



International Media Support

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Acronyms

AIF	Arab Institute of Film
AMARC	World Association of Community Radio Broadcasters
AMDISS	Association for Media Development in South Sudan
ANEM	Association of Independent Electronic Media
AoIJ	Association of Iranian Journalists
APFW	Arab Press Freedom Watch
ARIJ	Arab Reporters for Investigative Journalism
ASBU	Arab States Broadcasting Union
ATDF	L'Association tunisienne des femmes démocrates
BAJ	Belarusian Association of Journalists
BJA	Bahrain Journalists Association
CDFJ	Centre for the Defence of Freedom of Journalists
CIDA	Canadian International Development Agency
CJES	Centre for Journalism in Extreme Situations
CKU/DCCD	Danish Centre for Culture and Development
CNLT	Le Conseil national pour les libertés en Tunisie
CoPeAm	Conférence Permanente d'Audio-visuelle Méditerranée
CPA	Comprehensive Peace Agreement
CPM	Centre for Professionalisation of Media
CSOs	Civil Society Organisations
DFI	Danish Film Institute
DFID	UK Department for International Development
DFS	Danish Film School
DJ	Danish Union of Journalists
DJH (or) DSJ	Danish School of Journalism
DPI	United Nations Department of Public Information
DR	Danish Broadcasting Corporation
EAR	European Agency for Reconstruction
EC	European Commission
ECOWAS	Economic Community Of West African States
EDN	European Documentary Network
EJC	European Journalism Centre
EU	European Union
FAJ	Federation of Arab Journalists
FNJ	Federation of Nepalese Journalists
FUJ	Danish Association for Investigative Journalism
GAM	Free Aceh Movement
HLPG	High Level Policy Group
ICSN	Indonesia Conflict Studies Network
IFEX	International Freedom of Expression Exchange
IFJ	International Federation of Journalists
IMPACS	Institute for Media, Policy and Civil Society
IMS	International Media Support
INS	Independent News Service
INSI	International News Safety Institute
IoME	Images of the Middle East
IPC	International Press Centre
IPI	International Press Institute

IPJ/LAU	Institute for Professional Journalists, Lebanese American University
iPRS	Interim Poverty Reduction Strategy
JHR	Journalists for Human Rights
JPA	Jordan Press Association
JRTV	Jordan Radio and Television
LADE	The Lebanese Association for Democratic Elections
LMC	Liberia Media Centre
LTDH	Ligue tunisienne de défense des droits de l'homme
LTTE	Liberation Tigers of Tamil Eelam
MFA	Ministry of Foreign Affairs
MFWA	Media Foundation for West Africa
MIFTAH	Palestinian Initiative for the Promotion of Global Dialogue and Democracy
MIM	Macedonia Institute for Media
ALICOR	Association of Liberian Community Radios
AMARC	World Association of Community Radio Broadcasters
AMDISS	Association for Media Development in South Sudan
CCJD	Centre for Community Journalism and Development
CIDA	Canadian International Development Agency
CPA	Comprehensive Peace Agreement
CPRU	Crisis Prevention and Recovery Unit
CSOs	Civil Society Organisations
DPI	United Nations Department of Public Information
ECOWAS	Economic Community Of West African States
FESCOL	Fundación Friedrich Ebert Stiftung Colombia
FLIP	Fundación para la Libertad de Prensa
FNJ	Federation of Nepalese Journalists
FNPI	Fundación para el Nuevo Periodismo
GAM	Free Aceh Movement
ICSN	Indonesia Conflict Studies Network
IFEX	International Freedom of Expression Exchange
IFJ	International Federation of Journalists
IMPACS	Institute for Media, Policy and Civil Society
INSI	International News Safety Institute
IPC	International Press Centre
IPI	International Press Institute
iPRS	Interim Poverty Reduction Strategy
ISAI	Institute for the Studies on Free Flow of Information
JHR	Journalists for Human Rights
KCHRED	Khartoum Centre for Human Rights and Environmental Development
LMC	Liberia Media Centre
LRND	Local Radio Network for Democracy
LTTE	Liberation Tigers of Tamil Eelam
MAZ	Media Alliance Zimbabwe
MFWA	Media Foundation for West Africa
MISA	Media Institute for Southern Africa
MNG	Mizzima News Group
MPP	Medios para La Paz
MRA	Media Rights Agenda
MSI	Media Services International
NAB	Neighbourhood Programme

NAFEO	Network of African Freedom of Expression Organisations
NGO	Non-Governmental Organisation
NiZA	Netherlands Institute for Southern Africa
NPA	Norwegian People's Aid
NUSOJ	National Union of Somali Journalists
OCHA	UN Office for the Coordination of Humanitarian Affairs
OLPED	Freedom of the Press, Ethics and Deontology Observatory
OSCE	Organization for Security and Cooperation in Europe
OSF	Open Society Foundation
OSI	Open Society Institute
OSIWA	Open Society Institute West Africa
OTM	Observatoire Togolais des Medias
PAN	Proyecto Antonio Nariño
PBS	Public Broadcasting Service
PUL	Press Union of Liberia
RNTC	Radio Nederland Training Centre
RRGL	Reseau des Radios des Grands Lacs
RSF	Reporters sans Frontières
SAPC	South Asia Pres Commission
SEENAPB	South East Europe Network of Associations of Private Broadcasters
SEENPM	South East Europe Network for the Professionalisation of the Media
Sida	Swedish Agency for International Development Cooperation
SOCFEX	Somali Coalition for Free Expression
TFG	Transitional Federal Government of Somalia
UIC	Union of Islamic Courts
UJIT	Union of Independent Journalists of Togo
UN CCA UN	Common Country Assessment
UNEPA	Ugandan Newspaper Editors and Publishers Association
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNOCI	United Nations Operation in Côte d'Ivoire
URATEL	Union des radios et télévisions libres du Togo
VOP	Radio Voice of the People
WAN	World Association of Newspapers
WPFC	World Press Freedom Committee

Foreword from IMS Director

Since International Media Support (IMS) was established six years ago, the organisation has generated a wealth of practical field-based experience and lessons learnt, transforming it into a significant global actor in media support and conflict resolution, democratisation and dialogue.

In this regard, during 2007 IMS continued to implement a range of activities from audio-visual productions and investigate journalism, to press freedom advocacy and safety. The approaches and methodologies used by IMS for such activities have evolved to fulfil the organisation's mandate as a specialised international actor that can quickly identify and prioritise needs, acting upon them in collaboration with national, regional and international actors.

To provide a brief sample of the work of IMS in 2007, some of the highlights have included:

- Ongoing international press freedom missions in South Asia, supporting press freedom advocacy and safety for media communities in Sri Lanka and Nepal;
- Facilitation of a joint strategy for media support to Zimbabwe followed by the development and initiation of a 3-year programme for media support;
- An investigative story on Energy Brokers at the Balkans supported by SCOOP won the Shinning Light Award at the Global conference in Toronto in May 2007;
- On going coordination and pooling of experiences amongst international actors working on Belarus;
- Media coverage monitored for three elections in Syria, Morocco, and Jordan;
- Six films from the Arab Institute of Film were shown in 15 international and Arab film festivals and broadcasts;
- An international media conference on "media in times of conflict" was held in Beirut with 150 participants.

For 2008 and onwards, IMS foresees the continued need for engagement in the majority of the countries mentioned in this report, as well as countries where the media environments could benefit from IMS' expertise.

In this regard, IMS will continue to be ready to tackle unforeseen situations, providing rapid and targeted assistance to media communities throughout the world, as well as build on the cooperation and collaborative activities developed with our national partner organisations worldwide.

Jesper Højberg
Executive Director

1. Description of IMS

International Media Support was set-up in 2001 in the wake of the tragic events in Rwanda and the former Yugoslavia. In the 1990s, these and other conflicts saw media being manipulated and used as a tool to fuel violent conflict. IMS was set up in response to this trend to help local media working in conflict-affected areas to remain operative, as well as take the initiative in addressing instability and violence in their communities.

IMS Mission

The mission of IMS is to enhance peace, stability, dialogue, democracy, freedom of expression and pluralism of the press in areas affected by conflict, human insecurity and political transition, as well as to enhance mutual understanding between areas, through collaborative interventions, twinnings and assistance to media practitioners and institutions.

Values of IMS

IMS is committed to freedom of expression and related international human rights standards endorsed by the international community. Amongst others, these are enshrined in texts including Article 19 of the Universal Declaration of Human Rights, UN Security Council Resolution 1738 dealing with safety of journalists, the Windhoek Declaration defining the international principles for independent and pluralistic media, and so forth.

IMS undertakes its work in a cooperative and collaborative manner, seeking to encourage maximum coordination with existing local and international initiatives. The organisation collaborates with specialised international, regional and local media organisations and institutions when it is considered appropriate to do so in order to achieve an efficient and effective impact.

IMS seeks to act flexibly and when necessary rapidly to allow for the most relevant, substantive needs to be quickly engaged. Furthermore, IMS interventions seek to fulfil a catalyst function, drawing in longer-term specialized media development actors to ensure sustainability.

In undertaking interventions, IMS seeks to prepare the ground for longer-term media development, encompassing a broad range of issues and activities beyond those that the organisation might directly address itself.

