



Annual report

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International Media Support

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Contents

1	Introduction	3
2	Programme activities	5
2.1	Media & Conflict	5
2.1.1	Africa	5
2.1.2	Asia	18
2.1.3	Caucasus	24
2.1.4	Latin America	25
2.1.5	Middle East	29
2.2	Media & Democracy	31
2.3	Media & Dialogue	40
3	Cross-Cutting Activities	55
4	Communication development	60
5	Finance	65

1 Introduction

2008 has been another highly productive year for International Media Support.

Activities continued in numerous countries worldwide, with IMS building strong partnerships with national and international actors.

In 2008 IMS initiated new activities with partners. These included programmes to stimulate investigative and environmental reporting in China and West Africa. Renewed and increased funding was also secured for programmes in Belarus, Azerbaijan, Ukraine, Iraq, Sudan, Zimbabwe, Sri Lanka and elsewhere. Building on the conference in September 2008, IMS also developed a new strategy for networked communication environments.

IMS was the focus of three external reviews – all commissioned by the Danish Ministry of Foreign Affairs. In the beginning of the year, the Media and Democracy Programme was reviewed, followed later in the year with a review of the Media and Conflict Programme. At the end of 2008, an external review of the Media Cooperation Programme with the Arab World and Iran (MCP) under the Media and Dialogue Programme was set in motion.

The overall conclusions of the reviews were all positive. The findings generally supported and praised the IMS approach and recognized the results and accomplishments of the organisation.

The review of the Media and Democracy Programme highlighted: *“that the programme is functioning well and progress is made in all four components despite difficult and ever-changing political circumstances in the recipient countries. The main reasons for the good results are the professionalism of (IMS) and the high level of flexibility in the programme, which allows for swift reactions to changing conditions.”*

The conclusion of the review of the Media and Conflict Programme stated that: *“Overall IMS has been able to manage these competing demands and operate with impressive speed and professionalism which has proven instrumental in assisting media under threat worldwide. (..) In its relatively short lifespan it has established itself in the media development sector as a respected, collaborative and flexible partner, with no preconceived notions or biases regarding the types of interventions it may support.”*

In its evaluation of the Media Cooperation Programme with the Arab World and Iran, the review found that: *“(IMS) has successfully managed to engage in sufficiently low profile activities that allow for a long term and politically legitimate engagement while simultaneously offering the potential to gradually expand the boundaries in e.g. youth TV, investigative journalism and film.”*

The recommendations set forth in each of the reviews have guided our efforts to further strengthen performance in all three programme areas.

During 2008 various working groups comprising management, staff and external experts continued to build and refine the IMS strategy in a number of areas, from exit criteria to the project toolbox. In early 2009, the knowledge

gathered from these working groups will be synthesised into the new IMS strategy document for the coming five years.

Over the course of 2008 IMS has been fortunate to welcome on board a number of new staff. IMS received applications from hundreds of highly qualified candidates for these advertised positions.

In response to the growth of IMS in terms of staff and programmes in recent years, IMS undertook a number of initiatives in 2008 to strengthen its team and build a stronger institutional identity. In addition, an internal restructuring and streamlining process took place towards the end of the year to improve in-house administration and finance.

During a staff retreat in August 2008 there was a consensus among staff that the main motivating force for working at IMS was "because what I do makes a difference".

2 Programme activities

2.1 Media & Conflict

2.1.1 Africa

Democratic Republic of Congo

1. Objective

Implementation of a protection and safety programme for media practitioners in Eastern DRC regions of Kivu and Ituri as an essential element to further peace and stability in these regions and within the Great Lakes region as a whole.

2. Strategic considerations

Following an assessment in 2007 IMS deemed it necessary to engage in the Eastern DRC with an aim to build media capacity, particularly that of radio journalists in the region, and also to work on securing the safety of journalists in a region of ongoing instability where journalists are often targeted. First priority was given to the safety of the journalists working in the region.

3. Description

In December 2008, two safety-training courses were carried out in Bukavu and Goma. IMS partnered with INSI to deliver these trainings following the format for training INSI developed through the years. Réseau des Radios et Télévisions de l'Est du Congo (RATECO) supported the training on the ground primarily with peripheral support from Journalists en Danger (JED), Syndicat National des Professionnels de la Presse (SNPP) and Radio La Benevolencija.

4. Results

Most of the participants were very pleased with the training and found it extremely useful and relevant to their specific needs. Nonetheless, much more



Photo: IMS

needs to be done to reach a greater sub-section of the media population using Congolese-based trainers who can deliver faster, cheaper and more tailored trainings to an ever-changing media and political landscape.

Specific results were:

- 49 journalists trained during two seminars with the following content: pre-assignment preparation, personal safety, conflict management, first aid, ballistic awareness and cover from fire, vehicle security and landmine awareness.
- Proposals developed for follow-up activities and contacts strengthened to local and international organisations which can partner / co-fund follow-up activities.

5. Continuation

IMS interventions will continue in DRC due to the ongoing conflict and the continuing dangers local journalists face. There is no significant work being done with regards to media safety and it seems relevant for IMS to take on the mandate. Further safety-related initiatives will be strengthening safety mechanisms including promotion of dialogue between media and military and other authorities.

The training modules would be more effective and more interactive if delivered in French rather than through translation from English, as was the case and carried out over at least two to three days by local Congolese trainers based across the Ituri and Kivu provinces. The training could be supported by the five radio networks and four press houses in the area. The ICRC/DRC Red Cross in particular should be engaged to develop appropriate first-aid training. The safety training modules also need to be linked with parallel safety activities being carried out by specific NGOs based in key provinces across the DRC.

Gambia

1. Objective

Press freedom environment in the Gambia improved and access to independent media content strengthened.

2. Strategic considerations

The overall IMS strategy for The Gambia is to support the function of independent media under oppressive government and dire economic conditions. To achieve this, IMS support independent newspapers to continue their reporting of important developments in the society. It also helps media outlets and professionals to work closely together to strengthen their position towards the authorities and to fight off government intervention.

3. Description

In July 2008 IMS conducted an assessment mission, which identified a continuing deterioration of the media environment. Some newspapers and private radio stations had been arbitrarily closed and journalists continued to flee the country under threat of arbitrary arrest and detention. These developments underscore the need to support independent media that continues to criticize government actions.

Support to independent press

Foroyaa and The Point, two newspapers with track records of maintaining independent and critical lines towards the oppressive government, were supported economically by IMS during 2008 so they could continue to improve

their reporting in the future. The Point was able to have maintenance done on its ageing printing press and thus create a reserve printing capacity that is available to all print media in the country. Foroyaa, the most critical newspaper in the country, purchased badly needed computer and printing equipment that have made it possible to continue to function.

4. Results

Specific results were:

- Both newspapers have been able to continue their operations and Foroyaa has improved its printing quality, which has attracted a larger readership.
- Increased understanding among the media that they have to work together in order to be able to survive both economic and political pressures in the country.

5. Continuation

The editor of The Point was arrested in the beginning of 2009 and accused of printing false information. This episode illustrates clearly that the situation in the country is not improving. IMS plans to continue its support to newspapers as well as to other Gambian media, which will take place in cooperation with OSI and other organisations. IMS will pursue to attract additional donors to assist the Gambian media, with specific support for the newspapers, Radio Alternative Voice, and for creating a media self-regulation organism in the country.

Great Lakes Region

1. Objective

Exchange of information and cross-border cooperation increased in order to mitigate the fragile and tense political situation in the region.

2. Strategic considerations

The tense political situation in the Great Lakes region continues despite intergovernmental initiatives concretised in The Common Declaration on Peace, Security, Democracy and Development. These intergovernmental initiatives show a growing interest in regional solutions and since 2004 have been incorporated into the IMS strategy to engage on a regional level. IMS seeks to strengthen these efforts for regional solutions, while supporting overall political initiatives, as well as strengthening relations and cooperation between journalists and media from different countries in the region.

3. Description

IMS was active in the Great Lakes region from 2004 until early 2006 during which a group reporting exercise was held in late 2005 and involved journalists from Rwanda, Burundi and eastern DRC (Kivu). In 2007, IMS conducted an assessment of the relevance and feasibility of re-engaging in the region or in one or more of the three countries. The assessment recommended that interventions would likely be more effective if they were country specific rather than regional in scope. However, with ongoing regional efforts at peace and reconciliation, IMS cooperated with several local and international partners within the framework of the International Conference on the Great Lakes Region (ICGLR) to organize a November 2008 regional conference: "The Challenges of Media Development: Promoting Media Freedom and Professionalism in the ICGLR States".

The conference gathered 120 stakeholders including media representatives, international, regional and national organisations from 10 of the 11 ICGLR

countries to discuss, among other things, the setting up of a Regional Information and Communication Centre (RICC). Partners in the conference were: Media High Council (MHC), Rwanda; Media Foundation for West Africa (MFWA); the Network of African Freedom of Expression Organisations (NAFEO); UNESCO, Paris; and, the International Conference on the Great Lakes Region (ICGLR) Secretariat.

4. Results

Although not all the expected outcomes of the conference were achieved, some steps forward were made, mainly in the form of recommendations. However, the conference did not conclude with concrete agreements on the implementations on these recommendations. Among the recommendations were:

- Establishment of a road map on the implementation of the RICC.
- Recommendations for media policy and legislative framework at the national and regional level.
- Recommendations for advancement of media capacity and professional standards.

5. Continuation

IMS will continue to monitor ongoing developments within the framework of the ICGLR and the conference outcomes. Once it becomes clear what concrete actions will be taken, IMS will decide the extent of its involvement in advocacy for reform of media policy and legislation within the framework and within the region context. A possible high-level meeting at minister level might be the next step in the process.

Guinea

1. Objective

Media sector reinforced and working environment for media and journalists in Guinea improved emphasising their abilities to work during electoral campaigning.

2. Strategic considerations

The overall strategy of IMS is to create an environment in the country for journalists to be able to work free of harassment from the police and army. In this regard specific strategies have been worked out to explore how to improve the safety of journalists and how to facilitate dialogue between the media sector and the Guinean security forces that comprise the police, military, gendarmes, Ministry of Defense particularly during the electoral period.

3. Description

In June 2008 IMS and Network of African Freedom of Express Organisations (NAFEO) conducted an assessment mission to Conakry. The mission findings confirmed earlier information on the existence of a weak and government-controlled media and recommended that a combined training for security officials and media representatives be arranged so that these two groups could better understand each other's needs especially during a tense election campaign period.

Throughout 2008 the country was rife with violence. Both police and army resulting in the parliamentary elections, planned for the end of the year, were cancelled. To complicate the situation further president Lansana Conté died unexpectedly. Due to the consequent instability and sudden shift in the

political landscape no training and dialogue initiatives were implemented for the media and security forces in 2008.

4. Results

From its assessment mission with its partners IMS gained clear insights on the media situation in Guinea, making it possible to respond to needs in the media sector.

Specific results included:

- Media assessment carried out, project concepts developed and potential partner organisations identified

5. Continuation

After the death of president Conté, the army took power in Guinea and pledged to organise elections by the end of 2009. IMS is considering election-related interventions tied to this.

Ivory Coast

1. Objective

Media equipped to cover upcoming general elections in a fair and balanced manner without inciting violence.

2. Strategic considerations

In 2002 conflict in the Ivory Coast divided the country with the government controlling the south and the rebel Forces Nouvelles holding the north. The March 2007 Ouagadougou Peace Agreement paved the way for an end to the conflict and included a provision calling for free and fair elections to be held. Presidential polls were to be held in 2005, but since have been delayed several times. As of March 2009 no new election date has been set.

Within the framework of the Partnership for Media and Conflict Prevention in West Africa, a follow-up to the June 2008 partnership meeting in Accra was held in Abidjan on 23-24 September 2008. With this in mind, the IMS strategy has been to work with the media in a multi-pronged effort and to engage several local partners in these efforts with a view to the elections. As mentioned above several of the planned activities have been deferred due to the postponement of elections.

3. Description

The activities planned fall into phases with one set of activities to take place before the elections and others to be carried out closer to the election date. Since the elections have been postponed, only activities in the first phase have been carried out:

Forum on election coverage

On the 16 and 17 October, 2008 a forum was organised by local partners Conseil Nationale de la Communication Audiovisuelle (CNCA) and Conseil National de la Presse (CNP) with the objective of bringing together all stakeholders in the election process. One objective was to come to agreement on the adoption of a practical guide for media coverage of the electoral process. Following the forum a media guide will be edited and 3000 copies distributed.

Seminar for Written Press regarding election coverage

Organised by the CNP, The written press seminar was carried out on 18 October 2008 with the objective of working with editors in order to ensure that they

are better informed on the electoral process and media responsibilities during the electoral period.

4. Results

The two activities have been carried out successfully and have laid an important groundwork for cooperation between local media organisations and the electoral commission. The media guide is being completed.

Specific results:

- Up to 150 participants from the media, the Commission Electorale Independante (CEI), government, security forces, civil society and the judiciary branch attended the forum on election coverage.
- Adoption of a guide complete with laws, codes of conduct, best practices for supporting journalists in covering the elections
- Seminar held for editors and "gatekeepers" at written press on electoral process and media responsibilities carried out

5. Continuation

Due to the postponement of the elections, and with no new date scheduled as yet, additional planned activities have been set on standby. The activities that have been completed have set some of the ground work for planned training of staff needed to carry out media content monitoring during the electoral campaign and for training of community radio personnel on electoral issues. It will be essential that both training sequences be completed prior to the elections.

IMS intervention in the Ivory Coast will continue until the elections have been held and planning for possible later interventions may be required given the possibility for a second round of elections, upcoming legislative elections and consolidation of the peace process in the post-election period.

Kenya

1. Objective

Press freedom and safety enhanced and conflict sensitive journalism among Kenyan journalists promoted.

2. Strategic considerations

The IMS intervention strategy in Kenya, following the unprecedented wave of politically motivated violence in early 2008, was to provide a rapid, coordinated response by international and national media actors. The responses aimed at supporting journalists and media to overcome the post-election violence and thereby contribute to reduce tension. With this aim, IMS facilitated joint interventions endorsed by key national media and civil society organisations. The interventions addressed media needs and its role in a violent post-conflict setting.

3. Description

A mission to Kenya by IFJ, ARTICLE 19 and IMS to assess the needs for support of the Kenyan media sector was carried out in early 2008. The mission took place in response to the sudden outbreak of violence in Kenya that followed the disputed presidential election in December 2007. The mission group concluded that the political situation had increased incidents of harassment of public and privately-owned media. Journalists were targeted through arbitrary arrests, assaults or death threats. The mission assessed that there was a crucial need to support safety training, conflict sensitive journalism training and trauma counseling.

