

The GLOBAL PRESS STRATEGIC PLAN *outlines* FOUR BOLD OBJECTIVES.

WHEN WE ACHIEVE THESE GOALS WE ANTICIPATE FOUR PRIMARY TYPES OF IMPACT:

- People in Global Press coverage countries will have increased access to accurate information
- Readers in 100+ countries will have increased access to accurate information
- Journalists will receive exceptional employment opportunities across the world
- The field of journalism will adopt comprehensive practices that promote dignity and precision

FIVE PRIMARY POPULATIONS OF PEOPLE WILL BENEFIT FROM OUR SUCCESS:

- Readers in Global Press coverage countries
- Readers in non-Global Press coverage countries
- Global Press reporters and staff
- Other journalism and media practitioners and partners
- Stakeholders, policy makers, educators and activists

Objective One



Improve the health and quality of global media markets by building and maintaining high-functioning independent news bureaus in 40 target countries.

Objective Two



Make significant, measurable contributions to the field by raising industry standards for international journalism and creating opportunities for adoption and replication.

Objective Three



Build a critical mass of influence by growing and uniquely measuring engaged audiences in all coverage locations and global markets to increase access to accurate information and transform global narratives.

Objective Four



Make Global Press a thriving and sustainable media business.