IMS board and staff

IMS is governed by an international board, which consists of representatives of the Danish Union of Journalists, Danish Newspaper Publishers' Association, Danish School of Journalism and Danish Centre for Human Rights, as well as members appointed in their personal capacity from institutions including the Media Foundation for West Africa, Institute for Further Education of Journalists (Sweden), International News Safety Institute, Norwegian Red Cross, and Global Partners and Associates (UK). Jens Linde, managing editor at Danish Broadcast Corporation (DR) is the chairman of the board.

Currently the IMS secretariat has twelve staff members, undertaking programme implementation, administrative, financing and communication tasks. Jesper Højberg is the Executive Director of IMS.

2. Strategy Developments

At the end of 2006 and in 2007, IMS has held a number of internal workshops with staff with the goal of refining the organisation's conceptual thinking surrounding both the strategic and activity-based approaches taken by the organization following its first half decade of operations.

This process has been particularly important due to the inclusion of three new programmes within IMS in addition to the Media and Conflict Programme (also previously referred to as the core mandate), these being the Media Cooperation Programme with the Arab World and Iran; Media Programme for Ukraine, Belarus and the Western Balkans; and Terrorism, Extremism and Media in Central Asia. This growth has seen the development of the organisation, both in terms of breadth of the media support activities, as well as the deepening and maturing of IMS approaches and identity.

Although IMS sees its strategy as a fluid and dynamic entity, the conceptual framework during 2007 has been based around three Perspectives, around which activities are based, with each Perspective utilising specific areas of IMS expertise and skills as defined in the IMS Toolbox, which is divided into three Clusters.

In this regard, the three Perspectives are:

- Media and Conflict
- Media and Democracy
- Media and Dialogue

Whilst the three Clusters within the IMS Toolbox are:

- Media Freedom
- Media Structures
- Media Content

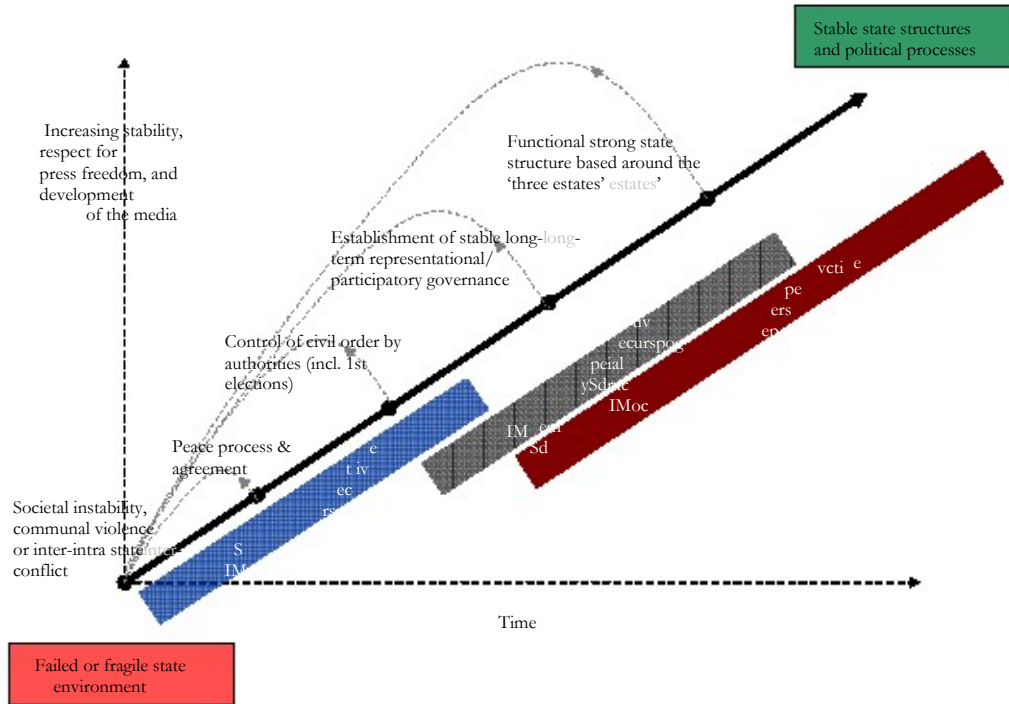
IMS therefore works through these three Perspectives. Correlating to these Perspectives are the three programmatic Units in IMS, each one taking a focus on one of the Perspectives (i.e. a Media and Conflict Unit, Media and Democracy Unit and Media and Dialogue Unit – the activities for which can be found in the following chapters)¹.

Interventions pursued under each Perspective demand different approaches, although all three utilize the combined IMS Toolbox based around the three Clusters (as mentioned above). However, whilst the Media and Conflict Perspective would normally undertake rapid activities in response to changing situations in a country - thereby demanding a flexible funding pool to achieve this, the Media and Dialogue Perspective may seek to pursue longer-term institutional Relation-building activities at a peer-to-peer level, whilst the Media and Democracy Unit may aim to develop and strengthen media institutions, structures and policy to solidify democratization.

¹ In addition to these IMS also has an Administration/ Finance Unit and a Communications Unit.

To date there has been a loose geographic divide between the three Perspectives, with the Media and Conflict Perspective working mostly in Asia, Africa and South America; the Media and Democracy Perspective working mostly in Eastern European and Central Asia; and the Media and Dialogue Perspective working in the Arab World. However, this is not a division IMS is seeking to retain.

As shown in the diagram below, IMS also foresees a time/ media development based scale within which it would be applicable for any one of three Perspectives to be applied in a given country.



This diagram provides a theoretical model only, unlikely to transpire in reality. Nevertheless, based on this model it is possible that Country X might be immersed in, and emerge from, conflict thereby necessitating a Media and Conflict Perspective engagement. With the signing of a peace agreement and the first elections, this could then evolve into a Media and Democracy Perspective engagement, entailing longer-term development orientated activities. Moreover, Country X may also be suitable for a Media and Dialogue Perspective engagement, separate from, in tandem with, or after a Media and Democracy/ Conflict Perspective engagements. In this regard, it could be equally likely that Country X is suitable for one type of engagement only – i.e. the Media and Dialogue Perspectives allows for engagements in countries that the Media and Democracy Perspective may automatically exclude, although the overall objectives of such work be similar.

2.1. IMS Perspectives

Media and Conflict Perspective

The effects of media on conflict can be viewed in terms of the negative repercussions that inadvertent or overt propagandistic or one-sided reporting may have in fuelling tensions and provoking conflict. Conversely, the media may potentially have a positive impact if based upon basic professional standards, combined with diverse access to information, reasonable financial

resources and adherence to ethical codes. Such media can contribute to societal reconciliation, alter misperceptions and broaden understanding of the causes and consequences of conflict.

Activities pursued by IMS in 2007 within the media and conflict perspective seek to strengthen the content-related and technical abilities of local professional media, both as individual entities and as a wider community, thereby furthering the role of the media in positively impacting on conflict and conditions of severe human insecurity. IMS also worked with press freedom actors and initiatives, because the defence of press freedom is intrinsic for the media to play its role in addressing conflict.

Media and Democracy Perspective

Professional media are a central component of stable, plural democracies. As the 'fourth estate', the media acts as the "guardians of democracy, defenders of the public interest... revealing abuses of state authority and defending the democratic rights of citizens". In this regard, it is assumed strong well-grounded democracies are less prone or vulnerable instability. A professional and vigorous media community can thus both defend and promote democracy, through the automatic functions of disseminating information, furthering awareness and knowledge, promoting participatory and transparent governance, and addressing perceived grievances.

Activities pursued by IMS in 2007 under the media and democracy perspective have included strengthening the policy and institutional frameworks within which the media functions. In this regard, the development of associations, unions and media centres are often focus activities, as is media policy reform and direct support to independent professional media.

Media and Dialogue Perspective

The media and dialogue perspective seeks to promote the role of media as a conduit for public discourse and communication, as well as furthering public knowledge. Through facilitating interaction and understanding between media practitioners and communities, wider societies can become better informed, thereby strengthening democratic process and building awareness and tolerance.

Activities undertaken by IMS in 2007 addressing dialogue have sought to strengthen professional skills, facilitate content production and support professional networks, as well as build and foster individual and institutional relationships across boundaries for the long-term benefit of all. Moreover, dialogue based activities have utilized a broad range of mediums, moving beyond engagement with the mass media alone.

2.2. IMS Toolbox Clusters

When IMS considers how media may impact on any given situation through activities, these can be grouped into three clusters - freedom, structure and content. These three clusters have evolved based on the practical experiences and implementation of IMS tools during the past six years. IMS has found that the tools have naturally grouped themselves into these three clusters, rather than being grouped based around an abstract methodological interpretation of this field.

Media freedom relates to the central importance of press freedom as a cornerstone of any media environment. Media structure relates to the manner in which the media outlets and practitioners function and interact, both with one another, as well as the authorities, civil

society and general public. Media content deals with the substance of the media products being published and/or broadcast. When considering the programmatic application of these three clusters on activities, a number of issues areas are prominent.

Media freedom

The degree to which the media has a 'space' within which it can operate without harassment or threat, and the degree to which the legal framework can regulate and protect that space, are crucial in defining media freedoms. If pressure or violence is used to silence the media, or legislation is manipulated or misused, then its function as the 'fourth estate' will be significantly hindered.

Conversely, if the media policy environment that is too loose and legal and self-regulatory checks and balances are not in place, this may allow 'rogue' media, whose aim is to disseminate hate speech and/or provoke instability, to continue their activities without any reasonable recourse to deter or prohibit such action. This is particularly relevant in transition countries where the sudden presence of an unregulated or 'loosened' media landscape may result in numerous politically, religiously and ethically associated outlets opening, potentially only interested in solidifying their influence at the expense of others.