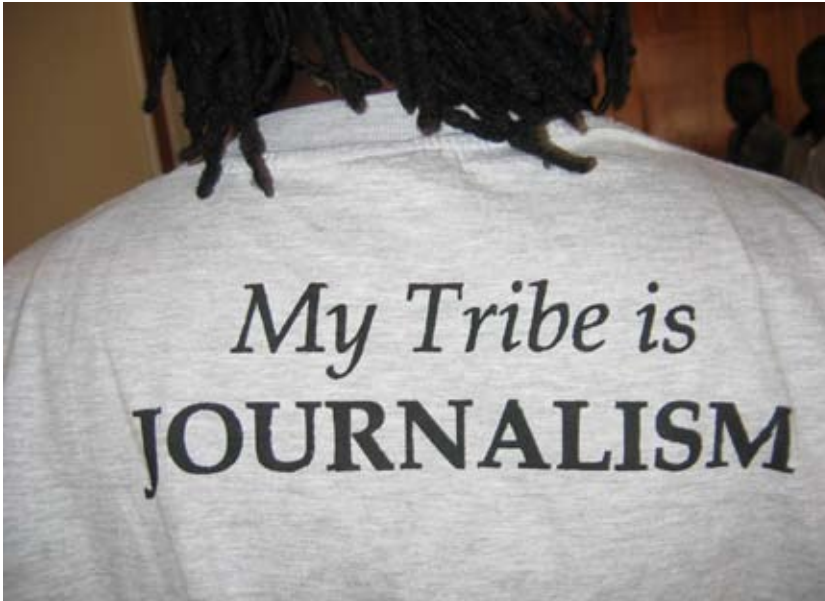


Photo: IMS

Round table debate

The assessments identified considerable structural problems within the media community which had to be further addressed. On this background, IMS in cooperation with the Kenya Editors Guild, the Kenya Union of Journalists, Article 19 and IFJ, initiated a round table debate composed of key media and civil society organisations to further assess the problems.

Safety training

The need for safety for media practitioners covering violent and potentially dangerous incidents had not been addressed either prior to or during the conflict. Reporters were not provided with the basic safety gear. Few had covered insurance coverage from their employers. The lack of safety equipment and insurance coverage was especially widespread among the numerous and traditionally poorly paid freelancers in the provinces. In cooperation with INSI and IFJ, the IMS funded safety training was carried out in cooperation with Kenyan partner organisations including the Kenya Union of Journalists and Kenya Correspondents' Association.

Conflict sensitive journalism

The unprecedented post-election violence in a country once perceived as East Africa's most prosperous and stable democracy gave most Kenyan journalists their first experience of reporting on a devastating political crisis within their own borders. Growing pressure on freedom of expression and the media's own fear of exacerbating the violence and ethnic divisions dominated the behaviour of editors and journalists and they firmly chose restraint in their coverage of the situation. On this background, IMS decided to coordinate and fund a workshop on conflict sensitive journalism. The workshop was organized with Kenyan Association of Photographers, Illustrators and Designers, Kenya Correspondent's Association, Kenya Editors Guild and Kenyan Union of Journalists, and Media Council of Kenya.

Trauma counseling

The post-election violence left Kenyan media practitioners traumatized yet lacking access to proper counseling that could assist them in handling cases of post violence trauma and self denial within their own ranks. Evidence and reports indicated Kenyan journalists had symptoms such as anxiety, depression, emotional numbness and substance abuse. To address these

therapeutic needs, IMS funded a post-election violence trauma counseling project, organized and implemented by the Kenya Correspondents' Association and the Kenya Association of Photographers, Illustrators and Designers.

4. Results

Albeit the scale, breath and scope of the interventions were limited, IMS succeeded in promoting safety, conflict sensitive reporting and trauma counseling. Without the IMS interventions, most of these activities and processes would probably not have materialized.

Specific results:

Round table debate

- A roundtable debate bringing together 40 representatives from key media stakeholders instrumental in provoking self-critical reflection of the media's role.
- Findings and recommendations published in the "Nairobi Round Table Recommendations: Kenyan Media under Pressure" which has been distributed widely to all participants as well as to other key media stakeholders.

Safety training

- Five safety training sessions for 60 media practitioners in three different locations conducted.

Conflict sensitive journalism

- A three-day workshop on conflict sensitive journalism for 25 media practitioners in Nairobi carried out.
- A special Kenya Edition of the IMS Handbook in Conflict Sensitive Journalism developed and handed out.

Trauma counseling

- Trauma counseling for 150 media practitioners in four different locations.
- A trauma handbook based on the evidence and lessons learned from the trauma counseling sessions in process.

5. Continuation

Upon completion of the trauma counseling activities, IMS will phase out its activities in Kenya.

Liberia

1. Objective

Professional and independent media strengthened to facilitate conflict resolution and democratisation in post-conflict Liberia, whilst building a coordinated framework for the delivery of international assistance to the media community.

2. Strategic Considerations

The IMS approach in Liberia has focused on ensuring a collaborative and coordinated response by regional and international freedom of expression and media development actors in a post-conflict transitional situation.

Within this framework, IMS has worked in key areas where immediate support was considered essential for the national media community as identified by the joint priorities agreed amongst the international organisations providing

support to the media, including the reform on national media legislation; development of the Liberia Media Centre and professional associations; and strengthening key areas of professional competency during the transitional period.

In 2008, IMS decided to scale down and gradually phase out its engagement in Liberia as the political situation has stabilised with assistance from IMS the local partners have obtained support from new and long-term donors.

3. Description

In 2008, IMS continued support to the Working Group on Media Law and Policy Reform and the introduction of new draft media legislations for an Act Establishing an Independent Broadcasting Regulator and a Freedom of Information Act. Both these acts were submitted to the Liberian legislature in early 2008.

IMS has provided support for the drafting of the media development sections in cooperation with local partners for the Poverty Reduction Strategy, including possible training on related topics for the media community.

IMS has also continued to provide advice and access to expertise to the Liberia

Media Centre for further development and refinement of their activities.

4. Results

- Support provided for advocacy activities for submission of draft two laws: the Freedom of Information Act and the Broadcasting Act and Act to Transform the State Broadcaster into a Public Service Broadcaster to parliament in early 2008. The Broadcasting Act was passed in September 2008.
- Support provided to local partners for the drafting of the media development sections o of the Poverty Reduction Strategy.

5. Continuation

With the drafting of the PRS and laws submitted to Parliament, IMS will initiate a phasing out of its activities in Liberia.



Photo: CEMESP, Liberia

Somalia

1. Objective

Legal and self-regulatory framework strengthened and safety initiatives assisted through supporting organisations that engage in media self-regulation, media law development and freedom of expression and by assisting exiled Somali journalists.

2. Strategic Considerations

The overall IMS strategy for Somalia aims to support media organisations that have been drafting, and campaigning for, quality media legislation and promoting media freedom inside the country, as well as assisting exiled journalists to maintain and update their professional capabilities.

In this regard, IMS has sought to support organisations that engage in these activities ensuring that high standard media laws are drafted and approved by legislator. IMS has also sought to help journalists that have had to flee their country and are living abroad, often without any possibilities of finding work or maintaining their professional capabilities. In the fluctuating but constantly dangerous and disorganized situation in the country this particular task has been most difficult to manage.

3. Description

Media outlets and media professionals have been under constant attack in Somalia with no improvement in sight. Somali organisations that work inside the country have major difficulties in surviving and bringing together their members. Cooperation within the media community is very difficult reflecting a tribalised and fragmented society. Many organisations that have been supporting media activities inside Somalia have seen their work either destroyed by war or seen that their efforts have led to more fragmentation between groups.

Support for Somali Coalition for Free Expression (SOCFEX)

IMS continued to provide SOCFEX with funds during the first part of the year with to enable the organisation to continue its work on freedom of expression and in support of the Somali journalists. IMS has also worked with SOCFEX to train exiled journalists in Kenya with a specific focus on journalism ethics, freedom of expression, modern media techniques and radio reporting.

Assistance for self-regulation

IMS has been supporting media self-regulation in Somalia by assisting in the creation of National Media Council (NMC) and in the media law drafting process. During 2008 NMC has been unable to hold a representative meeting of board members to draft and approve new by-laws that would provide a mandate for NMC to carry out its self-regulatory mission. The current crisis in the country has made it impossible for international actors to assist in a reorganisation process.

4. Results

As crisis continues unabated major improvements in Somalia are unrealistic at this time. Access to local partners by international media organisations has been virtually impossible and meetings are usually organized in neighbouring countries. Positive developments inside the country have not materialized.

Specific results:

Support for Somali Coalition for Free Expression SOCFEX

- Continued work of SOCFEX working inside the country defending and reporting on freedom of expression issues.

- A one-month training session for 20 exiled Somali journalists in Nairobi in November- and December 2008.

Assistance to self-regulate

NMC has been unable to function and fulfill its obligations during 2008. Combined efforts by IMS and IREX have not been successful and more time will be needed before a consensus with different fractions can be achieved.

5. Continuation

The situation in Somalia continues to be very difficult and quick results are not to be expected. However, IMS will continue its work to assist media self-regulation and freedom of expression in cooperation with other international media organisations, and in cooperation with other stakeholders.

Sudan

1. Objective

To promote a climate of free expression, including a free and independent media and dynamic civil society in Sudan in order to bring about democracy and to ensure economic and social development that meet the needs of all citizens.

2. Strategic Considerations

IMS has been supporting media development in Sudan since 2003, and has organised its support based upon the coordinated efforts of a consortium consisting of ARTICLE 19, Norwegian People's Aid (NPA), and the Association for Media Development in South Sudan (AMDISS), the Khartoum Centre for Human Rights and Environmental Development (KCHRED), and the Olof Palme International Centre.

The strategies for media support were built upon the 2005 Comprehensive Peace Agreement (CPA) and based on recommendations from the 2003 and 2007 comprehensive media assessments organised by IMS. Support to development and reform of media legislation, infrastructure support and capacity building in Southern Sudan are key strategy areas.

3. Description

The media environment in Sudan has developed slowly. Some progress has been made, especially in Southern Sudan. However, for media in the capital and the northern part of the country the situation has gradually worsened throughout 2008. Although IMS has been supporting the media law reform efforts carried out by consortium partners, its principal emphasis has been on capacity building, infrastructure support and enhancement of local media capacity through analysis of lessons learned and promotion of cooperative efforts among media support organisations.

Media resource centre in Southern Sudan

The need for a media resource centre in southern Sudan was one of the key issues that media representatives and journalists have identified as a necessary response to present infrastructure weaknesses.. IMS have supported the establishment of the centre from the very beginning, through feasibility studies to its current operation in Juba. The centre, managed by AMDISS, provides working space for journalists, facilities for training and press conferences, and serves as a platform for carrying out advocacy work for media law reform processes. IMS have drawn from its experiences of support to other media centres, including the lessons learned presented in the handbook *Building Sustainability for Media Centres*, published in 2007.

Union of Journalists in Southern Sudan (UJOSS)

The newly established union of journalists and media workers in Southern Sudan, UJOSS, is in great need for institutional strengthening, and IMS in coordination with NPA sought to strengthen the union through a linkage to the International Federation of Journalists (IFJ) and through direct technical support.

Lessons learned from training of media workers

Since the CPA was signed in 2005 a number of training and capacity building initiatives for journalists and media workers have been organized in Sudan. With the upcoming elections and later in 2011 referendum on autonomy of the South on the horizon, an increase in training needs is expected. Much of the previous training has been of an ad hoc nature and no initiatives have been taken to systematically gather and analyze lessons learned from these initiatives. IMS has decided to take on this task. The results will be presented and discussed at a conference for Sudanese and international stakeholders.

Content monitoring of media coverage of Darfur

A project for enhancing the quality of the media coverage of the conflict in Darfur has been developed in association with Osservatorio di Pavia, Cairo Institute for Human Rights Studies and Amman Net. The project seeks to build common ground of understanding among prominent media outlets in the Arab world and selected media in Sudan on the quality of the media coverage and suggestions for improvements. Proper media content analysis and an improved dialogue between these media institutions are key aims of the project.

4. Results

Many of the expected results for 2008 have been achieved, although there have been delays in a number of activities. The specific results are the following:

Media resource centre in Southern Sudan

- A media centre operational with internet and meeting and training facilities established
- A series of activities related to media support and advocacy for media law reform carried out by AMDISS and with the centre as basis

Union of Journalists in Southern Sudan (UJOSS)

- Technical support provided, enabling UJOSS to strengthen its constituency
- Outreach activities to journalists and media workers all over Southern Sudan in order to expand UJOSS membership basis planned for
- UJOSS applied for IFJ membership

Lessons learned from training of media workers

- A study of lessons learned in process

Content monitoring of media coverage of Darfur

- Qualitative and quantitative content monitoring of 21 printed and broadcast media from Arab countries and Sudan carried out
- Qualitative interviews carried out with 11 media representatives
- A round table with media representatives and other stakeholders carried out
- A final report in progress

5. Continuation

IMS will continue the above-mentioned lines of work in 2009. For the Darfur media coverage project, areas for media support will be identified which respond to the needs for improvement of quality, that the study has

identified. Additionally, IMS will engage in activities supporting the media up to the elections, which are likely to take place at the end of 2009.

Zimbabwe

1. Objective

Citizens ability to participate in the change and development of Zimbabwean society enhanced by building an independent and vibrant media sector (mainstream and alternative); which serve as a platform for information, dialogue and communication open to all sectors of society (particularly reaching disadvantaged groups); produce relevant, critical and balanced information; and hold those in power accountable to the public.

2. Strategic considerations

For a number of years the media environment in Zimbabwe has been very restrictive with an increased risk for journalists and media workers. In order to respond to this critical situation – and in close cooperation with Zimbabwean and international partners – IMS has facilitated work on a comprehensive media strategy for support to media in Zimbabwe. The strategy outlines two distinct tasks. The first task is to provide for a broad consultative process to establish a continual feedback and refinement process, thereby ensuring that the working strategy is up-to-date and responsive to changes in Zimbabwe. The second task involves the preparation of specific project documents and activities for interested donors, thus facilitating the development of immediate and long-term support packages that fall within the broader strategic priorities. The three major components outlined in the strategy document are: a) Media policy and legal reform, b) Independent mainstream media (inside and outside Zimbabwe), and c) Alternative and community-based media.

The original strategy was completed in June 2007, and following the elections and the political agreement between ZANU-PF and MDC a revision of the strategy began in 2008.

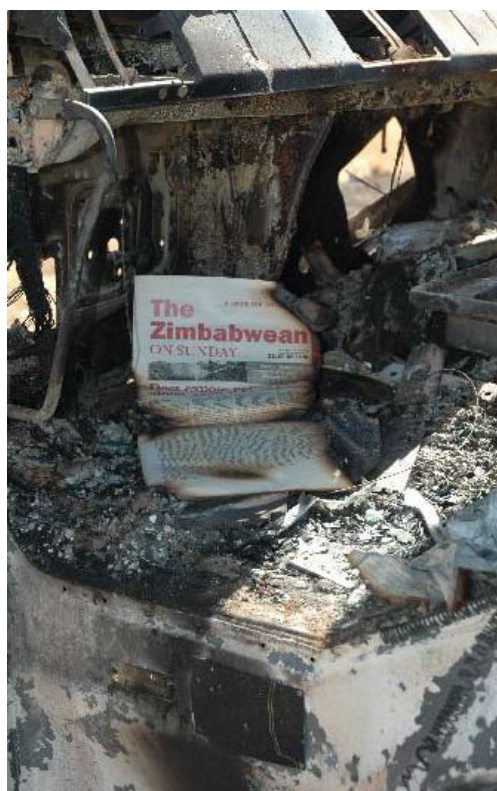


Photo: The Zimbabwean

3. Description

Consultative process

A number of missions were carried out to Zimbabwe for the development and consultation of the strategy during 2008. Special emphasis was given to the process towards the elections, including a joint international mission to Zimbabwe in June just before the run-off to the Presidential elections. The mission representatives included IFJ, the Southern Africa Editors Forum (SAEF), the Southern Africa Journalists Association (SAJA), and the Media Institute for Southern Africa (MISA) and the Network of African Freedom of Expression Organisations (NAFEO). Likewise, the annual stakeholders meeting were organised in cooperation with Friedrich Ebert Stiftung (FES). Likewise, a donor survey of media support to Zimbabwe was carried out and discussed with donors in Zimbabwe.

