological innovations in the 2020 edition aim at increasing the incentive for teams to engage in it and to collect results that are more relevant at the national level. Teams will be able to opt for a shorter monitoring and to integrate three custom question on gender & media issues pertinent to their national contexts. The availability of data on local gender & media concerns through the GMMP will potentially increase interest and engagement with the results within countries and the follow-up work thereafter.