IMS tools for addressing these issues include:

1. Safety, protection and impunity
2. Monitoring and advocacy
3. Media policy and law reform
4. Media content monitoring, ethics and self-regulation

Media structure

Networking and association between journalists both within their immediate communities, as well as regionally and internationally, facilitates exchange of experiences, promotion of best practices, collective stances and 'strength in numbers'. This serves to reinforce the confidence of media practitioners to uphold professional standards, often in circumstances when societal, political and economic pressures dictate otherwise, as well as opens avenues for support from peers, on issues from basic professional standards training to accessing legal aid funds.

The dissemination of a media is crucial in considering its potential to influence communities. Media with low dissemination are significantly restricted from communicating to the wider public and, in that regard, affecting public opinion. Likewise, the accessibility of a media to the public is central in defining its influence. If media is inaccessible (i.e. if a 'media vacuum' exists) either due to low technical means, prohibitive costs, deliberate obstruction or lack of interest, then its role will be diminished. The plurality of certain media can also have a significant impact, because if there is only one outlet in the most popular and/or easily accessible form, then its influence will be significantly enhanced due to the lack of competition.

Furthermore, the access that the media has to timely and accurate information from primary sources is essential for balanced, objective and reliable reporting. In this regard, linkages and

² This toolbox is based on IMS' experiences is based upon the categories and methodological structure as described in 'Special Report: Use and Abuse of Media in Vulnerable Societies' (USIP, Special Report 110, October 2003)

cooperative relations with local authorities, civil society, academia and the development aid community are of significant importance.

IMS tools for addressing these issues include:

1. Infrastructure support
2. Association building and networking
3. Development of independent media
4. Support to alternative and community media
5. ICT and underground media

Media content

The skills and resources available to media outlets and practitioners, ranging from owners and editors to reporters, has a significant impact on the media's role. If there is an ingrained understanding of the role of the media and the professional standards required, then the media is more likely have a positive impact. Conversely, if these are not present then the potential for inadvertent conflict provocation, as well as purposeful manipulation and abuse, is greater. Likewise, if the media has access to financial and institutional resources, this will facilitate best practices and allow media practitioners to perform their work effectively and in accordance with professional standards.

In this regard, media content that promotes democracy is that which, at a minimum, is based upon core professional standards and practices. In this manner the practice of advanced journalism skills, such as investigative reporting, can have an even greater impact on upholding democracy through promoting the media watchdog role.

IMS tools for addressing these issues include:

1. Radio and TV content production
2. Film and documentaries
3. Specialised training – election reporting, truth and reconciliation reporting and conflict sensitive journalism
4. Investigative journalism
5. Hate media and extremism

3. Media and Conflict

During 2007 the Media and Conflict Unit has carried out interventions in Africa, Asia, Latin America and the Caribbean in the following 18 countries:

Asia	Africa	Latin America	Middle East
Afghanistan	Gambia	and Caribbean	Iraq
Burma	Great Lakes	Colombia	
Indonesia	Ivory Coast	Mexico	
Maldives	Liberia	Bolivia	
Nepal	Somalia		
Sri Lanka	Sudan		
	Togo		
	Zimbabwe		

IMS carried out interventions in the above countries and regions based on a flexible analysis of the individual situations within each in relation to the level of human insecurity and conflict, as well as the risk posed to press freedoms and freedom of expression in conjunction with the potential positive and negative impact that the media may have in either alleviating or aggravating the situation in the given country/region. These considerations are conjoined with an assessment of the local needs and existing international attention on the country/region, the added value an IMS contribution may bring, and the ability of IMS to deliver in the conditions presented by the particular country/region.

The interventions have followed one or several of the eight different categories: Media Operations, Media Content and Professionalisation, Media Safety, Media Policy, Media Structures and Networks, Press Freedom Advocacy, Partnerships, and Research and Assessments.

Asia

3.1. Nepal

Objective

Support for the national media community in defending press freedoms, through coordination of international advocacy efforts and project-based press freedom and safety related activities.

Background and Strategy

The media has come under attack from different forces since the change of government in April 2006. The attacks have intensified since January 2007 and killing and abduction of journalists have taken place. Nevertheless, the independent media community has continued its fight against different direct and indirect threats to press freedoms and the safety of journalists.

IMS has been engaged in Nepal since 2002, initially with the goal of supporting the media community in the context of the ongoing conflict between the government and Maoist forces, as well as enhancing the media's capacities to promote a peaceful resolution to the conflict. As a result of the Rhododendron Revolution in April 2006 and the reinstatement of Parliament, IMS has focused its activities to address the rapidly changing situation with a focus on the

transitional period building to the elections and the subsequent problems that have arisen in the Terai region.

Description

IMS has since 2005 constructed and coordinated a number of International Press Freedom Missions to Nepal, with the participation of up to twelve international organisations³. A mission took place in early 2007 together with Article 19. The objective of the missions was to strengthen dialogue and relations with the media and freedom of expression community, as well as to highlight concerns with the national authorities and security.

Moreover, project-based press freedom activities have been identified and initiated by IMS. In 2007, these project-based activities have included team-reporting project for marginalised groups organised together with the Nepal Press Institute (NPI). Moreover, support has been provided to the Federation of Nepalese Journalists (FNJ) in order to organise meeting in the Terai region. A booklet has been commissioned to document the work of International Mission in Nepal and its impact.

Assessment and Continuation

Whilst the International Mission activities have helped to ensure the continued involvement and support of the international community to the national media community in a coordinated process, it has also backed up the efforts of the national media community in seeking crucial changes to the media policy environment in the country. In addition, IMS activities have also been refocused to address the emergence of new challenges for the peace and democratisation processes in the country, as well as facing the threats facing the media community and press freedom in general .

The troubles in the Terai region and the bumpy path towards the April 2008 elections both clearly indicate that continued support is required in the country to ensure the transition to a stable, democratic process. IMS will remain involved and one upcoming task will be monitoring the media coverage during the April elections and supporting the media during this process.

3.2. Sri Lanka

Objective

Supporting Sri Lankan journalists under threat and enhancing their safety, as well as furthering international advocacy efforts.

Background and Strategy

Since the presidential election in November 2005, Sri Lanka has witnessed a growing state of violence and impunity. LTTE on one side and paramilitary groups on the other side are executing human right activist and political opponents. Journalists have been the focus of investigations by security personnel; have received anonymous death threats for their coverage; or have been pressured by different armed groups to publish stories that promoted a particular

³The international organisations represented on the mission included: ARTICLE 19, Committee to Protect Journalists, International Federation of Journalists, International Media Support, International Press Institute, Press Institute of India, Reporters sans Frontières, South Asian Free Media Association, United Nations Educational, Scientific and Cultural Organization-, UNESCO, World Association of Community Radio Broadcasters, World Association of Newspapers and the World Press Freedom Committee.

version of events. The continuing government inaction has allowed for a culture of impunity for acts of violence against media personnel.

Description

A comprehensive programme for safety and protection has been developed, which include emergency humanitarian assistance; instruments such as hotline; provisions of safe locations; scholarships and training programmes abroad for journalists at risk; a coordinated national reaction plan; and international alerts and advocacy missions. In 2007, the first phase of the broad safety programme was completed, and a second phase was initiated.

IMS has also established and implemented a diploma course at SRM University in Chennai, southern India, for Tamil speaking journalists under threat in Sri Lanka. This has enabled IMS and partners to provide journalists under severe threat with safety in exile, whilst also providing a much needed opportunity to improve professional skills. In addition, IMS has worked with national partners to set up a 'safety fund' that is overseen by a steering group of international and national actors. This fund provides a rapid response mechanism to support safety-related needs.

In June 2007, IMS coordinated an international advocacy and safety mission to the country, as a follow-up to a visit in October 2006. This mission included International Federation of Journalists, International Press Institute, Reporters without Borders, and the South Asia Media Commission.

Assessment and Continuation

Through the international advocacy and safety activities, IMS has sought to actively address the press freedom and safety situation in Sri Lanka. In this regard, the international missions have continued to bring international attention to the situation in the country, as well as to support the national media community. However, it is difficult to measure the quantifiable impact of such missions. In terms of the safety activities, IMS has delivered concrete support to a number of journalists and media outlets under direct threat, thereby helping to reduce the threat against individuals, as well as allowing media outlets practitioners to continue working.

IMS will continue to support the second phase of the safety programme, including the implementation of an international advocacy strategy. Further, IMS will support the continuation of scholarships and training programmes abroad for Sri Lankan journalists in danger.

3.3. Afghanistan

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.

Background and Strategy

The Afghan media has a long history of facing authoritarianism, censorship and intimidation. Traditions of independent media have for many years been virtually non-existent, but with the regime change in 2002, the ground was laid for a different scenario with a dynamic media

environment. Nevertheless, Afghanistan is one of the most dangerous countries in the world in general, as well as regarding direct attacks against media institutions. The Helmand Province is heavily affected by the conflict, being a war zone, pose special challenges for media operators, with few places to turn for threatened journalists.

There has been little attention on issues related to safety and protection for media practitioners, and there exists a dire need to respond to this. IMS aims to develop and implement such an initiative, building upon its close relations to international organisations specialized in different aspects of safety, such as the International News Safety Institute which has been active in Afghanistan, and by integrating best practices from other IMS supported initiatives in countries marked by violent conflict. Particular focus is given to the Helmand province.