Specific project documents and activities

In 2008 a total of 20 projects were in operation, some of which were launched in 2007 and prolonged into 2008. The projects fall within four categories:

media policy and legal reform, independent mainstream media (inside and outside Zimbabwe), alternative and community-based media and finally professionalisation and capacity building.

4. Results

Consultative process

- Comprehensive media strategy consolidated through consultation, and increasingly used by national and international organisations
- Donors consulted and informed of results of donor survey on media support
- Original funding from the Norwegian Ministry of Foreign Affairs (MFA) for 3-year media programme now expanded with funding from Danish and French MFAs and the Open Society Foundation.

Specific project documents and activities

- 20 projects implemented during 2008, many of which responded directly to the needs related to electoral coverage in Zimbabwe.

5. Continuation

Following the political agreement between ZANU-PF and MDC, possibilities arose that a transformation towards more democratic development and fewer restrictions on the media will take place. Crucial for this phase, the need for a broadly accepted strategy for media development is imperative in order to ensure high impact of media support to the country. IMS will continue implementing its media programme in Zimbabwe dedicating particular attention to initiatives that can prepare the ground for a transformation of the media sector.

2.1.2 Asia

Afghanistan

1. Objective

Development and implementation of a comprehensive scheme for protection and safety of Afghan media practitioners as an essential element to further conflict resolution and peace building.

2. Strategic considerations

The Afghan media has a long history of facing authoritarianism, censorship and intimidation. For decades traditions of independent media have been virtually non-existent. With the regime change in 2002, the ground was laid for a different scenario with a dynamic media environment. Risks for journalists and media workers have increased in recent years, and Afghanistan is one of the most dangerous countries in the world for the media. Especially in regions with heavy fighting such as Helmand Province where there little protection is available for threatened journalists pose special challenges for media operators.

Since 2002 little attention has been given to the safety and protection needs of Afghan media practitioners, and there is a dire need for adequate response from the international media community. For this reason, the IMS strategy for Afghanistan focuses on the development of a comprehensive scheme for the protection and safety of Afghan media practitioners. IMS is implementing this initiative using its close relations with international organisations specialised in different aspects of media safety and reporting in conflict prone environments, such as the International News Safety Institute (INSI) and the Institute for War and Peace Reporting (IWPR). A cornerstone of the strategy includes integrating best practices and lessons learned from IMS-supported initiatives in other countries marked by armed conflict.

3. Description

Based on a project identification mission in November 2007, a comprehensive programme for safety and protection, combined with capacity building in conflict-sensitive journalism, (CSJ), and freedom of expression advocacy was developed in 2008 in cooperation with INSI and IWPR. Funding was sought from the Ministries of Foreign Affairs of Denmark, Finland, Norway, and Sweden, as well as from the EU's European Instrument for Democracy and Human Rights (EIDHR) Fund.

In the pilot phase of the programme during 2008, focus has been on training in safety and protection as well as conflict-sensitive journalism for journalists working in Helmand Province. The pilot project, which was closely linked to conflict sensitive journalism, was implemented in cooperation with IWPR. Based upon the lessons learned derived from the pilot, a full-scale programme was launched in December 2008. The programme is expected to run until the end of 2010, directing its activities to five regions, as well as carrying out activities at the national level. IMS core funding from Danida financed the initial pilot programme. The full-scale programme was initiated with a grant from the Norwegian Ministry of Foreign Affairs.

4. Results

In 2008, the following results were achieved:

- 32 journalists from the Helmand province, linked to the IWPR media centre trained in safety and protection as well as conflict sensitive journalism (CSJ)
- 12 journalists from Sibirgan and Maimana provinces, linked to the IWPR media centre, were trained in safety and protection and CSJ
- Two journalists from five regions were identified for the Training of Trainers programme on safety training, which will be carried out by INSI in 2009
- 12 journalist students from the University of Kabul were trained on safety and CSJ

5. Continuation

The programme will be continued and scaled-up during 2009 and 2010, following the approval of funding applications. Roll out of these activities will be adapted to the changing safety situation in Afghanistan. A joint media actors and donor stakeholder group has been established in Afghanistan to draft a large-scale strategy plan for media and safety, including freedom of expression and the media law process. IMS is part of this group and will assume coordinating responsibilities in that regard. It is expected that activities will develop in relation to the upcoming presidential elections in August 2009. Likewise, IMS will seek to develop inter-country media support activities between Afghanistan and Pakistan.

Burma

1. Objective

Enhancing production and dissemination of professional independent media inside Burma, and strengthening communication between media professionals inside and outside the country.

2. Strategic considerations

The overall IMS strategy for Burma has been to maintain the work of the exiled media community and helping to facilitate space for unobstructed information flows and access to independent and professional media content, both inside and outside the country.

In this regard, IMS has sought to ensure the production of, and access to, independent professional media products that cover political, societal and humanitar-

ian situation in the country and assist with the sustenance of a professional media community for Burma, ready to return to the country as and when possible.

3. Description

In 2003 IMS conducted an assessment mission to the exile Burmese media communities in India and Thailand. Finding affirmed the need to strengthen information flows both into and within Burma and furthermore highlighted the importance of supporting Burmese media community in India. A series of initiatives have been developed throughout the years mainly focusing on Mizzima News Agency (MNA). In 2008 IMS engaged in the following activities:

- Training and knowledge exchange for journalists working inside Burma
- The collection of audio-visual materials about the political, societal and humanitarian situation inside Burma.

Expansion of activities in relation to the Referendum April/May – joint donor initiative

- Strengthening MNA's news network base and increasing its visibility inside Burma, through publication, Internet news, CDs and USB stick distribution,
- Special coverage of the referendum with emphasis on exit and opinion polls

4. Results

During the project period, Burma has not enjoyed a furthered ease on freedom of expression, although in the light of the saffron revolution and the devastating effects of the cyclone Nargis, more media content has been broadcast and disseminated both inside and outside the country – highly supported by and due to the news gatherings inside Burma by MNA units.

Furthermore, MNA's security situation took a severe blow when their websites came under attack and suffered a complete breakdown during the intervention year.

Expansion of activities in relation to the Referendum April/May – joint donor initiative

- Network strengthened
- Coverage of the Referendum boosted
- Efforts to establish independent Internet and telecommunication facilities in Burma explored

5. Continuation

In the wake of the current crisis, Burma fatigue, results of the referendum and the upcoming 2010 elections the IMS engagement in Burma will be focused on the following main areas of engagement: the support for information flows within and out of Burma; providing service to national partners and conflict reducing activities targeting specific groups. IMS worked with the production crew of the award-winning documentary "Burma VJs" (video journalists) to provide insight into the present situation of the media in Burma.

Nepal

1. Objective

Press freedoms defended and role of the media in addressing the democratisation process and unrest in the Terai region strengthened

2. Strategic considerations

IMS has aimed at creating an environment where media rights are upheld and respected where Nepalese journalists and media workers can report freely,

without fear and intimidation. The support to media rights and improvement of the working conditions of journalists has a direct link with the overall process of democratisation now underway in Nepal. Nepal has emerged from a decade long conflict and the ability of the media to report freely on the large number of contested issues is vital. However, attacks on journalists intensified after mid-2008, leading to focus on emergency support to media and journalists for the protection of media rights and freedom of expression.

3. Description

Monitoring of media rights violations

Support to the Federation of Nepali Journalists (FNJ) to carry out continuous monitoring of media rights violations.

International advocacy and legal support

Based upon the International Press Freedom Mission responded to requests of the Nepali media community to organize an international advocacy and fact-finding mission on media rights and freedom of expression violations prior to the April 2008 elections.

Team reporting

Training and team reporting activities were undertaken with the Nepal Press Institute for journalists from marginalized groups (specifically including Madeshi's) in conflict areas.

4. Results

The key results from the initiatives during 2008 are the following:

Monitoring of media rights violations

- Support to Federation of Nepali Journalists (FNJ) for the monitoring and publication of their 2008 press freedom report

International advocacy and legal support

- A mission was carried out January 2008 with a group of international organisations to follow-up on the press freedom situation and lobby the new government for continued reforms in the build up to the elections
- Election Mission undertaken in April 2008 under the auspices of the International Mission to support the media community in monitoring press violations and defending the rights of the media

Team reporting

- A number of journalists from marginalized groups received training and were given access to the exchanges and eventual work opportunities with national media.

5. Continuation

Since the situation is currently improving, IMS will downscale its engagement in Nepal. However, IMS will continuously monitor the situation in Nepal and devise appropriate programs to respond to the emerging situation. Likewise, the International Mission will re-engage if the media rights and freedom of expression environment deteriorates. As part of downscaling of activities, IMS is assisting FNJ in seeking new sources for funding for the media rights monitoring program.

Pakistan

1. Objective

Strengthen the safety for journalists and media workers and support the

provision of information and news in order to support the building of a viable democracy, with a special emphasis given to the tribal areas and other conflict zones.

2. Strategic Considerations

Pakistan has a vibrant media landscape that is among the most dynamic in South Asia. In spite of the political pressure and direct bans that are sometimes forced upon it by political stakeholders, the media enjoys, to a large extent, freedom to operate. Still, the conditions for journalists and media workers are increasingly difficult, in particular in the FATA, NWFT, Swat, and Balochistan regions. Likewise, media freedom and access to information is heavily restricted in the conflict marked areas of Pakistan.

In order to develop an adequate strategy for media support, the IMS strategy has primarily focused on development of a thorough assessment of the media situation in Pakistan. The assessment focuses on conflict related areas, and seeks to identify links to media support now in progress in Afghanistan.

3. Description

A preliminary media assessment was planned for and carried out during 2008.

4. Results

The preparatory work in 2008 had the following results:

- A preliminary mission was carried out in July 2008, which identified focus areas and possible avenues for media support, as well as identified possible local partner organisations.

5. Continuation

A comprehensive mission was carried out in February 2009. Subsequently, and a project proposal responding to needs identified is to be developed. Cooperation will be sought with Pakistani organisations and international partners, including INSI, OSF and Internews. Project development will include bilateral initiatives between Pakistan and Afghanistan.

Sri Lanka

1. Objective

Media's role in resolving conflict strengthened and safety and press freedom in Sri Lanka improved.

2. Strategic considerations

During 2008, the freedom of expression environment in Sri Lanka dramatically deteriorated, thereby increasing the already widespread self-censorship and undermined the existence of independent sources of information. Moreover, direct threats on and harassment of journalists and media workers by the authorities and government were on the rise with reporters and editors fleeing the country and laying the ground for a sudden increase of exiled Sri Lankan media.

The overall IMS strategy for Sri Lanka has been threefold. All initiatives aim to ensure that there is sufficient space and support for independent media to continue to operate and play its role in promoting conflict resolution and democratisation. The first activity has been the defense of press freedoms in the country through coordinated advocacy efforts at national and international levels. The second has been to work towards improving safety

conditions for individual journalists to ensure that they are able to continue to work, including support for those forced into exile as a result of their work. The third has been to support alternative and exiled media outlets to ensure that the public continues to have access to independent and professional media – regardless of the growing direct and indirect censorship being enforced on the mainstream media.

3. Description

Since 2006, IMS has coordinated three joint international press freedom and freedom of expression missions providing a forum in which those international organisations working on press freedom and safety issues could pool their collective expertise and weight to support the national media community and in an effort to bring changes to the press freedom environment in the country.



Photo: IMS

The International Mission undertook a return mission to Sri Lanka in October 2008 and found evidence of increased pressures on the media resulting in growing concern for the safety of the Sri Lankan journalists, especially those operating in the North and East.

Advocacy

A programme has been formulated, which seeks to provide a regular and consistent flow of information (fact sheets, reports, research materials) on the press freedom and safety situation in Sri Lanka. Further, Sri Lankan authorities and combatant parties, as well as key persons and institutions (military commander, police and intelligence, etc) will be identified and targeted by international organisations. Lobby work will also be directed towards international actors and bodies, including national governments, multilateral organisations, parliaments and international media, advocating that they approach the Sri Lankan authorities and combatant parties. Finally, the Sri Lankan situation will be raised at relevant international forums (incl. parliaments) and meetings.

Safety

IMS and key partners continued to provide a nationally driven, rapid response safety assistance mechanism for journalists and media workers under threat that offered individually tailored solutions to safety threats based around pre-formulated strategies.

Alternative media

A number of initiatives related to alternative communications have been carried out.

4. Results

Through national and international advocacy, IMS achieved its objectives to raise awareness around the deteriorating situation for the media.

Advocacy

- The 2008 International press freedom and freedom of expression mission successfully brought much needed multilateral support and attention to Sri Lanka
- Several international and local media organisations involved in coordinating IMS activities sent out regular bulletins and media reports on the increasingly deteriorating press freedom in Sri Lanka

Safety

- Safety initiatives have been carried out according to plan.

5. Continuation

With the expected conclusion of the conventional conflict between the Sri Lankan armed forces and the LTTE, and the national and local elections slated to come in the coming months, the freedom of expression and press freedom situation in Sri Lanka has deteriorated considerably since the beginning of 2009. The government has become increasingly intolerant of dissent with direct and indirect involvement in attacks and killings of key media critics, which has led to over 40 journalists going into exile between November 2008 and March 2009. IMS will therefore seek to review and refine, as well as upscale its support in the three key areas outlined above.

2.1.3 Caucasus**Georgia****1. Objective**

Cooperation of media organisations and journalists between Georgia, Southern Ossetia and Abkhazia and whole Caucasus region supported in order to improve flow of reliable information in the region and thus improve possibilities of permanent peace and cooperation.

2. Strategic considerations

The overall strategy of IMS in Georgian and Caucasus is to create a network of contacts between media and media professionals in Caucasus with those inside Georgian borders after the August 2008 war in Georgia.

IMS has sought to bring together media professionals from Caucasus region so that they could start networking with each other. After the war it was impossible to bring together journalists from Georgia, Abkhazia and Southern Ossetia because of the August war that created bitterness. Thus it was important to convene journalists from all Caucasus to be able to restart contacts within Georgian borders. At the same time the broader issues of creating better networking and exchange of journalistic material in the whole region also was promoted.

3. Description

When the war was still going on in Georgia, IMS conducted an assessment mission to the country to evaluate the media's professionalism during the

crisis and looked into possible action that could to help media recover from the damage. The mission's results painted a picture of a media profession overtaken by events and performing badly in its core function of informing the population in an accurate and unbiased manner about ongoing events. The assessment also revealed that for years it had been impossible to find reliable information in Georgia from Abkhazia and Southern Ossetia and vice versa. As a result it was easy for propagators of nationalistic propaganda to create a picture of their neighbours as the enemy even before the war started.

The mission's investigations made it clear that a lack of reliable information from neighbouring countries and regions was a Caucasus-wide problem. As a result, another assessment mission was conducted later in the year and encompassed Abkhazia, Georgia, Azerbaijan and Nagorno Karabakh. During the mission possibilities of cooperation and future actions were sought and a proposal for a regional seminar on safety issues and journalistic values was designed for the beginning of 2009.

