

The Global Migration Media Academy (GMMA)



ORGANIZATION*

IOM leads the Global Migration Media Academy. It has partnered up with the National University of Ireland Galway (NUI Galway) and other universities in Serbia, Morocco, Mexico and the Philippines to develop a foundation course.

COUNTRY AND CITY/IES

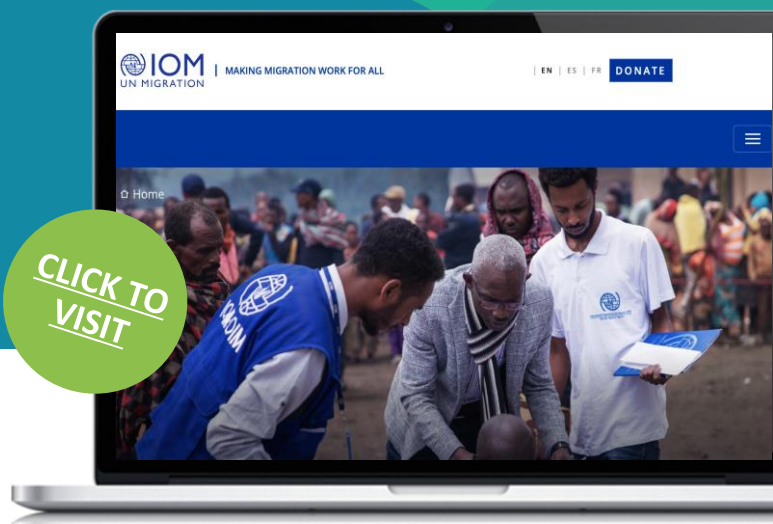
The GMMA is a global initiative. Nevertheless, Ireland is the lead country of this project.

FIELD OF WORK

Combatting the spread of hate speech and deliberate distortions of truth on social media is increasingly recognised as an international priority

THE ACTION IS ADDRESSED TO (BENEFICIARIES)

- Individuals already practicing journalism for established news agencies
- Editors and newsroom gatekeepers
- Media professionals who are part of Organisations who deal with migration related issues
- Local, national and regional journalism associations
- Media training Organisations
- Journalism networks
- Students pursuing a career in journalism
- Media students looking to learn about migration related issues
- Individuals or Organisations looking for data on migration
- Individuals or Organisations producing reports on migration
- Young people interested in media and technology
- Citizen journalists and influencers
- Activists and civil societies
- Aspiring filmmakers wanting to tell the migration story
- Filmmakers looking for data on migration



DESCRIPTION OF THE ACTIVITY

The GMMA initiatives seek to cover the following actions:

- Provide tools and resources to help fact check information on migration
- Promote basic fact-checking standards and principles in migration story reporting
- Develop tools and platforms to help media professionals to fact check information on migration
- Advance the ethical standards that guide professional news Organisations.
- Work with journalists and media houses to improve the representation of migrants in news stories
- Advance positive narratives on migration in mainstream and local media
- Foundation course on media and migration
- Academic courses on migration related issues such as, climate change, labour migration, human trafficking, etc.
- Courses on media ethics, representation and misinformation
- Workshops and seminars on ethically balanced reporting on migration
- Training on journalism techniques, mobile journalism, backpack journalism and data journalism
- Mentorship on migration story development and publishing
- Social media tools to advance balanced ethical reporting on migration
- Digital tools to help fight xenophobia and misinformation about migrants

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MAIN GOALS

The GMMA has got 5 strategies objectives:

1. Bring experts together to provide comprehensive and valid training on media and migration and ensure access to quality resources that inform migration narratives.
2. Present timely and accessible data, research and insight through a heavily curated structure as well as engaging courses and resources.
3. Provide a hub that will be able to share open-source learning materials, not only from IOM but from other parties that are also contributing to the space of ethical and accurate content
4. Collaborate and create a new partnership that strengthens the existing one to support this idea of accurate and ethical reporting on media coverage.
5. Promote and support stories that bring to life a diverse perspective on migration, and share cutting edge developments related to recent data on migration.

IMPACTS OF THE ACTIVITY

- Accessing courses. Free of charge academic courses. The GMMA is going to compile a pool of learning materials on media and migration that are based on the reach and expertise of the UN migration network, as well as media development Organisations, international, regional and local media, and especially academia.
- Sharing ideas and experiences. New community space for journalists where they can share ideas and experiences of reporting on migration stories.
- Developing an online resource hub where courses and resources on reporting on migration can be accessed.
- Providing an online and offline training and mentorship on ethical and balanced reporting, as well as media workshops and seminars.
- Providing media literacy: the GMMA is developing a foundation course in collaboration with the NIUG Galway and other partners. It will provide the basic fundamentals of what migration is and

how the media should approach migration at global and regional levels.

- Building capacities. Media training capacity building for journalism.
- Providing mentorship: leverage experience of journalists as GMMA mentors
- Providing verified data on migration for reporting

The Global Migration Media Academy is an innovative and fundamental component that will contribute to avoiding and tackling misinformation and fake news related to migrants. This initiative will produce a more positive, balanced and inclusive representation of migrants in our society as individuals and members of diverse communities.

COOPERATION WITH STAKEHOLDERS

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SUSTAINABILITY (ECONOMIC, SOCIAL AND INSTITUTIONAL SUSTAINABILITY)

The Donors are regularly informed on the GMMA activities and progress. The implement partners are heavily involved in the design of the GMMA foundation course, being the NUI Galway the lead partner on this section. The GMMA is working in close collaboration with academic institutions, journalism associations, UN entities, and other individual leaders and agencies reporting on migration. This strong collaboration with professionals and experts in the area will produce and compile high-quality courses and resources on journalism and media

TRANSFERABILITY

This is a Global initiative that it hopes to expand in the coming months across the world