Description

A mission to Kabul was carried out in November 2007, which looked into issues related to safety and protection, and into avenues for support to the media in Southern Afghanistan. A concept note outlining a comprehensive programme for safety and protection for journalists, primarily in the Helmand region, has been developed in consultation with local partners, as well as International News Safety Institute (INSI) and the Institute for War and Peace Reporting (IWPR).

Assessment and Continuation

The concrete results of the mission will be activities carried out in 2008, hence it is premature to assess the IMS work in this regard. It is expected that the safety and protection programme will be launched in May 2008.

3.4. Burma

Objective

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

Background and Strategy

The hard-line autocratic rule of the military junta saw itself challenged in 2007 by mass demonstrations inside Burma, which has given new life to the struggle for regime change. The overall IMS strategy has been to maintain the work of the exiled media community and prise open and maintain space for unobstructed access to independent and professional media inside the country.

Description

Focus has been on strengthening the exiled media community, particularly along the Eastern border of Burma, and increasing cooperation and communication between the exiled media and the embattled media community inside the country. This has taken place primarily through collaboration with the Mizzima News Group (MNG), an Indian-based Burmese exile media group/ news agency to produce monthly publications for distribution inside Burma.

IMS has also worked on strengthening information flows both within and outside the country through engaging with MNG.

Assessment

An assessment of the impact of the activities inside of Burma can only be mostly anecdotal due to the severe limitations posed by the authorities, as well as the threat any survey of recipients/users would pose to their safety. However, the activities have achieved the overall objective set, with the 2007 public demonstrations against the authorities showing the importance of continued engagement with local partners and having mechanisms in place to respond to events on the ground. However, although a donor group exists for Burma, IMS is not a member and although it will join, this has meant that coordination with the work of other international and national actors has not been sufficiently thorough.

Continuation

IMS will aim to strengthen the ability of Burma news groups to continue their information flow within the country. Further, support will also be provided for the continuation of the media units inside the country. In 2007 IMS will also increase its coordination efforts with other key actors working on Burma.

3.5. Indonesia

Objective

Facilitate conflict resolution through inter-communal dialogue by empowering local provincial media in Aceh and Maluku with conflict resolution tools, access to knowledge and working resources;

Background and Strategy

The situation in Indonesia presents a complicated multi-faceted scenario, comprised of a number of conflicts that are both specific to particular regions and have complex undertones. Therefore, whilst the overall political scene in the country has increasingly moved towards stability, there has been a need for conflict resolution and de-escalating activities in some of the regions. Whilst at the outset IMS took a comprehensive look at all of the provincial conflicts in Indonesia, subsequent activities were implemented to specifically target individual conflicts where as IMS engagement was seen to be required, namely Aceh, Kalimantan, Sulawesi and Maluku.

Description

Following the signing of the peace agreement between the Indonesian Government and the Free Aceh Movement in August 2005, IMS has supported a consultative process, which in November 2006 lead to a project with the Women Revival on Peace Media (KBAB). This project includes a joint forum of local media and civil society organisations engaged in supporting the peace process; media training and education on the peace process and democratization agenda (including the elections); and radio talk shows to mediate and disseminate information on the peace democratisation processes.

As part of the broader IMS approach in Indonesia, IMS also initiated activities to develop cooperation between local media and academics, which has resulted in a programme with the

Indonesia Conflict Studies Network (ISCN) in West Kalimantan. This project was approved for funding by the Finnish Embassy in Jakarta with activities started early 2007.

Assessment and Continuation

The activities have developed as foreseen leading to increased linkages between local civil society and the media; enhanced dissemination of information about the peace process through local channels, and sustained relations between academics and local media in West Kalimantan.

The overall stability and political situation in Indonesia has during the past years become increasing stable, with the growth of a strong and effective national media community. However, degrees of instability continue to exist in some of the conflict affected areas. It is not currently foreseen that further engagement by IMS will be required. However, the situation in Maluku, Sulawesi and Papua will be monitored and IMS will be ready to react quickly, as well as support any notable improvements, particularly relating to Papua.

3.6. Maldives

Objective

Access to information and professional media content strengthened for local communities throughout the Maldives.

Background and Strategy

After years of keeping the media under close control and cracking down on dissidents, President Gayoom launched a reform process in June 2005 that opened the way for a new generation of privately owned media, some of them in opposition to the government. Although there has been some progress, tensions between the political opposition and government have continued during 2007 threatening serious civil unrest in the country.

IMS has engaged in the Maldives with the aim of supporting all parties to move the reform agenda forward for creating a stable media policy environment, as well as supported the role of the independent media in promoting peaceful dialogue and political reconciliation building towards the creation of a viable and representative democratic system in the country.

Activities

IMS has supported professional ethics and carried out a training course in early 2007 for state and independent media together with the Maldivian Ministry of Information and Sri Lanka Press Institute (SLPI). Further, support to Minivan Radio has been initiated. Ongoing lobbying and advocacy for the creation of a media policy have been carried out. The organisation of an International Press Freedom Mission in May 2007 has been important part of this.

Assessment and Continuation

The promulgation of media laws has been delayed, but it is stated from the Minister of Information that progress will be made before the August 2008 elections.

The Minivan Radio project has met a number of challenges. The station has been unable to obtain a broadcasting license, and only have the website as a vehicle to carry content. Insufficient funding has made it difficult to launch on short wave. It is foreseen that elections by August 2008 and IMS will follow the process in order to support the media through this process.

Africa

3.7. Zimbabwe

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.

Background and Strategy

The authoritarian governance of ZANU-PF and continued presidency of Robert Mugabe elected in 1980 have drawn the country into a political and economical crisis, leading to strong repression of civil and political rights and inflation rates which in early 2008 went above 100,000%.

Repressive laws, harassment of media workers and frustration and closure of private media enterprises have accompanied the political and economic turbulence in Zimbabwe. Thus, a culture of propaganda is deeply ingrained in Zimbabwean mass communication. The exodus of Zimbabwe's media professionals from the country, the state's continued monopoly of the broadcasting sector, and the cannibalisation of private newspapers by the ruling elite are other aspects of describing a media scene, which need strategic support

IMS has facilitated a process with Zimbabwean and international organisations towards the formulation of a comprehensive media strategy for support to media in Zimbabwe. The strategy provides for a broad consultative process establishing a continual feedback and refinement process, thereby ensuring that the strategy is up to date and responsive to change. Additionally, the strategy includes 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 / outside Zimbabwe), and c) Alternative and community-based media.

Description

The strategy was completed in June 2007, and a total of 13 projects have been developed for 2007 all funded by the Norwegian Ministry of Foreign Affairs. In October 2007 the strategy was revised at a stakeholders meeting in Johannesburg and priorities were set for 2008. Further, a survey of donor funding to the media sector carried out.

In 2007, 13 projects have been developed and are being implemented within the three strategy components:

Assessment and Continuation

Activities have followed plans; although some delays have been experienced due to the time and resources needed for setting up programme management structures. Activities have taken place with due consideration of the limitations set forth by Zimbabwean authorities.

The situation in Zimbabwe continues to be severe both in relation to the humanitarian development and in relation to the political developments. IMS will continue the implementation of the media programme towards Zimbabwe, and according to recommendations from stakeholders meeting in October 2007; focus on the immediate basis will be the upcoming elections in March 2008.

Several donors have expressed interest funding projects through the programme. The consultation of the strategy with stakeholders, including donors, will continue, in order to achieve maximum impact and to avoid duplication of efforts.

3.8. Liberia

Objective

Support to the Liberian media community targeting key areas in the post-conflict transitional period, whilst building a coordinated framework for the delivery of international assistance to the media community.

Background and Strategy

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 the post-conflict transitional situation.

Within this framework, IMS identified and initiated activities in key areas where immediate support was considered essential for the national media community as identified by the joint priorities agreed amongst 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 for the transitional period.

Description

In 2007, continued contact and coordination among actors within the partnership have taken place. The partnership finished the review of media support published in the report entitled 'Strengthening Liberia's Media: A Review of Media Support in the Post-Conflict Transitional Period and Recommendations for Future Actions'.

IMS has supported the development of the Liberia Media Centre (LMC), which after seed funding from IMS now receives funding from UNESCO, FreeVoice, OSIWA and RNTC. IMS has in 2007 provided ongoing support to LMC for managing the Centre, identifying funding options and strategic planning.

Support was also continued to the Working Group on Media Law and Policy Reform, culminating in new draft media legislations for an Act Establishing an Independent Broadcasting Regulator and a Freedom of Information Act. Both these acts were ready for submission during the next session of the Liberian legislative in early 2008.

IMS launched a training programme in conjunction with the Liberia Truth and Reconciliation Commission, International Centre for Transitional Justice and Liberia Media Centre for journalists reporting on the truth and reconciliation process in the country.

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

Assessment and Continuation

The integrated approach to media support for Liberia has continued to bring about positive results, most prominently demonstrated in the well-received report produced by the 'Partnership for Media and Conflict Prevention in West Africa'. The successful consolidation of LMC was also in part due to the efforts of IMS to ensure the sustainability of the institution, whilst the training on the Truth and Reconciliation Commission provided for improved coverage of the process.

IMS foresees a reduced role in Liberia in 2008, although IMS is likely to continue with the ongoing coordination amongst international actors, including the use of the 2007 media assessment report as a new baseline document.