4. Results

Surprisingly, there was a great willingness to cooperate across the whole region, even within the prime area of conflict: Georgia, Abkhazia and Southern Ossetia. This willingness was motivated the fact that journalists from the various countries were suffering from same set of problems: state restrictions and political pressure, weak financing, a limited access to reliable information, and weak or non-existing contacts across the region. Even state official in Abkhazia, Georgia and Nagorno Karabakh agreed that there was need for strengthened cooperation between media outlets and journalists in the region.

A three-day seminar bringing together media professionals from the region was planned and realized in the beginning of 2009 in Kyiv.

5. Continuation

The planned safety and journalism ethics seminar was conducted in the beginning of 2009 with very positive results and pledges of future cooperation. IMS will continue its efforts to build cooperation with media organisations and professionals in the region and in Georgian itself. The next step will be to bring together editors from Georgia, Abkhazia and Southern Ossetia to form an agreement on practical cooperation.

2.1.4 Latin America

Bolivia

1. Objective

Balanced and inclusive coverage of the socio-political conflict in Bolivia promoted with particular focus on the constitutional process and improved safety mechanisms for local journalists.

2. Strategic considerations

The overall IMS strategy for Bolivia has been to support the operations and capacity of local organisations while simultaneously working to improve the quality and independence of media outlets in the country. This support would be specifically channeled through new organisations that have set themselves up outside of the polarization and political bias that has plagued Bolivia's traditional media community.

In Bolivia, the media has become "Public Enemy Number One" with over 100 attacks against journalists during 2008 alone. According to the Bolivian

Attorney General's Office, Bolivia now ranks as the second highest zone in Latin America plagued by lynch mobs and systems of extra-official justice. With 2009 opening around a new constitution and a general election at the end of the year, the stakes are high for quality reporting free from a climate of fear.

3. Description

In recent years, Bolivians have lived through a turbulent period with the destabilisation of the state and the democratic infrastructure. President Evo Morales spurred some stability but also sparked a process of polarization. The increased tension and polarization is reflected in the media as the narrowing of space for debate and reflection raises the risk of journalists who are trying to maintain space for freedom of expression. In 2007 IMS published an assessment of the media situation, which led to IMS supporting the newly established media organisation Pondera.

The profoundly historic transformations taking place in Bolivia signal great possibilities for a more inclusive democratic situation in the country with new possibilities to combat inequality and poverty. The processes ongoing in the Constitutional Assembly are an essential part of these transformations since the Assembly intends to modify the structure of the state. This however has generated an environment of tension and confrontation. With this process having led to an intense debate on the role of the media, Pondera aims to strengthen the media and journalists skills to enable them to report on the constitutional process according to ethical and professional standards.

IMS aims to increase the institutional capacity of Pondera in order for the organisation to accomplish its mission as well as to support Pondera's work in improving the quality of information and the professional responsibility of those Bolivian journalists covering, editing and supervising the media coverage of the constitutional process.

4. Results

IMS achieved a number of its 2008 objectives to build local capacity to further the development of ethical and responsible journalism around the constitutional process:

- The constitutional rules and regulations of the organisation and funding strategies were established.
- Four seminars and three roundtable meetings covering eight cities targeted at journalists and editors covering; the constitutional process and introducing experiences from similar processes in other countries; a self-critical debate on limitation in media coverage; changes in journalistic approaches towards the coverage of the constitutional process.
- Several proposals for new initiatives developed including safety courses and low-intensity conflict reporting linked to the process following the referendum.

5. Continuation

IMS aim is to continue supporting Pondera's work on the constitutional process after the approval of the new constitution on 25 January 2009.

Colombia

1. Objective

Safety and working conditions for journalists and media workers and the quality and relevance of journalism related to conflict and democratic development improved.

2. Strategic considerations

While the safety for journalists has gradually increased, harassment, persecution and self-censorship continued in 2008. Impunity for atrocities against journalists – including killings – prevails. The overall IMS strategy for Colombia has been to support and strengthen the operations of local organisations safety and protection capacity along with developing models for furthering quality and relevant media content and establishing effective joint alliances and strategies among media support organisations.

Where IMS initial support to Colombian organisations and media outlets focused on needs for individual organisations, IMS has moved towards more strategy supporting initiatives across and between organisations. This is done by supporting joint initiatives by media support organisations, and by encouraging the wider media community to work together and to promote change from within the media industry, thereby creating a stronger and more responsible Colombian media base.

3. Description

In 2008, the media support primarily focused on the strengthening of three key organisations in the Colombian media landscape.

Re-launch of Proyecto Antonio Nariño (PAN)

In cooperation with Reporters without Borders (Sweden) IMS supported the re-launch of the PAN coalition, which had been relative inactive since the end of 2007. Support aimed at strengthening cooperation between member organisations and those related to the media development sector in order to identify opportunities and necessities for collective actions. Likewise, campaigns and joined actions were taken with an aim to mobilise government, media, international cooperation and the general public in relation to freedom of expression and access to information.

Support for institutional development at FLIP and FECOLPER

The Fundación para la Libertad de la Prensa (FLIP) was supported in developing and refining its methodologies promoting freedom of expression, access to information and protection of journalists in Colombia. The Colombian Federation of Journalists (FECOLPER) was supported in establishing a strategic work plan with clear priorities for the coming three years.



Photo: IMS

4. Results

IMS achieved its objectives to lay a solid platform for the strengthening of journalists' safety and working conditions through institution building within individual media outlets – coupled with the development of strong alliances within the media community.

Relaunch of Proyecto Antonio Nariño (PAN)

- PAN strengthened the cooperation between the members around the coalition, and clear priorities and forward planning and project work were developed
- The establishment of a PAN website
- Organisation of a second international conference on strategies and support for the media in Colombia and the role of the media in promoting social development.

Support for institutional development at FLIP and FECOLPER

- By end of July, a three-day workshop for FECOLPER's board members staff was carried out in Bogota and a three year strategic plan for ongoing funding was finalized.
- By December, a strategic plan for FLIP covering the period 2008-2010 was drawn up.

5. Continuation

IMS is planning to phase out its activities with both FECOLPER and FLIP, having assessed that both organisations are now in a position to move forward with their own respective projects based on the strategic support given in 2008. At the same time, challenges still remain. There is a continued need to ensure the wider development of the alliance base now being slowly re-establishing under the PAN umbrella. IMS aims to continue to support PAN during the course of the first four months of 2009 whilst the alliance pushes to consolidate secure funding for a series of projects planned for 2009-2011. IMS also aims to engage with a wide variety of actors in Colombia to develop a new conflict-focus project regarding media coverage of Colombian refugees along the borders with Ecuador, Panama and Venezuela.

Mexico**1. Objective**

Local and national media supported in their ability to minimize the risks resulting from the current media crisis as well as to put in motion long-term mechanisms to develop press freedom and freedom of expression in Mexico.

2. Strategic considerations

The overall IMS strategy for Mexico has been to use international pressure in order to support local and national media in their ability to minimize the risks attached to the ongoing media crisis.

IMS seek to be a driving force behind a collective strategy to facilitate the ability of media to improve safety mechanisms and to develop press freedom and freedom of expression in close collaboration with national and international press freedom organisations. This broad coalition would work with local media and governmental organisations across the country to assess the key challenges around the issues of impunity, self-censorship and safety for journalists.

3. Description

Mexico has now become one of the western hemisphere's deadliest countries for the press with a clear culture of impunity where both murders and attacks on journalists go unpunished. Press freedom is heavily restricted in many states through a high degree of self-censorship. In light of this situation, an imperative need arose for the international community to step-up pressure on the Mexican government in order to break the wall of impunity that has driven large sectors of the Mexican media into a crippling state of silence.

Through cooperative actions between international organisation, IMS set out to assess the press freedom and freedom of expression situation in Mexico and to support local media community and raise awareness at local levels in particular of deadly risks faced by media professionals. Likewise, dialogue with political parties and national authorities on key press freedom and freedom of expression issues; training and sensitisation of security forces in their handling of journalists and their respect for press freedoms; and increased engagement of the media community in the fight against impunity are all being pursued.

4. Results

IMS achieved its primary objective to support local media through increased international focus as well as effective lobbying of governmental focal points in Mexico. The main results include:

- International mission with the participation of 11 organisations carried out to Mexico in April 2008.
- Recommendations to the Mexican government and media owners for engaging on the press freedom and freedom of expression situation, specifically including the legal developments targeting the issue of self-censorship.
- Proposals for safety measures identified, which can help reduce risks for journalists working in high risk areas
- Local "Free Expression Group" strengthened and linked to coordinated activities and engagement strategy agreed amongst concerned international press freedom and freedom of expression organisations.
- An international monitoring group established in order to provide close support to the local "Free Expression Group" over a six-month period.

However, challenges remain regarding the need to deliver ongoing extensive safety training to the Mexican media. The Mexican press freedom and freedom of expression community remains divided and needs further support to form an effective base alliance.

5. Continuation

IMS aims to work with local press freedom and freedom of expression organisations with the potential to organise a follow-up, high-level international mission to northern Mexico during late 2009. IMS also aims to support a safety fund for journalists, which would be run by national press freedom and freedom of expression organisations with advice board members from the International NGO community for journalists injured and families with journalist victims of violence.

2.1.5 Middle East

Iraq

1. Objective

The development of independent media in Iraq strengthened through improving journalistic, editorial and technical production of local newspapers

2. Strategic considerations

Since the fall of the Saddam regime in 2003, Iraq witnessed an upsurge in new media outlets following a relaxation of restrictions on media. However, the quality of the journalism practiced did not meet professional standards and many new media outlets suffered from a lack of management and business skills.

Most interventions taken to develop the media sector in Iraq have focused on capacity building of individuals within the media sector, with training of reporters and journalists as the main focus. Although capacity building is important, other important needs of the media sector, such as ensuring diversity of content, improving management and business skills, raising the quality of design, have not been addressed.

IMS has developed a strategy, which aims at supporting the development of journalism in Iraq by granting Iraqi newspapers access to a comprehensive package of know-how as well as inspiration and support for the future of

independent news media in Iraq in a long-lasting collaboration with media partners in Denmark.

3. Description

A project has been developed, which seeks to twin Iraqi and Danish media and media professionals. The rationale behind this twinning project is to team Iraqi media representatives from the printed press at different levels of the media food-chain with their 'identical twins' within Danish media corporations and to foster cooperation on a practical level, while at the same time offering theoretical inputs to the Iraqi media representatives.

The concept of working together on concrete assignments is a much underestimated though widely successful method of inducing new thinking in experienced professionals. On a trial-and-error basis testing of new ground, professional media representatives will be given the opportunity to learn and to select lessons learnt that might prove useful in an Iraqi context. The Danish-Iraqi newspaper-twinning focused on three levels of cooperation:

Journalistic and editorial level: Iraqi journalists are twinned with Danish journalists to work together on joint projects or articles. Iraqi and Danish editors meet in Denmark to discuss ideas and debates.

Technical level: Iraqi lay-outers, graphic artists, photographers and webmasters are twinned with Danish counterparts to provide stimulate insight into current trends.

Management level: Iraqi newspaper representatives visit and establish contact with newspapers in Denmark, for inspiration on new managerial and institutional/organisational routines and concepts, which they can adjust, improve and expand on at home. Particular attention will be given to marketing and commercial assistance.

4. Results

During 2008, the project has had the following key results:

- Workshop, Beirut April 2008: ten Iraqi webmasters trained in web journalism. Danish journalist and trainers from leading Lebanese newspapers conducted the training.
- Workshop, Beirut, May 2008: ten Iraqi lay out professionals trained in lay out in various Arabic based layout agencies and Arabic newspapers in the techniques of modern Arabic layout.
- Workshop: Erbil, October 2008: 22 Iraqi reporters trained in journalism and communication (in English) prior to their training workshop in Denmark
- Twinning Danish and Iraqi journalists, September 2008, Denmark: ten Iraqi journalists twinned with Danish colleagues in various Danish newspapers in Copenhagen.
- Twinning Danish and Iraqi journalists, Iraq, November 2008: eight Danish Journalists twinned in Erbil with Iraqi colleagues in North Iraq.
- Network, Erbil October 2008: IMS partners (editors-in-chiefs) of 12 Iraqi media outlets had a coordinating meeting and launched a network of free- independents newspapers in Iraq. The network is established as an initiative of IMS project in Iraq.

5. Continuation

The project is planned to continue for a 24 months period. Building on the work carried out with the group of Iraqi newspapers in 2009 and 2010, the activities will focus on the following areas: joint printing and distribution networks; joint approaches to advertising markets globally and in the Middle

East; in-house support for newsroom management; training of news photographers; Training of Trainers to assist editor and senior journalists to be in-house coaches, and development of a journalism manual.

It remains a question for 2009 as to what extent conditions in Iraq will allow for the unleashing of the potential built over the course of this project. However, the situation in the Iraqi media has become much less volatile and much more settled than the formative years of 2003 and 2004.

2.2 Media and democracy

Azerbaijan

1. Objective

Enhancing professionalism, diversity and independence of the media by establishing and operating the Azerbaijan Media Centre.

2. Strategic considerations

An IMS desk study, assessment mission and needs analysis showed that the media community in Azerbaijan lacked a central, unifying place to support the development of professional and independent media. IMS thus initiated the establishment of the Azerbaijan Media Centre.

IMS' experience from working with media centres in other countries has shown the importance of such a centre.

Better journalism depends on individual capacity, a culture of openness, a sense of unity and cooperation as well as access to resources and information. The Azerbaijan Media Centre thus provides training for improvement of technical skills, access to resources to enable investigative journalism and research, an institutional forum for debates and round tables to foster openness and understanding. It aims to be a centre of excellence and innovation that brings people and resources together.

3. Description

At the end of 2007, IMS conducted an assessment mission to Baku, followed by a mission to design the project in greater detail (looking into legal issues, property market, demand for services and staff). Subsequently, the first months of 2008 were used to prepare for the launch of the project on 1 April.

Establishing the Azerbaijan Media Centre

On 1 April 2008, work on the establishment of the Azerbaijan Media Centre was initiated. In the following six months, staff members were hired, a location was found, computers, presentation screen, audio, networks, and office furniture were installed, a corporate identity was developed and an official opening was held. An Advisory Board, made up of media representatives and independent professionals from various industries, was formed to provide strategic advice and assistance.

Developing services

The Azerbaijan Media Centre initially focuses on four pillars in its work: journalism training, debates, resources and press conferences. Preparations to roll out these services were started in the middle of 2008, and the first activities were conducted towards the end of the year. Following a needs assessment among media professionals, trainings were conducted in the

field of investigative reporting and computer-assisted reporting. The resource centre was established and the necessary computer equipment installed. Following the opening in October 2008, the Azerbaijan Media Centre has been particularly successful in hosting press conferences, round table discussions, forum group discussions and media-related events. Activities include weekly debates presenting views of prominent speakers on issues of social and cultural relevance organized by the Centre itself.

Working on sustainability

From its inception, the Azerbaijan Media Centre, focused on long-term sustainability by (1) linking up with the media industry; (2) attracting domestic funding for its services; (3) seeking to diversify its income through cooperation with different partners; and (4) investing in a long-term lease for a location the goal was that these activities would continue operating after the project period. Hence, press conferences and services are charged for, grant proposals have been developed and submitted, and negotiations regarding premises are ongoing.

4. Results

The working environment for media in Azerbaijan remains challenging, with limited possibilities for development of independent broadcasting or wide-circulation print media. IMS has sought to address these difficulties by established the Azerbaijan Media Centre, which functions as a unifying place for the media community.

The centres climate of openness, combined with activities for journalists and other media professionals, have drawn a large number of people and organisations to the Azerbaijan Media Centre, even shortly after the start. Concretely:

- By the end of 2008, on average one event was scheduled daily, with the frequency of events rising further in 2009.
- The Azerbaijan Media Centre organised two training sessions, while another twelve training sessions were organized by other stakeholders.
- Weekly debates are attended by 40 journalists on average and were widely covered in the media.
- The resource centre is used by journalists in connection with press conferences, and for further use the centre provides access to databases.
- A Centre newsletter is distributed to over 500 contacts.

5. Continuation

In 2009, the Azerbaijan Media Centre will continue to support local media by offering relevant training courses, scheduling regular debates, allowing media organisations to meet and educate their staff and cooperating with like-minded organisations to further the independence and professionalism of the media sector.

Particular attention will be devoted to access to information, support for investigative journalism and online media. The Centre will continue to be the preferred place for press conferences and will expand its capacity to hold these events. A new location will be secured to ensure future sustainability.

Belarus

1. Objectives

Expand the space for freedom of expression and access for the public to independent information in Belarus.

2. Strategic considerations

In Belarus IMS is liaising with a number of media organisations. This has resulted in the establishment of common priorities and of joint activities. The government's dialogue with the European Union, which was initiated when the EU suspended its visa ban on specific Belarusian officials, has opened what is referred to as "a window of opportunity". IMS is working with local and international organisations to exploit this opening to keep media freedom issues on the EU agenda in its policy towards Belarus.

3. Description

Government pressure on non-state print and electronic media in Belarus has gradually increased in the last few years, with the result that at present no independent electronic media exist – except for the expatriate media broadcasting from outside Belarus territory. Few non-state print media exist. These are struggling with restricted access to distribution and printing facilities. Advertising is also subtly controlled by the state, as big private and government companies are "not allowed" to advertise in independent print or electronic media.

However, in the last couple of years some positive developments have taken place, which the Belarusian media community has labeled a "new optimism". This optimism is not linked to potential regime changes, which according to the majority of experts and observers are not likely to take place in the near future. It is more linked to the new types of media.

The Belarusian authorities released a "non-paper" that identified a small number of issues that were subsequently addressed as part of the on-going dialogue with the EU. These allowed two independent newspapers, *Nasha Niva* and *Narodnaya Volya*, to return to official circulation and distribution lists; to organizing a round-table on the new media law in cooperation with the OSCE; and to offering to hold detailed discussions with OSCE/ODIHR on improving the electoral code. In spite of these steps, 13 other registered independent newspapers and one independent journal still remain banned from using the state distribution network. However the steps taken by the Belarusian government can also be considered as minimal efforts designed to demonstrate a modicum of good will to the EU and a willingness to continue with a process of controlled liberalisation.

4. Results

IMS coordination provided a valuable framework for setting priorities, coordinating activities and ensuring that collaboration was in line with the needs on the ground. Both local and international actors appreciated biannual meetings.

The capacity building of BAJ had an impact both on organisational improvements in BAJ and on national and international advocacy. The linking of like-minded professional media organisations was viewed by all as very successful. Especially in the Belarusian context, it has a dual function of breaking the organisation out of isolation and providing input for the capacity building. In 2008 BAJ expanded its international advocacy work and created several international links, which enabled it to lobby effectively within Belarus and internationally.

5. Continuation

Independent media in Belarus difficulties underlines the importance of the continuation of the activities. Core collaboration will continue and constantly be adapted and improved. Furthermore attention will be focused on ensuring that new emerging media forms will be used. Furthermore there will be

more focus on international advocacy – especially towards the EU in efforts to highlight the media's plight situation in Belarus.

Central Asia

1. Objective

Peaceful transformation of societal conflict and communal tolerance strengthened by building awareness and promoting dialogue through the media.

2. Strategic considerations

The overall IMS strategy for Central Asia has been to contribute to peaceful transformation of societal conflict and strengthen tolerance and democracy in the region through promotion of dialogue about contentious issues, provide access to independent information and promote quality journalism – especially in the Fergana Valley, which is deprived from quality media products.

In Central Asia IMS has worked with three components:

Media content monitoring, analysis and debate on issues relating to democratization, societal tensions and civil conflict in Central Asia, with focus on extremism, terrorism and the role of the media.

Component II has focused on support for ensuring production of independent professional media products dealing with sensitive issues addressing political, economical and social areas. Component III has Advocacy in defenses of addressed freedom of expression defense and advocacy issues other issues in the region.

3. Description

Central Asia is marred by instability and repressive governments and experienced political turmoil and problems during recent years. The most dramatic examples of Central Asian political frictions were the 2005 Tulip revolution in Kyrgyzstan and the 2005 massacre in Andijaan in Uzbekistan. Moreover the Fergana Valley has seen growing ethnic tensions and cross-border frictions resulting from lack of access to resources such as water. With the ensuing global financial crisis, social tension rose further in the region – however due to the strong political control it did not turn into open conflicts or public disappointment with the governments in the region.

There are few independent media in the region. Political, economical and social issues are rarely addressed in the public domain as these are considered taboo – e.g. the issue of human rights and terrorism and extremism. There are few opportunities to question government policies or raise a critical debate.

The IMS Central Asia Programme

In September 2008 IMS started a new media programme in Central Asia, which continued some of the activities from the previous programme and also focusing on new areas. The previous 2006-2008 programme was originally supposed to end in June but was continued until September where the new programme was phased in.

Media content monitoring

In 2007 IMS initiated a research project to monitor media coverage of terrorism and extremism in the region. The research material was analyzed and edited by an international researcher and then published in English and Russian. The results of the research were presented at public conferences in September 2008 – one in Almaty, Kazakhstan and one in Bishkek, Kyrgyzstan. The reports can be downloaded from: www.i-m-s.dk.



Photo: IMS

Both conferences were well visited and draw participants from both the media and NGO world as well as relevant representatives from the authorities. The research has been widely distributed both in the region and among international stakeholders.

As the website is the only one of its kind in the region with a specific focus on terrorism and extremism and the role of the media it draws special attention from experts, journalists and the officials who are subscribing to the newsletter as well. The OSCE in Bishkek regularly checks the site for information for use in its analysis on terrorism and extremism in Central Asia.

Media production

The Open Valley project has developed into a small well-functioning professional media unit, which aims at producing high quality journalism. Two 30 minutes radio documentaries are produced monthly as well as two monthly one-hour television programmes with panel debates and discussions. The television programme was initiated as a response to the popularity of the radio programmes. Since its premier in October 2008 it has managed to address some highly sensitive issues and engage local authorities in the debates.

The radio programmes are produced in Russian, Kyrgyz and Uzbek and broadcasted from Radio Almaz in Osh and Radio Naiman in Kazytkiya, which is situated east of Osh on the Kyrgyz-Uzbek border. Both radio stations have a huge listenership in both countries.

The television programme is co produced with local broadcasters. The television programmes are produced in Russian. They can all be downloaded on: [http:// www.freedolina.net/](http://www.freedolina.net/)

Freedom of expression defense and advocacy

This component is implemented in cooperation with IFEX. One of the main goals is to ensure lobby and advocacy for free expression in the region and attract international attention to the situation in the region. The Coordinating Council, comprised of four local coordinators from Kazakhstan, Kyrgyzstan and Tajikistan, monitor the freedom of expression in their respective areas.

The Coordinating Council produced 14 alerts in 2008. With regards to Members of the council have organized the following campaigns:

- Media Train Campaign
- Decriminalization of libel and slander is an important step toward democratic development of society
- Media law reform in Tajikistan campaign

The campaigns and the alerts have increased awareness of free expression violations in the region as local media has reported on the campaigns and alerts.

4. Results

Overall press freedom in Central Asia has not improved – on the contrary there is strong political control and strong trend of centralization of ownership of the. This is occurring in all five countries in the region. Kyrgyzstan, Uzbekistan, Turkmenistan, Kazakhstan and Tajikistan are ranked at the bottom of the Press Freedom Index.



Photo: IMS

5. Continuation

As the freedom of expression in Central Asia is under threat it is important to maintain a focus to ensuring access to independent information through independent media production and also continue monitoring violations of freedom of expression.

IMS will therefore continue to collaborate with independent media production and freedom of expression with growing focus on advocacy both regionally and internationally.

Regional Investigative Journalism – SCOOP

1. Objective

Media to act as an effective watchdog over the actions of government and vested interest groups.

2. Strategic considerations

In Ukraine, Belarus, Moldova and the Western Balkans, national and international commentators remain concerned about the capacity of the media to fulfill its role as the 'fourth estate'. In the past, there has been

much training on professional standards and investigative journalism, but with questionable impact. SCOOP was initiated to build on these training efforts and with a specific focus on stimulating investigative reporting from the region. The strategy is to continue to develop the project to ensure that the SCOOP keeps being a frontrunner in its field.

The 2008 project has a regional approach covering Ukraine, Belarus, Moldova and Western Balkans. Romania and Bulgaria were included in trans-national investigations. In October 2008 SCOOP- Caucasus was introduced and journalists in Azerbaijan, Georgia and Armenia now have the opportunity to conduct investigative journalism through SCOOP.

The Danish Association for Investigative Reporting (FUJ) has since the introductory phase been the implementing partner, and has established good local and international contacts. A regional committee with one representative from each of the countries has been established.

3. Description

Since 2003 approximately 250 investigations have been supported along with some of the large trans-national investigations. The investigations were aided through a flexible support structure, and not through institutions; with a focus on ensuring local ownership; supporting concrete investigations/ working with media practitioners: creating best practice models for others to emulate: and ensuring local and international networking between active journalists through a peer-to-peer approach.

4. Results

With a clear focus on concrete investigations, SCOOP is filling a gap in the previous international funding given in Eastern Europe and is building on, and supplementing, the training activities of the last few years. Indicators of the success of SCOOP are the media awards and prizes that have been given to investigative reporting carried out within the project.

After a series of three national seminars in the Caucasus in the autumn of 2008, the first investigations in this region are now up and running, five in Azerbaijan, four in Georgia and three in Armenia. Two SCOOP-supported projects have won awards from the Skopje-based Macedonian Media Institute for Investigative Journalism. One investigation concerned corrupt dealings among the main religious organisations in Macedonia. Another dealt with the traffic in false passports and visas in Albania, Macedonia and Bulgaria for illegal to access EU countries.

2008 brought a boom in in-depth-reporting in Ukraine. A new publication, Informator, running investigative stories, started in Lvov; a new agency for investigative reporting, 'Svidomo' opened in Kiev (Kyiv) and a record 60 of grants were awarded by Scoop and other donors to journalist for investigations of corruption and a broad variety of other issues of concern to Ukrainian citizens.

All this activity is a result of several internationally funded projects supporting investigative reporting in Ukraine – the first and groundbreaking being 'Scoop' which started operating in the Ukraine in early 2003.

With the upcoming Ukrainian network of investigative journalists and the upcoming Global Investigative Journalism Conference, Scoop is well on the way in leaving a lasting stamp in the Ukraine: A strong national network of reporters with hands on experience in investigative reporting techniques and with excellent connections to the global investigative journalism network.

This increase in investigative journalism capacity and ability to network on a global scale is also a trend appearing in the other countries where SCOOP is active.

5. Continuation

The activities will be continued for the next three years in Eastern Europe, the Western Balkans and the Ukraine. Based on the gathered know-how from these regions a similar structure is now being implemented in three Caucasus countries. Emphasis in the coming phase will be placed on further integration of the networking structures – both on regional and international levels. Based on the success of the project so far, the challenge is to further professionalise the project without weakening the essential colleague-to-colleague approach.

Ukraine

1. Objective

- Introduce new media legislation to increase transparency, equal market conditions and pluralism of the Ukrainian media
- Improve access to public information and accountability of the administration
- Strengthen the capacity of media lawyers and the Media Law Institute as key actors in the field of media policy

2. Strategic considerations

The overall IMS strategy for Ukraine foresees the launch of a new 4-year programme with a focus on fewer legislative initiatives and a more structured partnership outline with the two international partners, Article 19 and the OSCE, and the one national implementing partner, the Media Law Institute. The aim is to introduce needed legislative changes by providing expert support to the legislative drafting process as well as to organize advocacy campaigns and conducting trainings. The new programme has greater local ownership through a partnership with the national think-tank Media Law Institute (MLI), planned active cooperation with the media associations/unions and the appointment of a local coordinator. The programme's five priority areas include transparency of media ownership; access to information; public broadcasting; privatisation of state print press; and pluralism and editorial standards.

The flexibility of the programme design allows partners to focus strategically on the implementation of specific activities 0 those that are more opportune under certain political and social circumstances. This methodology minimizes implementation delays caused by the instability of country's political environment.

2008 was marked by a new political crisis in the country being the conflict between the Prime Minister, Parliament and the President. In October 2008, the president issued a decree calling for earlier parliamentary elections. The courts dismissed the decree. In December 2008, a new coalition was formed in the parliament consisting of BYUT, the prime minister's faction), the NU-NS, a pro-presidential faction, and Volodymyr Lytvyn, the incumbent speaker's faction). Thus, the parliament, which had not been active since the spring of 2008, was stabilized by the end of the year.

At the same time, Ukraine is on the list of countries hit hardest by the global financial crisis with the dramatic increase of inflation, devaluation of the

national currency, collapsed banks and rising unemployment rates. These economic challenges resulted in greater financial pressure on journalists and media houses introducing financial pressures.

3. Description

On 21-23 May 2008 the official launch of the new programme was undertaken jointly by the representatives of IMS, Article 19 (A19), MLI and OSCE. During this three-day visit the programme partners carried out 10 meetings with the main national governmental and non-governmental stakeholders to present the new programme and to discuss the areas of possible cooperation.

The joint MLI-IMS office in Ukraine was established and furnished in June and August 2008.

Due to the administrative delay in receiving funding for the programme in July 2008, the IMS programme activities commenced in August 2008, although MLI involvement in legislative reform in the priority areas had been continuously active since May 2008 and the International Media Law Summer School was successfully organized by MLI in July 2008.

The programme take-off was quite successful and implementing partners started establishment of the joint action plan. However, the July administrative delay in receiving funding as well as Article 19 temporarily shortage of human resources resulted in postponing certain programme activities. This situation put the programme implementation behind the initially planned schedule.

In September 2008, public awareness activities were undertaken including support to the organisation of the II International Forum on Digital Broadcasting in Ukraine – a major platform for public discussion of the perspectives of digital TV in Ukraine; and round table on access to information summarizing achievements and efforts as well as promoting new initiatives of the non-governmental sector for access to information.

In November 2008, training for media lawyers on media and elections was supported by IMS in the preparations for possible early parliamentary elections and presidential elections in January 2010. Media lawyers from Kiev and regions could either participate in person or follow live Internet transmission of the event.

On November 24-25, a programme partners' coordination meeting was held in Kiev to discuss 2008 outputs and make a joint initial plan for 2009.

In December 2008, the biannual newsletter of the IMS programme for Ukraine was launched and disseminated to the stakeholders in the Ukrainian media field.

4. Results

The new programme has been successfully launched in the country. More awareness about the IMS in general and organisation's activities in particular came as a logical result of greater local ownership of the new initiative.

Even though the autumn political crisis negatively influenced the normal work of the parliament, the programme managed to achieve certain progress in legislative drafting and succeeded in organizing advocacy and awareness-raising events. Good results can be reported in the area of training and several important meeting were conducted to ensure better cooperation and information exchange with other donors.