3.9. Gambia

Objective

Gambian people provided with an alternative means of accessing information that is impartial and independent through radio programming and through the enhancement of safety for journalists.

Background and Strategy

As a result of the threat of arrest and detention of journalists and the arbitrary closure of their media houses during the past years, many Gambian journalists have either quit, left the country or are engaged in self-censorship. In response, IMS has sought to develop its activities

within the international group under the 'Partnership for Media and Conflict Prevention in West Africa'. The focus have been on both advocating for improved conditions for media freedom, as well as providing the citizens with news and information from independent media.

Description

IMS has supported the development of an independent broadcast media operating from the outside, which was set-up and started broadcasting in 2007 under the name 'Alternative Voice for Gambians'. IMS has also provided support to a meeting in Ghana in November 2007 between representatives of human rights groups and other civil society organizations within and outside West Africa. The meeting developed a campaign strategy for promoting human rights in the Gambia with a view to ending repression and impunity.

Assessment and Continuation

The IMS activities have opened up new options for the provision of the information to the Gambian people through radio. However, plans to ensure coordination amongst the international actors, including bringing about an increase in donor support have not come to full fruition, due in part to a lack of donor interest. IMS will continue to support the radio 'Alternative Voice for Gambians' as well as carry on support to the NAFEO advocacy strategy and activities. IMS is holding ongoing discussion with NAFEO for support to the legal defence activities and cases going to the ECOWAS court. Finally, IMS will assess support to independent newspapers (the Point and Foroyaa).

3.10. Great Lakes

Objective

Increase cross-border cooperation among media outlets in order to enhance understanding and strengthen collaboration in the region, especially within the broader population in the border regions.

Background and Strategy

The political situation in the Great Lakes region continues to be tense, particularly between Democratic Republic of Congo (DRC) and Rwanda and there are now growing tensions between Uganda and Rwanda. However, the overall situation appears to have improved ever so slightly with some improvement in relations; but there is still a long way to go. Myths and prejudices regarding neighbouring countries, their populations and alleged intentions continue in Rwanda, Burundi and DRC.

IMS activities in the Great Lakes Region have followed the strategy laid out in 2004 exploring possibilities to increase cross-border media cooperation as a means to reduce tension and increase the level of understanding between both professional journalists and their audiences.

Description

In 2005/ 2006 IMS facilitated the establishment and activities of a network of radio stations from the three countries, called Réseau des Radios des Grands Lacs (RRGL). Safety training and a team reporting exercise setting together journalists from the three countries to produce specific radio programmes were the main activities. The support encountered a number of challenges, and in order to assess continued support to the region, IMS carried out an assessment of the support in July 2007.

Assessment and Continuation

An internal assessment of the IMS support concluded that in particular the team reporting proved to be overly ambitious giving the constraints in the countries. Based on the conclusion from the 2007 assessment, IMS will refocus its activities in the region, and lean more towards national activities, including safety and protection of journalists in Eastern DRC.

3.11. Ivory Coast

Objective

Ease inter-communal tensions and empower elements of the media community seeking to have a constructive impact on defending press freedoms and resolving conflict.

Background and Strategy

The country has continued unstable, with political and geographical division between the Government in the South and the New Forces in the North. The 2003 peace agreement has only been implemented in part. Strengthened dialogue between the parties led to the signature of a peace deal in March 2007 with increased hope for an end to the crisis. The general elections originally set for 2006 have been postponed and now planned for June 2008. During 2006 IMS identified and assessed project activities in support of the independent media community, with a focus on avenues for addressing and countering hate speech, and has followed this approach in 2007.

Description

IMS supported a meeting in Accra in January 2007 together with UNESCO, MFWA and the Freedom of the Press, Ethics and Deontology Observatory (OLPED) and the National Press Council (NPC) in order to identify additional project proposals. As a result of this meeting CNP and OLPED agreed to draft a two track proposal for media content monitoring and journalist elections reporting training. The concrete project proposals are still pending to be developed.

Assessment and Continuation

The project proposals have not been formulated as expected and specific interventions are still to be initiated. In order to ensure local ownership, IMS will await concrete project proposals to be developed by local partners, before continuation of activities will take place. However, should there suddenly be a drastic worsening of the situation, IMS will be able to react promptly basing interventions on the relations established.

3.12. Somalia

Objective

Support for strengthening press freedoms in the changing political environment in Somalia through monitoring and advocacy, as well as dialogue and consensus building within the national media community.

Background and Strategic

The expulsion of the Union of Islamic Courts from Mogadishu in December 2006 and the instalment of the Transitional Federal Government (TFG) provided new potential for a sustainable resolution to the conflict. In this context, IMS activities in 2007 aimed to provide a rapid response to this changing situation through both strengthening the emerging press freedom environment in the immediate term with monitoring and advocacy activities, as well as in the longer term through the creation of a bi-partisan National Media Council.

Description

IMS has provided support to SOCFEX network for the implementation of their strategy plan in early 2007, which included building the organisational and operational capacity of the network; developing and implementing systematic monitoring and reporting mechanism on freedom of expression violations in Somalia; promoting press freedom and challenging government decisions imposing media censorship and unfriendly legislation against freedom of expression. Furthermore, IMS sought, together with the National Union of Somali Journalists (NUSOJ), to reduce the widespread provocative and tension-building reporting, particularly on some of the main national radio stations, through training and cross-group team reporting exercises.

Moreover, IMS supported the drafting of the new media law, as international best practices for media support in post-conflict situations dictates. Through lobbying and dialogue with the various groups within the national media community, a cross-party 12 member national media taskforce (later renamed the National Media Council) has been formed.

Assessment and Continuation

Activities in Somalia have been extremely complicated to carry out due to the security situation and ongoing conflicts among actors in the Somali society, and many activities have been delayed or change scope. An example is the informal coalition of a dozen national and international organisations, which initially had the intention of undertaking a joint mission to the country. This proved not to be possible due to the security situation. This group has nevertheless served as a useful international sharing forum, which IMS plans to further strengthen through a meeting in 2008 and the development of a website on which to share information.

The security situation deteriorated quickly during 2007, whilst the foreseen peace process has been slow to materialise. The surge in attacks against the media community in the second half of the year has undermined some of the unity and goodwill created amongst the media community earlier in the year. Nevertheless, IMS will continue to pay close attention to the situation in the country, working with SOCFEX, NUSOJ and the NMC on the respective activities.

3.13. Sudan

Objective

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.

Background and Strategy

The signing of the Comprehensive Peace Agreement (CPA) in 2005 opened up space for a more democratic setup for media ownership and practice and it resulted in a number of

changes of the media situation in Sudan. The strict control of the media by national authorities has since the signing of the CPA been challenged by a number of new developments, mainly taking place in Southern Sudan. The support to development and reform of media legislation has been identified as key. Additionally, the immediate response to the severe constraints the media in Southern Sudan have been confronted with another strategic priority.

Description

In order to develop proposals for media policy and new or reformed media legislation, a series of round tables have been developed since 2005, which have been organised by ARTICLE 19 together with Sudanese partners, IMS and other international partners. In 2007 this process focused on advocacy and lobby for new media legislation for Southern Sudan, as well as the establishment of a self-regulatory framework organised by the media themselves.

IMS have supported setting up a media resource centre in Juba, Southern Sudan in close collaboration with Association for Media Development in South Sudan (AMDISS). The Centre was established in June 2007 and has gradually expanded its activities. In 2008 the centre will move to larger offices and initiate full scale work programme focusing on capacity building of media practitioners, enhancement of quality of media and lobby and advocacy work.

In 2007, IMS carried out an update of the former assessment from 2004. The assessment was published in November 2007, and exists in both English and Arabic versions.

The often biased coverage that some media in Sudan and in the Arab world gives of the crisis in Darfur has resulted in a project, which will seek to build common ground of understanding amongst prominent media in the Arab world and selected media in Sudan of the situation related to the media coverage and suggestions for change. Media content analysis and dialogue with the media institutions are key elements. The media content monitoring started in November, and the analysis and other activities will finish in 2008.

Assessment and Continuation

IMS has developed its activities in close collaboration with a consortium of Sudanese and international partners, and although some delay have taken place due to political constraints at the national level, and logistical constraints in the war torn Southern part of the country, the activities to a large degree have achieved the expected results.

IMS will continue along the above mentioned lines of work. The main emphasis will be put on the media centre, the follow-up to the media assessment, and the completion and second phases of the Darfur media monitoring projects.

The upcoming elections in Sudan (foreseen beginning 2009) will be a focus area for IMS, and attention will be given to build capacities among journalists for election coverage. The first phase will be a conference to discuss lessons learned from training of media practitioners.

3.14. Togo

Objective

Support to independent media community to ensure protection of press freedom and professional coverage of the 2007 elections.

Background and Strategy

Following the death of President Gnassingbé Eyadéma in February 2005, the military installed his son, Fauré Gnassingbé, as President provoking widespread international condemnation. Fauré subsequently stood down two months later, but won elections in April 2005. The political opposition in Togo and human rights groups have alleged that there was interference with voting and the campaigning was marred by incidents of harassment and violence, including assaults on journalists and closure of private radio stations. The elections in October 2007 demonstrated improvements in the overall political environment, with the electoral process generally solid.

The engagement of IMS in Togo has been under the broader strategy for West Africa of pursuing improved press freedom conditions in individual countries thereby building towards a generally better press freedom environment regionally as a result of close inter-governmental cooperation. Through its project activities IMS has aimed to support the independent media in Togo in the build up to the 2007 elections through facilitating increased unity between Togo's various journalism associations and unions, strengthening the capacity of independent radio stations in their role as key defenders of good governance and press freedoms, and enhancing the capacity of the Observatoire Togolais des Medias (OTM).

Description

IMS activities undertaken in 2007 aimed at supporting the independent media for the elections held in October 2007, including a process, which has sought to increase unity and coordination of the media community through dialogue with the authorities on media policy enforcement and safety issues with the OTM. The process culminated in a joint resolution between the two groups, as well as a request from the Army to receive additional training for security personnel on press freedom issues and an invitation for media to visit Army barracks. Moreover, the OTM was provided with assistance to strengthen capacity, and was given in due time to strengthen OTM before the parliamentary elections in October 2007.

Furthermore, assistance was given through the Union des radios et télévisions libres du Togo (URATEL) to radio stations taking part in the professional training being implemented by the Media Foundation for West Africa (MFWA).

IMS cooperated with UNESCO and the Ministry of Communication in Togo in implementing an election reporting programme, with the goals of ensuring that senior journalists were familiar with Togo's electoral process that these journalists could effectively and responsibly cover the process, as well as to create best practices for the coverage of Togolese elections and to train chief editors in quality election coverage.

Assessment and Continuation

IMS has successfully co-facilitated the joint engagement in Togo by members of the Partnership, which played a significant role in strengthening the independent media, enhancing professional skills, reinforcing press freedoms, supporting independent media dialogue with the authorities and, for the first time, finding common ground amongst the numerous journalists and media unions and association so that they might take stronger collaborative positions vis-à-vis the authorities.

In early 2008 IMS will also assess options for continued assistance to the Togo independent media community.

Latin America and Caribbean

3.15. Bolivia

Objective

Polarization within media sector and increased risks of media practitioners addressed in order to ensure that mass media can reinforce their function as a inclusive and well-balanced news and information providers

Background and Strategy

Bolivia has lived through turbulent years, where the period between the 1999 and January of 2006 represents the destabilization of the models of state, democracy and governability. Massive and numerous protests from civil society have been part of everyday life during these years. Some stability occurred with the election of Evo Morales for president, but has sparked of a process of increased polarization in the country. The polarization is also reflected within the media community.

Without an open conflict, but with increased tension and polarization of Bolivian society, IMS focus activities on medias role for conflict-prevention.

Description

Based upon a mission in September-October 2006, IMS published in March 2007 an assessment of the media sector in Bolivia. In order to work towards a more constructive role for the media in Bolivian society in the present context, the report suggests a strategy, which focus on the following four areas: Advocacy for changes in the legal framework; spaces for debate and reflection; strengthening the quality of journalism; protection for journalists. The report was published in English and Spanish and broadly distributed in Bolivia.

As a first activity following the recommendations, IMS has supported the newly established media organisation Pondera, in developing strategy plans, as well as a pilot project for enhancing journalistic coverage of conflict related issues (the constitutional process). IMS is consulting Danish Embassy in La Paz for co-funding. The 6-month pilot project will be implemented focusing on training and dialogue activities related to selected media actors. IMS will ensure that experiences from similar work in Colombia will be provided to Pondera through training / coaching process from Media para la Paz (Bogota).

Assessment and Continuation

The assessment report was well-received among media, international organisations and donors, and was subject to some debate in Bolivia. Nevertheless, it did not lead to an immediate increased donor support to the area. IMS support to Pondera did not move as planned due to constraints of organisational character, but is to initiate in early 2008. Cooperation and co-funding will be sought with international organisations already working in Bolivia.

3.16. Colombia

Objective

Enhance the safety of media practitioners and the quality of media content in relation to the internal conflict.

Background and Strategy

Colombia continues the hard-line policy towards armed groups and safety has generally improved in the country under the government of President Uribe. Nevertheless, the environment for free press and working conditions for media professionals are still constrained. The municipal and departmental elections held in October 2007 led to serious cases of harassments and killings of political candidates and even journalists prior to the event.

IMS has chosen a two-track approach in Colombia, where the first track focuses on institutional and technical support to the alliance Proyecto Antonio Nariño (PAN), in order to enhance its institutional development and to promote the development of an overall strategy for media support. The second track supported the implementation of specific interventions carried out by the alliance and its members.

Description

IMS supported PAN in organising an international conference for development of strategy for media support in Colombia in September 2006. On that basis, PAN has in 2007 – in dialogue with IMS – formulated a strategy document, which can serve as a first step for a more comprehensive strategy. Further, and as an overall result of this support, PAN now has developed a revised and enhanced strategy document for their cooperation and future engagement. A joint secretariat is under establishment.

IMS has further developed a project initiative for a comprehensive programme for media support to the Caribbean region. The proposal has gone through initial discussions among project partners.

IMS provided technical support to a newly established alliance between Fundación para el Nuevo Periodismo Iberoamericana (FNPI), Fundación Avina, UNDP and the Javeriana University. The facilitations from IMS helped determine future activities for enhancing responsible journalism and public debate on key issues, work on legal reforms important to further media pluralism, and work with the radio and internet media as test cases for “new kinds of journalism”.

Assessment and Continuation

The support for a comprehensive strategy for media support has helped furnishing the ground for increased support to media in Colombia. Still, a fully-fledged strategy document is needed to capitalise fully from this process.

The project related to the Caribbean region is pending to materialise in concrete activities. A delay, which to some degree has been based upon, limited activity at PAN due to the absence of a joint coordinator. Nevertheless, PAN and its member organisations have moved slowly but steadily towards a reinforced engagement.

IMS will primarily focus on the continued enhancement of PAN-alliance and support the establishment of the upcoming secretariat. The further development of the strategy for media support will be part of this support. Individual technical support will be provided to members of PAN and other organizations, as well as to the newly established Colombian Federation of Journalists (FECOLPER). The Caribbean programme will need further support to get initiated, and IMS will provide technical support, as well as seed funding for specific activities. Funding from other organisations, such as Fundación Avina and OSI will be explored.

3.17. Mexico

Objective

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

Background and Strategy

On 1 December 2006, Felipe Calderon, from the governing, conservative National Action Party, was declared the winner of the July 2006 presidential election. He vowed to tackle violent crime, tax evasion, corruption and the drug cartels, and took a zero-tolerance approach to drug-trafficking including the dispatching of thousands of troops to combat drug cartels. Mexico is a country, there journalists are at high risk covering corruption and drug-trafficking. Thirty-one journalists were murdered during the former President Vicente Fox administration, and between March 2006 and December 2007, at least 12 journalists have been murdered, 5 others disappeared, and numerous complaints of threats have been filed with the authorities and nongovernmental organisations.

Being one of the most dangerous countries for journalist, IMS together with Article 19, has decided to carry out a joint mission to the country, in order to assess the situation and to put pressure on different actors for improving the conditions for the media and the media practitioners.

Description

A joint mission has been under preparation since September 2007, taking place through a partnership between IMS and Article 19. The mission is expected to take place in April 2008, and will be leaded and coordinated by IMS.

Assessment and Continuation

During the preparatory phase of the mission, IMS has received great interest from international organisations, and it is expected that up to 10 international organisations will take part of the mission.

Following the April 2008 mission, a number of interventions for supporting the media is expected to be identified. IMS will engage in supporting some of these, conditioned on funding and collaborations with other organisations.

Middle East

3.18. Iraq

Objective

Strengthen the development of independent media in Iraq through improving journalistic, editorial and technical production of local newspapers.

Background and Strategy

Since the fall of the Saddam regime, Iraq witnessed an incredible upsurge in new media outlets following relaxation of restrictions on media. However, there was a downside to the

flourishing media sector. Hence, one of the key challenges identified is how to secure professionally, as well as financially, the independence of media in the post Saddam era.

The activities have therefore supported the development of journalism by granting Iraqi newspapers, weekly magazines and a news agency 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 Danish and regional media partners.

Description

In 2007 there were workshops for Danish and Iraqi journalists, editors in chiefs and newspaper managers, with the first twinning conducted in Copenhagen in autumn 2007 between Danish newspapers and news agency. Newspaper management and marketing strategies seminar were also held in Amman, including participation of Danish dailies Weekendavisen and Information, and the Lebanese daily Al Akhbar.

Training was also provided to Iraqi editors in investigative journalism and a network was established between Iraqi newspapers and New Agency as the first step towards coordinating activities and issues related to media professionals in Iraq.

Assessment and Continuation

The activities not only provided professional development opportunities for Iraqi media in a number of key self-identified areas, as well as opened on linkages between Danish and Iraqi media, but also helped forge ties between newspapers from different ethnic and religious communities in Iraq. In this regard, it contributed toward improving the media sphere and its potential for sustainability, as well as opened up communications and relations between conflicting groups in the country.

Based on the successes to date, the activities will continue to focus on strengthening the development of independent media in Iraq through improving journalistic, editorial and technical production of local newspapers, as well as building on the networking of newspapers and media in Iraq, with IMS supporting a local coordinator based in Erbil.

4. Media and Democracy

In 2007, the Media and Democracy Unit activities were predominantly based around the implementation of two programmes, these being the 'Media Programme for Ukraine, Belarus and the Western Balkans' and 'Terrorism, Extremism and Media in Central Asia'.