Legislative drafting

- MLI is centrally involved in the drafting process in all five priority areas;
- The draft law on access to public information developed with the substantial input from MLI was registered in the parliament and sent to the A19 for their expertise and comments;
- The draft law on the small Public service Broadcasting reform (PSB) reform developed by a working group headed by the MLI director, was registered in the parliament and approved by the parliamentary committee on freedom of speech;
- The working group on the development of a new law on TV and radio has been officially formed at the parliament and convened three meetings.

Advocacy and awareness-raising

- More than 230 participants gathered to discuss the digital future of Ukrainian TV broadcasting at the II International Forum on Digital TV in Ukraine;
- A round table on access to information created an opportunity for the key non-governmental players in the field to discuss and coordinate their initiatives;
- A strategic litigation on access to information was launched by MLI;
- Four articles on the various components of the media legislation reform were published by MLI lawyers.

Research

- A19 has launched its privatisation research;
- MLI has completed the research of the ownership structure of the M1 TV channel and has published the research findings.

Training for media lawyers

- 16 media lawyers, representatives of different CIS countries, successfully completed a comprehensive 3-week training course at the IV International Media Law Summer School, organized by MLI;
- Training on media and elections was conducted in Kiev and 20 lawyers from Kiev and regions were trained and received the training materials.

5. Continuation

The programme will focus on legislative reform as a relative stability has been reached in the parliament. More attention will be given to advocacy both nationally and internationally and on public awareness. The events will be organized both by local partners and in cooperation with international partners. When the presidential elections campaign starts in autumn 2009, the programme focus will shift to training and research.

Certain re-consideration of the programme organisational set-up may be necessary due to the amendments in the OSCE official procedures on receiving funding and implementation of extra-budgetary projects. The OSCE office in Ukraine was not practically able to perform in full its role as one of the programme key-implementing partners in 2008. IMS seeks to maintain a good and productive working relationship with the OSCE but it is our understanding that they want to reduce their role in this field.

2.3 Media and dialogue**Focus Area 1: Enhancing Media Freedom****1. Objective**

Increase awareness of the central role of media in society and improve general conditions for media that will allow them to operate freely and professionally.

2. Strategic considerations

The focus is on two areas of activities:

- a) *Arab Working Group (AWG)*. The project aims to initiate activities to foster the use of media monitoring during elections as a means to:
- 1) generate quality documentation on the state of the media in Arab countries and
 - 2) encourage joint regional media advocacy campaigns.
- The end goal is to improve professional standards and media policy reforms at national and regional levels, thereby enhancing the advocacy of issues pertaining to freedom of expression, access to information and the role of the media to convey this information to the public.
- b) *Eye on the Arab Media* – is a weekly radio show on the Jordanian radio station Amman.Net. The project addresses issues of media standards in real day-to-day journalism. The show airs critique of regional print media, dailies and weeklies, monitors and reviews broadcast and online media, and deals with media laws and practices.

3. Description

a) *Arab Working Group (AWG)*

AWG is a pan-Arab group of media actors and organisations monitoring media during elections in countries of the Middle East and working with media advocacy. The AWG structure is built on the idea that a local host organisation from each involved country is the anchor of implementing media monitoring activities in the country. Each local host is aided by representatives from partner organisations within AWG that have election media monitoring experience. This methodology ensures that experience and knowledge are transferred from country to country; shared by a steadily growing network; and further refined through repetition.

In 2008 most of AWG's activities concentrated on strengthening the group and formalisation of the network in addition to finalising reports from earlier monitoring activities. There were no elections in the region in 2008. In 2009, six elections are scheduled to take place in the Middle East in Algeria, Lebanon, Tunisia, Iraq, Palestine and in Sudan where AWG has spent a great deal of time preparing a monitoring process.



Photo: IMS

In November 2008 AWG held its annual meeting in Casablanca, Morocco. Members from 10 countries participated in planning and discussing future activities. The institutional executive structure was also examined including a proposal to establish a rotation system between the different involved countries for carrying out the executive direction of AWG on a one-year basis. Furthermore, the development of a website and logo was initiated along with an Arabic manual on media monitoring.

Activities in the reporting period:

- 16 persons representing 10 AWG member countries met at the annual meeting in Casablanca, Morocco in November.
- An Arabic manual for media monitoring of elections was prepared.
- Design of web-site including logo for the Arab Working Group was in its final stage
- A small secretariat for the working group was set up at the offices of Working Group for North Africa and the Middle East (WGFENA) in Casablanca, Morocco.

b) Eye on the Arab Media

Amman Net ("the voice of the community") continues to broadcast the "Eye on the Arab media programme" in Jordan, and transmit the programme to the rest of the region on the Internet. In August an additional weekly slot was added for a talk show programme that also addresses professional standards and media ethics. The programme has inputs from correspondents in Palestine, Lebanon and Syria.

In August and September, Dr. Manal Mazareh from Petra University in Jordan carried out an audience research project suggested by IMS. The research project consulted 110 media professionals in Jordan, Palestine, Lebanon and Syria through focus groups interviews. Journalists were asked about their knowledge and use of the programme, and to reflect directly on sample programmes presented during the focus groups.

Activities initiated during the reporting period:

- Weekly radio/web programmes produced.
- Weekly reviews of media in the region prepared, published on the webpage and distributed by email to Jordanian media outlets.
- A database containing accounts of reactions from audiences in Arabic was made available online.



Photo: IMS

- Qualitative audience research carried out in all four countries of operation.

4. Assessment

a) Arab Working Group (AWG)

The project was well underway in concrete and practical terms. There was a very high level of commitment among AWG members, with a steadily increasing adaptation of methodologies and principles in media monitoring. A focus on advocacy training should help strengthen this element of the activities. Furthermore, stronger links and cooperation must be made with more formal election monitoring entities.

AWG expressed great interest in the enlargement of activities that the groups are involved in. This implies thematic media monitoring on issues such as human rights, corruption, immigration, gender equality and family violence.

b) Eye on the Arab Media

The results of the audience research of the "Eye on the Media"- programme showed that the main challenge for the programme lies in the need for stronger branding to increase viewers. Following the results of the audience research, the AmmanNet staff and IMS agreed to reformulate and redesign the programme to improve on a number of points including; better identification of the program's target groups; improved ways of getting closer to the audience; identifying mission and goals; reflections on presentation which included time of broadcast and public relations.



Photo: IMS

In May 2009, a follow-up "mini" audience research is planned to evaluate whether the new changes in the programme have had the desired effect. Based on this evaluation, a decision regarding the continued support to the programme will be made.

5. Continuation

To achieve increased media freedom requires a political system that provides room for dialogue and transparency. But seldom has the political system made this room on its own initiative – especially if the media have problems

living up to professional standards such as impartiality and accuracy. Instead the demand for media freedom needs to come from the media itself, civil society and the audience.

In this focus area, IMS is concentrating on improving the professional media standards in order to pave the way for media freedom with support from media actors and civil society groups. In the AWG programme, media actors and human rights organisations monitor the media whereas in "Eye on the

Arab Media", the media itself monitors the media. The third leg, the audience are slowly being integrated in the projects under focus area 1. However, IMS is still considering how it and its partners might expand this part of the activities.

Focus Area 2: Reforming Media Associations

1. Objective

To build professional confidence by strengthening media institutions to better defend the social and professional rights of journalists thereby creating an environment in which independent quality journalism can flourish.

2. Strategy

During this phase media organisational issues have principally been addressed through work with journalists associations and syndicates. The strategy is focused on identifying associations capable of reforming and able to be the advocates of membership, and to cooperate with these associations in order to build strong institutions in the region that can defend the rights of journalists.

A key strategic element of the project has been the direct links between the Danish Union of Journalists and selected partner associations in the Arab World and Iran. The strategy has been to allow time for a trustful and professional relationship to be established allowing these partner associations to seek advice on a regular basis with partners in Denmark and with IFJ.

3. Description

In the past year the programme has succeeded in carrying out a range of workshops with partner organisations throughout the region. These workshops focused on building national capacities, involving issues such as recruitment, networking strategies, communication, congress planning and consolidation as well as addressing gender issues.

In May 2008 a regional workshop was held in Casablanca where a broad range of issues was discussed. These included the functioning of the press freedom campaign "Breaking the Chains" initiated by IFJ and a discussion about future activities and cooperation. At the Casablanca workshop participants agreed that a future focus would be an Ethical Journalism Initiative (EJI). The initiative would address core journalistic issues such as quality journalism, ethics in journalism and media self-regulation. This emphasis would not exclude a continued focus on support for media communities in individual countries.

Furthermore IFJ conducted a number of missions to consult partner organisations and governments on strategies and future activities.

4. Assessment

Overall, activities overall ran smoothly in 2008.

Yemen has been a central focus country in the region and has benefited from several training sessions and a study visit for the board of YJS to Egypt. The Yemen Journalists Syndicate has been very active in defending freedom of expression in the country. Progress of reform within the organisation as well as in terms of output of the project has, however, come about slowly. This is partly due to repeated postponement of the YJS General Congress, which has to some extent stalled work in the board of YJS. The congress took place in February 2009 and selected a new board, which will hopefully speed up the implementation of reforms planned for the Syndicate.

Overall development has been positive, but because of the political nature of most of the activities, development has been, and will continue to be, dependent of political conditions in each of the countries of cooperation and in the region as a whole.

5. Continuation

The programme will be continued throughout the second phase ending in September 2009. During this time, the official launch of the Ethical Journalism Initiative by IFJ is planned for the beginning of the year as well as establishment of the IFJ regional office in Bahrain, which will be the main training hub for the Arab initiative.

Focus Area 3: Improving media standards

1. Objective

Improving standards of media professional and promoting public service ideals as an avenue for expanding the scope for media freedoms.

2. Strategy

The focus area contains two main activities:

a) Arab Reporters for Investigative Journalism (ARIJ). The aim is to support the production of high quality media content and investigative journalism that will benefit the Arab public through Arab-Danish professional cooperation.

b) Partnership for Co-production and Exchange between Public Broadcasters. The aim is to increase the intercultural dialogue between Syria, Jordan, Lebanon and Denmark by generating co-production and exchange of youth programmes, enhance professional standards, audience research, public service broadcasting and encourage cross-border relations and regional cooperation.

Both activities will apply a learning-by-doing approach in which professional media workers experiment with new formats in a 'safe' environment. However, all activities have real media outputs as their end goals. The ARIJ focus will be on the development of an institutional platform and provision of a practical mechanism and a legal entity for the production and distribution of quality investigative reports. ARIJ has previously worked in Jordan, Syria and Lebanon, and in the past year Egyptian journalists have also published reports supported by ARIJ. For TV co-production an essential strategic priority is to enhance the public service capacity of the involved stations in the Arab world.

3. Description

a) Arab Reporters for Investigative Journalism (ARIJ)

During 2008 ARIJ has carried out a number of successful workshops in which 79 journalists were trained in investigative reporting methodologies and received professional and financial support to carry out investigations.

In the fall of 2008 eight ARIJ representatives participated in the Global Conference for Investigative Reporting held in Norway.

A few months later, in November 2008, the first ARIJ conference on Arab investigative journalism took place in Amman, Jordan. The inaugural conference, which attracted participants from 11 Arab countries, marked a truly historic milestone for the media community in the Middle East.

With over 240 participants, far more than the expected 100, the conference provided a rare opportunity for a new generation of Arab reporters to network and to share experiences with fellow investigative journalists from all over the region. The presence of several international journalists and academics from Sweden, Denmark, France, UK, USA, and the Philippines, provided an invaluable opportunity for Arab journalists to learn about the challenges and methodologies used by investigative journalists working in different countries and media environments.

The press coverage of the conference was good. A large number of Arab and international media outlets participated and reported from the conference.

Activities accomplished during the reporting period:

- 35 investigations published, since the start of ARIJ
- More than 240 participants attended first annual regional conference for investigative journalism in Amman, Jordan November 28-30.
- Training workshops carried out for journalists in Amman on October 12-19.
- Training workshop carried out in Damascus, Syria on February 2-5 and in Aleppo, Syria on February 7-10.
- Training workshops completed for journalists Amman on April 12-15, April 16-19 and on September 5-8.
- Training workshop completed for Syrian journalists in Damascus on April 5-9. This workshop was financed by UNDP in Syria.
- Participation in the Global Conference on Investigative Journalism in Lillehammer, Norway on September 10-14.

b) Partnership for Co-production and Exchange between Public Broadcasters
Although the expansion of commercial and religious TV channels in the Arab region continues, the weekly Lebanese youth TV-programme "16/24", produced by Lebanese NTV (New TV) since October 2008, continues to be aired on Saturday late afternoons with very high ratings.

The Partnership programme for Co-production and Exchange between Public Broadcaster is seeking to maintain and generate new professional relationships between public and semi-public broadcasters in Jordan, Syria, Lebanon and Denmark. The goal is to enhance the capacity of these broadcasters to provide improved objective and professional productions that reflect reality, prevent stereotyping and play an active role in furthering public debate and intercultural awareness. The linking of the different actors in the project aims at paving the way for co-productions and further exchange of programs both between the Arab partners – and between these and Denmark.

During 2008 the Arab TV teams were trained in qualitative audience research techniques and have each been conducting four focus group interviews with youth under the supervision of coaches from DR (Danish Broadcast Corporation).

During the same period, training courses on programme development and workshops on youth TV production were in progress at all three TV stations. In Jordan and Lebanon, the involved TV stations are presently broadcasting

a weekly youth TV show, whereas Syrian TV is planning to launch a similar show in the spring of 2009.

In addition, the partnership programme has introduced the idea of a shared pool of content, where the involved TV stations can use portions of the TV features – in other words a content-sharing aspect where the Arab TV stations can exchange pieces of production.

Specific outputs in the reporting period

- Six JRTV staff members received training in advanced TV production and re-launched the weekly youth TV shows “Eye of Shabab”.
- Six staff members from the Lebanese youth programme “16/24” finalised training in editing; camera shooting; story telling; composition and postproduction.
- “16/24” continuously broadcasted in a 30-minute format every Saturday evening. This is the second highest rated programme in Lebanon according to available audience research.
- Seven focus group interviews with following analysis carried out by New TV and Syrian TV staff, supervised by IMS local expert.

“At last, we – the marginalized Lebanese youth – have a voice through 16-24”

A young Lebanese man referring to the new youth TV program 16/24 in New TV

4. Assessment

a) Arab Reporters for Investigative Journalism (ARIJ)

The expansion of ARIJ continued during 2008. This was especially evident in relation to the inaugural ARIJ conference, where participants from among others Yemen, Bahrain and Morocco expressed a wish for ARIJ to be involved in their countries.

ARIJ, supported by IMS, is currently looking into additional sources of funding. The resulting articles of approximately 40 investigations carried out by investigative journalists trained under the programme are expected to be available by the end of 2009. To provide additional professional support to the journalists undergoing training, the board of directors of ARIJ plan is to train and hire more coaches which will also help to ensure timely publication of the investigative reports.

b) Partnership for Co-production and Exchange between Public Broadcasters

The clear success of NTVs youth programme “16/24” has demonstrated the potential of developing high quality youth TV, and there are signs that the success in Lebanon has served as inspiration for the other participating stations.

By agreeing to initiate a process of synchronisation of the youth TV programme formats in the three Arab stations, the content-sharing aspect becomes an actual option and a more realistic goal.