The programme for Belarus, Ukraine and the Western Balkans is coming to an end by March 2008. In 2007 IMS won a tender for a four year continuation of the media programme, with a design phase running from August to November 2007. A programme document was then submitted in November 2007, with the new programme to start as of 1 April 2008.

An external review of the existing programme carried out in spring 2007, concluded that:

“The programme is functioning well and progress is made in all components despite the difficulties and ever-changing political circumstances in the recipient countries. The main reasons for the good results are the professionalism of the implementing agency and the high level of flexibility in the programme, which allows for swift reactions to changing conditions.”⁴

4.1. Ukraine

Objectives

Media legislation in line with the highest international standards introduced, to ensure a fair and professionally functioning media market.

Background

After the 2006 election, a coalition was formed and the former Prime Minister Yanukovich. However no party secured a majority, which paralyzed the political system for much of 2007. In April President Yushenko dissolved the parliament and called for new elections, and in September elections were held. They resulted in a narrow parliamentary majority for the orange parties and a government coalition of Blok Yulia Tymoshenko (BYT) and Our Ukraine (Victor Yushenko).

Whilst there has been reform since independence, much remains to be done. There are still significant state subsidies of the print media, which are distorting the media market. There is no true Public Service Broadcaster and the judiciary is still developing its understanding of media legislation. Current legislation and its supporting institutions do not yet provide for an effective or secure independent media.

Strategy

Though the renewal of media legislation is a process underway since 1992 in Ukraine, it was basically stalled since 2004. Subsequently, some progress has been made yet key challenges remain in transparency of ownership, reform of state broadcasting, privatisation of state owned print media and access to information. In pursuing these objectives, IMS will apply the findings from the first two years, aiming to target fewer themes, broadening the groups on organisations involved in implementation and having an IMS presence on the ground in Kiev.

Description

⁴ Review report of Danish support to Media in Ukraine, Belarus and the Western Balkans, June 2007, Danicom

The programme includes a central pillar of legislative reform, but also encompasses reform of secondary level legislation such as the statutes of government bodies and media related NGOs. In addition, a programme of training and capacity building of the judiciary has been undertaken to ensure proper implementation of improved and existing legislation. Approximately 400 judges have been trained. Training has also been provided for media lawyers and the Ministry of Justice. Press clubs have also been set up in the regions to enhance the dialogue among professionals on media policy issues.

Due to the political situation hardly any laws were passed through parliament in 2007. However the IMS programme managed to adapt activities to the political situation and focus has been on assessment of laws, preparing of draft laws, study tours and training of judges, media lawyers, and so forth. Furthermore alternative activities were implemented in cooperation with Article 19, where a pilot project was initiated aimed at testing the existing law on access to information by using environmental issues as test case.

A central pillar of the programme is the high level policy group (HLPG) comprised of Ukrainian government representatives, lead international media organisations, and other key actors in the media including lead international Kiev based actors. The policy group's role is to ensure relevance of the program to local needs and to provide local input, ownership and long-term sustainability. A meeting of the high level policy group was held in March 2008 with participation of a large number of key local and international actors.

Assessment

The political crises and difficulties in establishing a government delayed the implementation of the programme, and focus was slightly changed from passing of laws to assessments, advocacy and training. Not all outputs as initially planned were reached due to the political situation, however some alternative activities were initiated such as training of the Ministry of Justice and testing of the law on access to information undertaken by Article 19.

Continuation

Media policy is of utmost importance to ensure a positive development of the Ukrainian media landscape, where privatisation of the media and reform of the public service broadcasting (PBS) system constitutes key priorities.

The future strategy includes clearer focus on fewer laws/intervention areas. Depending on the political situation it will be assessed whether IMS can contribute to the drafting and passing of legislation or if focus should lie on advocacy and monitoring. The management structure will be changed giving Article 19 and MLI more central roles, whilst also ensuring ongoing close cooperation with OSCE.

4.2. Belarus

Objectives

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

Background

Government pressure on non-state print and electronic media in Belarus has gradually increased in the last couple of years, with the result that at present no independent electronic media exist – except for the external broadcasters outside the territory of Belarus broadcasting.

Few non-state print media exist and they are struggling with limited 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 and the Belarusian media community refers to those as “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.

Strategy

In Belarus IMS is liaising with a number of media organisations, which has resulted in the establishment of common priorities and discussions of joint activities.

Description

IMS works with a number of media organisations and partners inside and outside Belarus to improve the overall situation for media in the country.

Activities include capacity building of the Belarus Association of Journalists (BAJ) and linking of like-minded media professionals.

Assessment

The IMS coordination is providing a valuable frame for setting priorities, coordinating activities and ensuring that the collaboration was in line with the need on the ground. These meetings were appreciated by local and international actors.

The capacity building of the Belarus Association of Journalists (BAJ) seems to have had an impact both regarding the organisational development of BAJ and national and international advocacy. The linking of like-minded professional media organisations is viewed by all as very successful especially in the Belarusian context, where it has a dual function of breaking the isolation and providing input for the capacity building of the organisations.

Continuation

The difficult situation for the independent media in Belarus underpins the importance of the continuation of the collaboration. The core activities will be continued and constantly be adapted and improved. Furthermore attention will be kept on ensuring that the new emerging possibilities will be used.

4.3. Regional Investigative Journalism - SCOOP

Objective

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

Background

In Ukraine, Belarus, Moldova and the Western Balkans, concerns remain amongst national and international commentators over the capacity of the media to fulfil its role as the 'fourth estate'. There has been much training on professional standards and investigative journalism, but questionable impact.

Strategy

In order to build on these training efforts, this activity supports actual investigative reporting. The project has a regional approach and in 2007 covered Ukraine, Belarus, Moldova and the Western Balkans. Romania and Bulgaria were included in trans-national investigations.

The Danish Association for Investigative Reporters (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 is established.

Description

From October 2005 to December 2007 approximately 125 investigations have been supported, some of the large trans-national investigations. These have been supported based around a flexible support structure, and not 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.

Assessment

By having 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. An indicator of the success of SCOOP is the media awards and prizes that have been given to investigations carried out under the project. Eight awards have been given to investigations supported under the programme, where the most prestigious one was the shining light award at the Global Conference given to the trans-national investigation on Energy Brokers. Another indicator of success is the circulation of the stories, where also Western news papers have been taking up stories.

Continuation

The activities will be continued for the next four years in Eastern Europe and the Western Balkans. Based on the experience a similar structure will be set-up in Caucasus. IMS and FUJ are in cooperation with the local partners engaging in developing a tool box for investigative reporting, where a workshop is planned to take place in September 2007. Based on the success of the project so far the challenge is to further professionalize the project, however without losing the essential colleague-to-colleague approach.

4.4. Western Balkan

Objective

Four media institutes to achieve sufficient self-sustainability to continue playing a central role in their national media environment

Background

The establishment of media institutes after the Yugoslav conflicts provided those media communities in the countries where they were set up with invaluable focal points for advocacy and professionalization. In this regard, they have been drivers of change and focal points for professional development. The four media institutes, Novi Sad School of Journalism, Macedonian Institute for Media, Montenegro Media Institute and Albanian Media Institute, receiving support under the media programme have all provided notable service to the wider media communities. All four have received Danish support previously and the support in 2007 is part of phasing out international support, enhancing sustainability and enabling the centres to continue to play a central role in training, monitoring, advocacy and improving the professional level of the media in the Western Balkans.

Strategy

In many cases, the core-activities of the media institutes have been developed in a post-transition society, with the full support from international donors. These activities were not always 'demand-driven'. The strategy has been to gradually transform the centres to be able to function according to the local media market as the international donors are fading out. This

⁵ In a report produced by Centre for International Media Assistance (CIMA) in December 2007 SCOOP is very positively evaluated. It's stated that "the Danish backed SCOOP should be strongly considered. By offering small grants to independent journalists the funds can have a major impact for a relatively small investment."

has been done through research, improving their current operation, rationalizing costs, developing commercially viable services and marketing these appropriately through branding and strategy development.

Description

While some activities are continuous – such as the review, development and support to core-activities – the implementation can be divided in three phases: (1) research, such as market analysis and feasibility studies; (2) development of core-activities, new services and additional capacity; (3) roll-out of new services, including marketing and pricing.

Assessment

Ensuring sustainability is a major challenge and the assessment of the results has to be seen in this context. Tools have been provided to the centres, although the future survival of the centres is dependent on a variety of factors.

Continuation

The support to the four centres at the Balkans is part of phasing out and stopped in October 2007. However lessons learned from the process will be used and transferred to other intervention areas such as establishing of a media centre in Azerbaijan.

4.5. Azerbaijan and the Caucasus

Activities in Azerbaijan and Caucasus will be included in the new media programme starting from 1 April 2008. During the autumn 2007 need assessments and consultations with local and international partners were undertaken. The defined activities will be focusing on establishing of a media centre in Baku in Azerbaijan and using the experience of SCOOP to start a support structure for investigative reporting for the Caucasus.

4.6. Central Asia

Objective

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

Background

The region is characterised by instability and repressive governments and has experienced political turmoil and problems during recent years – the revolution in Kyrgyzstan and the 2005 massacre in Andijan being the most dramatic examples. Moreover, ethnic tensions in the Fergana Valley are growing, but border crossing problems and problems of extremism/terrorism are to a large extent considered a public taboo that are not addressed politically or by the media. There are little or no opportunities for questioning government policies or to voice a critical debate.