Following their recent introduction to qualitative focus group-driven audience research, the three Arab TV stations have expressed their views on the potential that this method offers. It is expected that all the partners will use the method in the future. A follow-up and a further introduction to the value of interactivity with the audience in general is crucial if the project is to give the target group a voice.

IMS is cautiously optimistic about the project. The high commitment shown by the young production teams is promising. Anonymous interviews with a group of young producers and technicians from one of the stations indicate that that they are motivated to seek new ways to provide young Arabs with platforms for expressing themselves freely. On the other hand it remains to be seen to what extent the TV stations will protect and nourish their youth production teams.



Photo: IMS

"I started a programme where we would discuss everything we wanted – corruption for example. Mainly corruption. The Government are very smart – they let us go on air, but they gave us broadcast time at 11 am in the morning. It equals not putting it on air. Nobody is watching at that time and nobody among will know about it. In Syria they show more of problems on prime time. But the limits there are very clear. They don't go for the president, but for everything else."

*Young Jordanian TV professional,
February 2009*

5. Continuation

a) Arab Reporters for Investigative Journalism (ARIJ)

ARIJ is about to expand into new countries and this will require additional staff capacity as well as more financial support. The board of directors is currently working on a more long-term strategic approach in close co-operation with experts in the field. Decisions relating to the expansion and additional funding are expected when the ARIJ board meets in Copenhagen at the end of April 2009.

The expansion of ARIJ continued during 2008. This was especially evident in relation to the inaugural ARIJ conference, where participants from among others Yemen, Bahrain and Morocco expressed a wish for ARIJ to be involved in their countries.

b) Partnership for Co-production and Exchange between Public Broadcaster

Based on experiences with qualitative audience research in JRTV, SRTV and New TV, IMS will look into opportunities of making use of this tool, not only in relation to youth TV but also within other areas of the TV stations.

Focus Area 4: Establishing New Media Platforms

1. Objective

Promoting new media platforms and inter-professional collaboration as a means to ensure professional (balanced, none-stereotypical) quality of media products and thus enhance social, cultural and political exchange of media professionals in Denmark and the Arab world.

2. Strategic considerations

Focus Area 4 consists of four programme areas:

- a) *Twinning and Co-production* – establishing collaboration between Danish and Arab media professionals as a means to strengthen the understanding of "the other" and facilitate an opportunity to exchange knowledge and experience.

- b) *The Arab Institute of Film (AIF)* in Amman, Jordan established as one of the first film schools in the Middle East purely focusing on documentary film production. AIF is offering a six-month training course by professional filmmakers for Arab film talents aiming to support and strengthen the cultivation of young talents in film production in the Middle East.
- c) *Exchange of filmmakers* – a programme for Danish and Arab filmmakers involving The National Film School of Denmark aiming to strengthen the skills of individual filmmakers and create a network for filmmakers from the Middle East and Denmark.
- d) *Film Fund* – set up for Arab filmmakers with funds for film production and/or development to support the production and distribution of high quality documentary films for audiences in the Arab region as well as internationally.

3. Description

a) *Twinning and Co-production*

The Twinning and Co-production program targets media professionals from all types of mass media in the Middle East/Iran and Denmark. The program is establishing collaboration (twinning) between media workers and provides the participants with a chance to get to know colleagues from abroad, thereby stimulating dialogue between Denmark and the Arab countries and Iran.

The main activities of the programme are based on a concept of exchange. Media professional, knowledge and experience are exchanged generating common media productions, shared research and an opportunity for co-productions.

During 2008 the Twinning and Co-production program implemented projects for TV, radio, newspapers, photography, documentary and fiction film, media events, film festivals and new media plus a media conference on media and the economy in the Middle East. A large number of individual media professionals were involved, as were media institutions and companies in countries in the Middle East and Denmark.

Specific outputs in the reporting period

- Ten twinning projects and co-productions implemented, involving 50 media professionals directly.
- One film workshop held in Lebanon.
- One film workshop held in Denmark.
- One film festival supported and implemented in Syria.
- "Journalist Conference 2008: Ownerships of the Arab economies" in Syria.
- Three co-productions in process between Danish and Iranian filmmakers
- One co-production in process between Danish and Syrian filmmakers.
- Media events in public space were comprised as part of two projects.

b) *Arab Institute of Film (AIF)*

2008 was marked by a transition in the Arab Institute of Film Project. Films produced by the 14 fellows of the programme continued to be screened at numerous regional and international film festivals such as Beirut, Damascus, Copenhagen as well as New York, indicating that there is a demand for Arab documentary films.

Lessons learnt from the first two 14 week production cycles have shown that students would benefit from a long term relationship with the institute to both learn and apply new learning. It has been decided to relocate AIF to Lebanon.

c) Exchange of filmmakers

The Exchange programme for filmmakers is designed to support the exchange of filmmakers between the Middle East and Denmark. The project is based on the assumption that film media is playing a vital role as part of the communication between these these areas of the world.

The main Danish stakeholder involved in the program is the National Film School of Denmark. From the Arab region four different production companies in Egypt, Syria, Lebanon and Jordan are involved in the programme.

Throughout 2008 a third group of students from the National Film School of Denmark engaged in film productions in the Middle East through the IMS exchange programme. Two students went to Damascus and three to Cairo. As an added bonus, a Lebanese filmmaker took part in the program with the same assignment as the Danish students – producing a film about Arab artists. All of the filmmakers produced 30-minute documentaries. The final productions were screened as part of the end of term finals at the National Film School of Denmark and had two public screenings.

Subsequently, all of the five Danish productions were screened at international film festivals including: Nordisk Panorama (Sweden), Viscult 2008 (Finland), Curta Cinema (Brazil), Reykjavik Shorts and docs Film Festival (Iceland) and IDFA 21th International Film Festival Amsterdam (Holland). In addition to this an effort is in progress to have the productions screened at Middle Eastern film festivals.



Screenshot from documentary
"An Arab comes to town" by
Georg Larsen

Specific outputs in the reporting period

- Danish students produced five documentary films of approximately 30-minutes.
- A Lebanese filmmaker produced one documentary film of approximately 30-minutes.
- All five Danish productions have been screened at international film festivals.

d) Film Fund

This activity was designated to be managed by the AIF using the AIF structure for professional and logistical purposes. Due to lack of progress within this framework, IMS reviewed the film fund concept in October. If necessary the fund could be established independently of the AIF in order to avoid further delay due to changes in the AIF structure.

The idea is now to establish the fund as one of the first activities under the new structure of AIF. An Arab-Danish selection Committee will be set up to select projects for funding according to pre-established criteria and provide coaching for the filmmakers.

4. Assessment

a) Twinning and Co-production

There is still a great interest in the Twinning and Co-production programme among media professionals in the Middle East and Denmark. In the aftermath of the Cartoon crisis, there was a massive increase in interest for the programme. Since then, interest in the programme has stabilized to former positive levels of interest.

IMS continues to receive a relatively high number of applications from media professionals. In 2008 IMS received between 15-20 enquiries from media professionals about joining the programme. Some had heard about the twinning and co-production programme through a colleague, through published adverts or through media productions produced within the frameworks of the twinning programme. An essential way of spreading the word of the programmes' existence included information disseminated by the IMS programme officer in the Arab region and Denmark.

In general, it is vital that the participants of the programme very quickly comprehend the overall concept of twinning. Still, experience shows, that the more IMS twinning partners in Denmark and the Arab region are prepared ahead of the project – the more likely the projects can succeed.

c) Exchange of filmmakers

The programme was successful in terms of output and helped establish valuable professional and personal relationships between the filmmakers involved.

5. Continuation

In line with the recommendations set forth in the external review of the MCP, the objectives and outcomes of the twinning projects will be revised. Furthermore, in order to enhance effectiveness, criteria of success will be developed and a system for collecting outputs and anecdotal evidence will be set up and implemented.

Within this framework, the programme will continue to identify new media professionals that will form the basis of new twinning projects as well as support new activities within existing twinning set-ups.

Yemen

1. Objective

Yemeni media partners supported to develop and implement tangible interventions thereby enhancing freedom of expression, access to information, and the development of a professional and independent media landscape.

2. Strategy

In 2007 during the Joint Yemeni Media Development Programme, IMS prepared and organized a two-year media sector support programme for Yemen covering 2007-2009. IMS assumed the overall coordination of the programme in December 2007. The programme builds on an assessment following specific projects and partnership initiatives that were carried out earlier within the framework of the Joint Yemeni Media Development Programme, a bilateral media programme funded by the Danish MFA and

implemented since 2005 by the Danish School of Journalism. IMS coordinated and implemented activities in the field of freedom of expression and media laws together with its partners IFJ and Article 19.

3. Description

As agreed in the previous year with partners and MFA, the JYMDP covers the following four focus areas:

1. Advocacy for freedom of the Media and Access to Information;
2. Support to the Yemeni Journalists Syndicate;
3. Basic journalism education and Professional training, divided into two components:
 - a. Upgrading Schools of Journalism;
 - b. Training of Media Professionals;
4. Support to regional radio stations.

4. Assessment and Continuation

The difficult security situation has continued in Yemen and it has somewhat affected the implementation of the programme, especially the regional radio component. Trainers from the implementing organisation, Danicom, have at times been unable to train in all the radio stations.

Journalists and technicians from stations in areas of low security have been invited to other, more secure stations. However, all installation of new equipment has been completed and all personnel have received basic training.

The Danish School of Journalism has continued its component by fielding missions to Aden and Sana'a universities and negotiating with these institutions for the training of media professionals. There have been some obstacles in this component of the cooperation programme and new assessment will be conducted during 2009.

IFJ has worked with the Yemeni Journalist Syndicate on the preparations for the General Conference, which was scheduled for 2008. For political and economic reasons, the Conference was postponed and took place on the 14-16 March 2009. The syndicate has been active in campaigning for freedom of expression with support from IFJ and other international organisations. It has also prepared a code of ethics with international assistance and its members have participated in several workshops organized by IFJ. Its internal management has somewhat improved but the main reforms are expected to speed up with the newly elected board of YJS.

Article19 has actively followed the reform of the media laws through the parliament and engaged in lobbying with local NGO's and YJS. IREX has also supported the implementation of proper media laws in Yemen. The new Access to Information law is encountering some difficulties in the parliament since the government presented a very restrictive proposal to prevent the passage of reform initiatives. The Ministry of Information has been slowing down the pace of reform. During 2009 increased lobbying and pressure from the international community will be needed to secure support for media law reform.



Photo: IMS

IMS has also focused on coordinating with other Danish initiative partners as well as with the whole media sector development in Yemen. It has organized meetings with major donors in the country and will organize a new meeting for international and local donors as well as other media stakeholders in Yemen during the first half of 2009.

Environmental and Investigative Reporting in China

1. Objective

Environmental and investigative reporting in Chinese media strengthened.

2. Strategy

There are three areas to be addressed through this programme: environmental reporting, investigative reporting, and content sharing and professional exchanges.

1. IMS & Caijing Environmental Journalism Fellowship Programme

IMS and the Caijing Fellowship Programme will plan and implement an environmental journalism seminar of one to two weeks, targeting senior economic/environmental editors from key Chinese media. The seminar will have two main approaches: knowledge building and team reporting. The activities will take place on 9-18, June 2009 in both China and Denmark.

2. IMS & Peking University programme on Investigative Reporting

IMS and Peking University have planned and implemented two workshops on investigative reporting in Zhengzhou, Henan Province. 18 participants from the Dahe Newspaper Group attended the first seminar, while 14 participants from Henan TV took part in the second. Both seminars were held on 7-10



Photo: IMS

April, 2009. After the seminar the participants will produce and publish investigations supervised by a team of Chinese experts. A follow-up seminar is planned for October 2009.



Photo: IMS

3. Content Sharing and Professional Exchange

In November 2008 IMS co-hosted a one-day conference on "The Growth of Media in China and its impact on political and economic developments in China" in Copenhagen. The conference included presentations and discussions by Chinese and European experts on environmental and investigative reporting in China. The conference was hosted jointly by IMS, the Danish UNESCO National Commission and Copenhagen Business School.

3. Description

Activities in the reporting period:

- Conference on Chinese media, attended by approximately 120 people, held in Copenhagen in November of 2008.
- Report on the Growth of Media in China published.
- Two workshops on investigative reporting held in mid-April 2009 in Zhengzhou, Henan.

4. Assessment

In October the Ministry of Foreign Affairs approved a programme proposal for environmental and investigative reporting in China. Since then the first two stages of the programme have begun and the third stage is planned to start at the end of 2009.

5. Continuation

Adjustments may still be needed, as well-established models of support for investigative reporters might not be fully adaptable to Chinese circumstances. This is mainly due to the economic realities and the Chinese media conglomerates political clout; although they welcome the seminars, they may not be as keen on having external supervision of their reporters.

The evaluations of this pilot project will be analysed and followed up with a strategic discussion on the road ahead. It is clear, however, that IMS is well on its way to establish itself as a credible and trustworthy foreign partner for Chinese media.

3 Cross-cutting activities

Media centres networking

1. Objective

Contribute to the financial sustainability and delivery of quality services of six media centers from Asia, Africa and the Caucasus by transferring the knowledge and experience from four media centres in the Balkans.

2. Strategic considerations

Media Centres play a central role in supporting the media community and professionalism in their country, and are often ideally and uniquely suited to undertake a number of functions aimed at conflict prevention, reduction and resolution. They provide training for journalists; act as advocates for independent media and freedom of expression, monitor professionalism and balance in reporting, do research, host press club meetings and press conferences, and act as a unifying point for media professionals.



Photo: IMS

Hence, IMS sought to strengthen the capacity and viability of six Media Centres it works with closely: the Sri Lanka Press Institute, the Azerbaijan Media Centre, Mizzima News Agency (Burma), the Association for Media Development in South Sudan, the Liberia Media Institute and the Nepal Press Institute.

A study tour of like-minded institutions in Bulgaria, Macedonia, Serbia and Bosnia-Herzegovina was considered the best way to learn: seeing how they work, talking to their staff, discussing ways and means to organize training courses or advocacy projects, learning from their mistakes and picking up new ideas from similar organisations in countries which have passed through conflicts and transition of their own.

3. Description

In October 2008, directors from Media Centres in Sri Lanka, Nepal, Burma, Azerbaijan, Sudan and Liberia went on an eight-day Study Tour. Four countries, and thus four like-minded Media Centres, were visited.

The Broadcast Training Centre in Sofia (Bulgaria) focused on television production, especially of socially relevant programs. The Macedonian Institute for the Media in Skopje (Macedonia) detailed its well-developed curriculum for journalism training. The Media Centre in Belgrade (Serbia) showed how to become the central place for press conferences and media-related events, and how to attract clients and sponsoring. The Mediacentar in Sarajevo (Bosnia-Herzegovina) showed its archiving and searchable database, website development and PR training. These Centres prepared in-depth presentations, provided detailed documentation about their activities (such as business plans, video material, curricula for trainings, research manuals, project proposals and so forth) and offered expertise.

4. Results

The Balkan tour of the media centres provided the participants with, in their own words: "the ability to learn and see with my own eyes how others centres are functioning", "inspiring new ideas for strengthening the sustainability and relevance of media centres in our own countries", "the ability to make a strategic plan to apply their models of training and other activities in our institute", and "networking and understanding among similar institutions in different parts of the world".

Beyond that, the study tour had a number of results:

- Four packages of background material – including different services, business plans and strategic plans, curricula and other relevant material – collected and distributed.
- Workshops presentation and handouts prepared.
- Study trip report, including summaries of all presentations, lessons learnt and reproducible ideas.
- 'Joint Statement on the roles of Media Centres in Conflict and Democratic Transition', agreed upon and signed.

5. Continuation

Different plans to follow-up on the visits and apply the ideas materialised. Mizzima (Burma) intends to include in its next three-year plan additional journalism and quality TV production training, the establishment of an archives and media market research. The Nepal Press Institute plans to introduce market research and public relations training. The Azerbaijan Media Centre modelled its press conference services on the Belgrade Media Centre. The Sri Lanka Press Institute may start a commercial arm for a press centre, with facilities for press conferences and media consultancy.

In the evaluation, the participants also emphasized that on a more general level they saw a need to plan more strategically, link more closely with their media industry, keep a balance between the mission of the organisations and (financial) sustainability and diversify income between public (local government), private (local business) and international (donor) funding.

IMS will prepare a website with resources on the subject, including all videotaped presentations and documentation.

Humanitarian information support

1. Objective

The provision of timely, journalistic viable and relevant information and news enhanced among local media directed to the affected population under humanitarian crisis and disasters.

2. Strategic considerations

Access to relevant and timely information and news can be a matter of life and death when humanitarian emergency occurs. Therefore, IMS has identified assistance to humanitarian information as a significant gap in international assistance to international emergencies and disasters. In order to respond to this need, IMS in 2008 initiated activities which, through a study of concrete working experiences, were intended to develop the IMS strategy for this area.

IMS seeks to ensure that the affected population can get access to information and news relevant to their survival and well-being through their local media. The overall strategy for improving humanitarian information and news support builds upon an information management approach that highlights professional management of information. Effective, professional management is necessary to ensure rapid, comprehensive and accessible information gathered, processed and dispersed with reliable transparent tools and methodologies. Such an approach is deemed the backbone of any further analysis or usage of the information and its possible gaps in press' and organisations subsequent strategies.

It is imperative for IMS to work closely with local media and journalists clearly identifying these actors as the vital and primary producers of information on news related to humanitarian issues.

The UN, as well as other major humanitarian actors, acknowledges the essential need for information management in humanitarian interventions. Recently, UN OCHA has taken on the responsibility to act as overall coordinator and last resort for implementation of humanitarian information programmes. It is part of the IMS strategy for humanitarian information to cooperate closely with OCHA and other international actors on this matter.

3. Description

The IMS response to humanitarian information needs is holistic in its approach, and is based upon multiple tools and methodologies. The activities carried out in 2008 were:

Identification of international partners

IMS has undertaken a series of meetings with OCHA to establish a working relationship and to avoid donor and project duplications. The cooperation with OCHA is manifested in a string of mutual explorations projects with OCHA and its sister agencies IRIN and ReliefWeb. IMS has set up a partnership with the French-based organisation CartONG: a NGO specialised in Geographic Information systems in the context of the relief work, emergency and development and electronic information management systems.

Roster

The roster and roster kit is designed to be added to other modules and organisations presently operating in the area of disaster management and onset emergencies, such partnerships are presently being explored.

Training

Training modules for the roster members and initial assessments indicate great potential for developing such trainings sessions with a variety of partner organisations.

Peer Group and Research

IMS has taken the initiative to start an academic peer group to assist with trouble shooting, developing of new methodologies and to highlight relevant discourses on humanitarian information in an international arena.

Pilot project

A pilot program in Zimbabwe has been developed. The Humanitarian Information Facility Centre (HIFC) is established to enhance the flow on concise and consolidated information on the humanitarian crisis. HIFC cooperates with local organisations to manage the information produced on humanitarian issues for greater coordination and impact. Simultaneously, HIFC trains and supervise journalists in order to broaden the spectre and standards on reporting on humanitarian issues. A media-monitoring component is added to HIFC's facilities.

Strategy development

Key elements of the IMS strategy for humanitarian information are in place and a comprehensive strategy document is being prepared that will serve as the basis for future work.

4. Results

During 2008 a number of results have been achieved:

Identification of international partners

- Solid relations with relevant INGO and NGO partners

Roster

- Roster established and under expansion

Training

- Training programmes are under development with relevant partners to establish common standards and familiarization of humanitarian information tools and kits.

Peer Group and Research

- Peer group and research conceptualised and ready for initiation

Pilot project

- Pilot project in Zimbabwe functional

Strategy development

- Strategy paper under development

5. Continuation

The IMS engagement with humanitarian information is a new field that needs to develop further during 2009. Based upon a finalised strategy, a fully-fledged programme is expected to evolve over the coming year. Cooperation with OCHA and other partners will be further formalised and expanded, and partner programmes will be tested. Software and technical tools need to be tested. Training programmes will be designed. The pilot project in Zimbabwe is expected to continue. A number of research projects are expected, including a planned study on information sharing with self-help groups in Kenya who have no access to main-stream media coverage. This project is being carried out under the auspices of Nokia. IMS is in the process of exploring a special website for its humanitarian information activities.

IMS Conference on NCE's/ICTs**1. Description**

Over two days in September 2008, IMS carried out the conference "ICTs and Networked Communications Environments: Opportunities and Threats for Press Freedom and Democratisation". The background for the IMS conference

was to examine the potential for change in media and democracy which ICTs and networked communications environments provide. The conference background paper focused on three specific areas affected by new media and ICT: 1) the way in which the media operate, 2) the potential they may hold for capacity building in relation to freedom of the press and civic engagement, and 3) how this might lead to a deepening of democracy both in democratic and repressive countries.

The conference combined an expo and workshops on the first day with debates about key themes on the second day. The expo of new media and technological tools gave participants the opportunity to test some of the tools presented. The expo was collaboration between IMS and Kaospilots, an entrepreneurial educational program based in Scandinavia.

2. Results

The goal of holding a conference dealing with the changes that new media and networked communications environments are representing was to provide a meeting point for a broad range of actors to study these opportunities and threats for press freedom and democratisation. IMS sought to use the conference to strategise and set forward specific action points for how the use of new media and NCEs can improve press freedom and promote democratisation. In addition to this, IMS held two working group meetings to define more concretely what follow-up activities should be pursued. These discussions, in connection with the knowledge gathered from national partners around the world through observing trends and implementing project activities, provide the basis for the strategy outlined in this concept note.

3. Continuation

Building on the findings of the conference, IMS will seek to strengthen the capacity of its partners in the use of suitable NCEs and ICTs, in order to facilitate and safe-guard the principles for independent and pluralistic media and freedom of expression.

Specifically, this new initiative will include the delivery of ICT equipment, services and resources to local partners in order to support their ability to increase audience reach, avoid censorship, and improve sustainability. Via



introduction of ICT's, the ability of media and press freedom advocates to collaborate in the pursuit of press freedom and democratic changes will be enhanced. Finally, IMS will seek to influence the rollout and regulation of NCE's in developing countries in favour of freedom of expression principles.

Photo: IMS

4 Communication

1. Overall objective

Documentation and visibility of IMS results in fulfilling its objective to helping media affected by conflict, humanitarian crises and political transition enhanced.

2. Strategic considerations

The outreach strategy includes proactive targeting the media in order to increase coverage of IMS activities and for IMS to profile itself as an expert within its particular field of excellence to a broad national as well as international audience. Additionally, IMS takes initiatives on its own to profile itself with the general public and with specific targeted audiences by organising events, participating in public debates as well by utilising the Internet as a platform for IMS-driven outreach.

3. Description

a) Website

The website has formed the backbone of IMS communication in 2008 with the objective to reflect IMS' identity and to build a community of IMS partners and potential associates, IMS communication has focused on documenting and reflecting on the variety of activities undertaken by the organisation in the more than 30 countries where IMS is active. The website also works as a knowledge base where IMS staff and partners can share expertise and insight.

Results

During 2008, in-house capacity for multimedia production was strengthened including photo editing, digital editing and production of video clips and integrating text, photo and live images on the website.

With the objective to mainstreaming and securing a continuous pipeline of communications input from IMS activities, all consultant's contract as of 2008 include a clause to produce outputs in the form of articles or other material for IMS communication purposes.

Due to the myriad of global media contacts, IMS staff gains often first hand access to a wealth of stories of great relevance and importance to the global media community. However, unfolding these stories is hampered by programme officers' time constraints, creating bottlenecks in terms of passing on information to the communications coordinator. Another challenge includes a constant need to brand IMS presence and involvement in the world's hot spots – and how to reconcile that with serious concerns on how to guarantee the continued safety of IMS staff and our partners portrayed.

Continuation

The website is to be upgraded to add two new features to strengthen the 'IMS community'. Firstly, the site will be upgraded to enable hosting video streams directly on the IMS website. This will offer a more prominent presentation of IMS video material which is otherwise 'drowning' on Youtube; secure the copyright of the video material; and allow for IMS branding of material, as all videos will carry a water mark, which as permanent logos when IMS visuals are hopefully widely disseminated around the world.

Secondly, the website upgrade will include a debate forum, which will allow visitors to engage in thematic discussions on the IMS website. Furthermore, this feature allows visitors to comment on website stories which will be shown in the debate forum on the front page. Visitor comments will provide addition feedback on IMS audience composition and needs. Furthermore, a newsletter containing brief overviews of recent highlights including links to related stories on the IMS website is also in the pipeline. Both the newsletter and the debate forum will be launched as the website develops a stronger external profile.

b) Publications

IMS publications provide a significant tool for branding of IMS.

Results

During 2008, IMS produced the following reports:

Nairobi roundtable recommendations

Kenya media assessment

Conflict Sensitive Journalism handbook – special edition Kenya

Conflict Sensitive handbook, special edition Rwanda

Mexico mission report, Spanish and English versions

Terror, extremism and the media in Central Asia, Russian and English versions

Central Asia case studies of Kyrgyz and Kazakhstan, Russian and English versions

Sudan: Media assessment, Arabic version

IMS conference report

Sri Lanka mission report

Gaza Assessment

China conference report

Nepal mission report

Conflict Sensitive journalism handbook, Special edition Afghanistan

During 2008, the layout of IMS reports was upgraded, among others to include photographs and illustrations alongside the text. Photographs and other graphics are provided either by IMS staff taking photos on mission, from photo agencies and from photo galleries of international agencies like the UN. In the case of the 2008 Central Asia reports, newspaper caricatures by Kyrgyz and Kazakh illustrators were commissioned for use in the publications.

In 2008, centralised coordination of the production process has eased the burden on programme units while at the same time improving the streamlining of the visual appearance of the publications. Allowing for sufficient production time with sub-contractors such as printer and graphic designer continues to be a challenge.

Continuation

Publications continue to be an important tool for IMS to share its expertise as well as to demonstrate IMS' global role in media development. Dissemination in hard copy as well as on the Internet will be further strengthened in 2009. An update of IMS contact lists is ongoing to streamline access to all IMS partners and networks.

c) Public outreach

Public outreach has been carried out in connection with major IMS events.



*Front cover report:
IMS and Nanette Vabø*

Results

IMS conference – In connection with the IMS advisory conference in September 2008, a number of outreach activities were carried out. Ahead of the conference, a subsection of the website – a so-called wiki – was established in order to create a common platform to share practical information about the conference with invitees as well as to offer a forum for ongoing debate before, during and after the conference.

A media alert was prepared and distributed to Danish, Swedish and Norwegian media. There were few but significant media responses to the alert, including DR2 Udland (foreign news TV program in prime time on Danish public broadcast channel 1 and Denmark's primary and most prestigious media on new communication tools, "Harddisken" at DRs radio Program 1. "Harddisken" gave the conference extensive coverage in its weekly programme for two consecutive weeks.

All plenary sessions were streamed live on the Internet via bambuser.com, generating comments and questions from 'online-participants' from around the world.

In between sessions, the IMS communications team interviewed participants on camera on various issues about the subjects of the conference as well as other subjects. All material was edited into two videos that were posted on the website. Furthermore the conference was documented in articles and photos which was posted on the IMS website. Last, but not least, the deliberations and recommendations of the conference were compiled and published in a report.

ARIJ conference – IMS communication also included activities carried out by our partners. In connection with the first regional conference on investigative journalism in the Arab world, organised and carried out by Arab Reporters for Investigative Journalism (ARIJ), a project under the Media and Dialogue unit, the communications coordinator covered the event for the IMS website and worked the press present at the meeting.

Current and future media workers – Outreach also included presentations at universities, responding to requests from students (BAs and MAs in international development, BAs and MAs in journalism etc). Furthermore, IMS hosted a meeting for Master students in communication of Development Studies at Malmö University. The meeting was streamed live on the Internet to cater to the global students of this course.

During the recent visit to Zimbabwe by the Danish Minister for Development, IMS communication cooperated with the humanitarian information unit to prepare the Danish media delegation on IMS key issues including setting up media-ops with our partners in Zimbabwe as a means to bring our partners to the attention of Danish media representatives.



Photo: IMS

In November 2008 IMS received 'Nairobi-Prisen 2008' for its work in the field of media and conflict. The prize is instituted by 'Nairobiklubben' an association of Danish journalists engaged in covering issues concerning the developing world. The event was followed up to flag IMS among Danish media practitioners when members of Nairobiklubben were invited to a briefing at IMS in February 2009.

When a priority, public outreach proves to be successful in terms of generates media attention among significant media.

Continuation

In 2009, IMS is planning to strengthen public outreach in Denmark, Scandinavia, the EU as well as to support outreach activities in countries with IMS activities and partners.

d) Internal communication

During 2008, a survey was conducted to map lines of internal communication in i) work-related matters, ii) advisory matters and iii) private networking in order to promote cross-fertilization between units.

Continuation

The findings are currently being analysed. Based on the findings, adequate measures will be taken to address these issues in order to strengthen communication within the organisation. In the Media and Conflict unit, a task force has been set up to strengthen communication between the IMS HQ and consultants based in the field.

4. Continuation of communication

On a strategic level, IMS in 2008 explored the possibilities for initiating new income generation for communication activities as well as activities with global partners.

One school of thought explored concerned the option to host advertisements on the website. The upside would be to raise funds without much effort invested, the downside, however, included concerns over how to choose an advertiser that would not compromise the brand and good name of IMS.

Another avenue included offering news feeds to international news agencies from often forgotten corners of the world, produced by our global partners and channeled through IMS as a means to generate funds for further

activities with our global partners as well providing financial sources for IMS communication activities.

A third strategy explored included a proposal to set up a structure for production and dissemination of video feeds. In February 2009, IMS submitted a project proposal to 'Oplysningsbevillingen' in the Danish Ministry of Foreign Affairs, a pool of funds dedicated to initiatives to inform and communicate on development issues to a broader public in Denmark. The proposal is still pending.

Similarly, a project proposal for activities connected to the upcoming Climate Conference COP 15 in Copenhagen in December 2009 was developed and submitted to the Danish Ministry of Foreign Affairs. This proposal is pending.

Continuation

Fundraising for communications activities is an important tool, alongside efforts to raise funds within projects, to fund communications activities in IMS.

In 2009, IMS continues to explore new avenues for fundraising for its communication activities with due consideration to the success rate and lessons learnt from previous efforts.

5 Finances

The IMS annual budget in 2008 was approximately 50 million DKK (6.7 million Euros). Expenditures on activities accounted for 89.5% of the budget with the administration and running costs at 8%, and information, monitoring and evaluation activities at 2,5%.

Over the course of 2008, IMS signed 300 contracts with local and international partners – a 50% increase over the previous year.

ims

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