During the last two years a media programme focusing on extremism, terrorism and the role of media has been implemented by IMS in Central Asia, in cooperation with the International Freedom of Expression Exchange (IFEX). This phase comes to an end by May 2008, with a new one year phase approved, running until June 2009. In spring 2007 a review was

⁶IMS also held a workshop in September 2006 focusing on sustainability of media centres, where a handbook was produced. The handbook has been well received and based on that training has been held.

undertaken, which pointed to certain problems, such as ownership structure on the radio production component, sustainability and a need for further integration and synergy between the three components of programme.

Strategy

The strategy for Central Asia has been to contribute to a peaceful transformation of social conflicts and strengthen tolerance and democracy in the region through promoting a dialogue on contentious issues. This is to be achieved through research, debate and media products. In this regard, the programme consists of three main components:

1. Media content monitoring, analysis and debate on issues relating to democratisation, societal tensions and civil conflict in Central Asia, with a focus on extremism, terrorism and the role of media;
2. Media productions addressing key issues
3. Freedom of expression defence and advocacy.

Description

Research and local monitoring of the media coverage of extremism and terrorism was undertaken in 2007, covering Kyrgyzstan and Kazakhstan.

Two roundtables with local and international stakeholders have been held about this.

The media content activities are based around radio documentaries, products for web-based media and news building capacities of the local journalists. Two 30 minutes radio documentaries have been produced monthly and broadcasted in Russian, Uzbek and Kyrgyz at three local radio stations. Thirty minutes weekly news is also produced. Every second month there has been a call for articles for the webpage and two trainings have been held in 2007. An audience research was also undertaken - the first of its kind in Fergana Valley.

IFEX has undertaken training, monitoring and reporting on freedom of expression violations. A local focal point has been set-up in Kazakhstan. The alerts produced during this period can be found at: <http://www.ifex.org/20en/content/view/full/177/>

Assessment

Working in Central Asia has been challenging due to the low professional level in the media community, the unstable political situation and the weak economy. However, some successes have been attained. An audience survey carried out by IMS in spring 2007 gave indications of high ratings for radio documentaries and news focusing on sensitive political and social issues⁷.

IFEX has taken up high political cases such as the killing of Alisher Saipov. Two other notable examples are the high profile case of Umida Niyazova in Uzbekistan who was jailed allegedly due to her human rights reporting and who later received a suspended sentence after the government came under significant international pressure and the disappearance in

⁷ Audience survey, DialectIKON, April 2007.

Kazakhstan of Oralgaisha Zhabaktaikyzy, a journalist with "Zakon I pravosudie" newspaper, who was last seen in March 2007.

Continuation

A primary challenge for the continuation of the activities is to ensure and stabilize the local ownership to the project and ensuring sustainability. Follow-up on the research on extremism, terrorism and the role of media will also be undertaken focusing on providing practical applicable tools for journalists, officials and other relevant stakeholders. Media production will be continued, but with a focus on developing more flexible and sustainable formats fitting the need of the local radio stations. Finally, the monitoring and advocacy undertaken by IFEX will be continued and further developed also to encompass the focus on extremism and terrorism.

5. Media and Dialogue

In 2007, the Media and Dialogue Unit activities were predominantly based around the implementation of the 'Media Cooperation Programme with the Arab World and Iran', as well as the Joint Yemeni Media Development Programme.

The media programme with the Arab World and Iran aims at enhancing space for freedom of expression in the Arab region and, through exchanges and collaboration between media professionals, to generate more nuanced media coverage in the Arab World and Denmark. In May 2007, a new two-year phase of the programme was approved by the Danish Ministry of Foreign Affairs. The new proposal built on experiences from the first phase, and findings and recommendations of the external review conducted late 2006 as well as consultations with the partners.

Important strategic considerations continue to be that of operating regionally and to further exchange and collaboration both among Arab actors with similar profession and interests and between these and colleagues in Denmark and/or Europe. Furthermore the programme seeks to foster partnerships between Danish and Arab actors to implement activities.

In this new phase, the overall lines of operation have been maintained. However, as a means to allow for more flexibility to incorporate emerging needs, new challenges and upcoming opportunities the former 6 components with fixed project activities, were substituted by 4 broader formulated focus areas of operation: Media freedom; Media organisation; Media Standards and Innovative media platforms. Implementation of this 2-year programme started in September 2007.

During 2007, the programme has engaged in activities involving Jordan, Syria, Lebanon, Egypt, Yemen, Bahrain, Tunisia, Morocco, Algeria, Palestine, Iraq, Iran and Denmark.

5.1 Focus Area 1: Enhancing Media Freedom

Objective

Increase awareness of the central role of media in society and improving general conditions for media to operate freely and professionally.

Strategy

The area has two key activities:

- a) To raise the quality of media in the targeted countries through creation of interactive media watchdog for the Arab world that through praising of good media practices and exposure of negative ones will stimulate discussions of professional standards.
- b) A strategic view of monitoring media freedom in the Arab world developed as a means to foster new tools for advocacy of media law reform and legal protection of journalists.

The IMS media monitoring programs have broken new ground in the Arab region with Arab civil society organizations scrutinising the media's influence on electoral processes and the media discussing media standards. It introduces an approach based on evidence and documented facts made available as a means to lobby for media reform, editorial independence and following professional standards of reporting. The strategic approach and concept within this focus area puts an emphasis

on government control of media as well as providing the media with tools to strengthen its key professional virtues and standards.

Description

Media monitoring

In the past year the Arab Working Group (AWG) have incorporated 15 new civil society and human rights groups from three more countries: Syrian (May 2007), Morocco (September 07) and Jordan (October 07). Members from the three new countries received training by MEMO98 on international standards of monitoring media coverage of elections. Hereafter, AWG conducted monitoring of media coverage of the parliamentary elections in the three countries. Among these in Jordan the activities set off a fruitful debate, as the monitoring revealed unfair and biased coverage by some media outlets. Those outlets responded in press releases by trying to justify their coverage, while at the same time they acted upon criticism by demonstrating notably less biased news production in the following weeks.

After a long process of discussion and consultation, the AWG decided to continue with shifting coordinators among them. The expected improvement of the AWGs website was delayed by frequent arrests and harassment of the webmaster, by the Tunisian authorities.

Eye on the Arab media

The media monitoring radio/internet project, "Eye on the Arab Media", managed by AmmanNet (- the Voice of the Community) is a weekly program that takes the issue of media standards in real day-to-day journalism seriously. The program conducts critique of regional print media, dailies and weeklies, monitors and reviews broadcast and online media, and deals with media laws and practices. The target group of the project includes: Journalists, media practitioners, media observers, government officials, and members of Parliament, politicians, and the public at large in Jordan, Lebanon, Palestine and Syria.

In the past six months the project has focused on consolidating and creating a platform and a brand for itself among its audience in the Arab Region. The number of hits on the webpage has steadily been growing inside Jordan, while only slowly gaining pace in other Arab countries. As in other projects in the region, the Eye on the Arab Media continues to have some difficulties operating freely in Syria.

Assessment

Generally, freedom of expression has come under increasing pressure in the Arab region during 2007. Some of the local partners in Syria and Jordan have been jailed or otherwise targeted as a result of their activities.

Developing a reliable and balanced media makes media professionals less vulnerable to attacks from the authorities. The debates set off by the media monitoring program often bring media and politicians together in open debates, thus making it harder for the authorities to intervene. Further, the regional and international attention generated through the regional partnership programme offers some protection as well.

To work with human rights NGO's and other civil rights groups proves to be a good investment. For example in the case of Egypt, where the new newspaper sector focusing on civil rights such as human rights, woman's right, etc. has grown very strong in 2007.

Continuation

AWG will undertake an internal assessment of results so far and fine-tuning of instruments. It is being considered to expand monitoring coverage from elections to also include other themes (i.e gender and human rights issues).

In 2008, IMS and “Eye on the Arab media” plan to undertake a qualitative audience research process in order to get feedback from the audience as a means to adjust future programming within the radio programme. Furthermore focus will be on identifying other forms of fundraising for the programme in the future.

5.2. Focus Area 2: Reforming Media Associations

Objective

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

Strategy

During phase one, media organisational issues have principally been addressed through work with journalists associations and syndicates. The strategy has been to identify associations where organizational reform is under way thus leaving some space for defending the rights of journalists.

A key strategic element of the project is the direct involvement of the Danish Union of Journalists with 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 paving the way for an exchange of professional know-how and experience between the Iranian and Arab associations and partners in Denmark and IFJ.

Description

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

Also a four-day training workshop in Copenhagen for union activists and co-ordinators from each of the four target countries; Algeria, Bahrain, Yemen and Iran were conducted. The workshop addressed, Internal Union organisation, recruitment, Union financing, and communications. The workshop increased participant’s skills and capacities as activists, while also strengthening regional networking and solidarity.

Furthermore IFJ conducted a range of missions, consulting partner organisations and governments on strategies and future activities.

Assessment

Activities in this focus area picked up speed in 2007, much to the credit of a strengthened team in IFJ and continued support by DJ and its four experts.

In August IMS participated in a Danish assessment mission to Yemen to discuss the future of the collaboration with YJS. Based on the fact that the YJS is a vocal advocate of press freedom in Yemen and dedicating most of its time to defend freedom of the press, it was agreed that future collaboration should add support to this part of YJS work alongside the continued support to institutional capacity building.

In Iran, the Journalist Association and its subsidiary body of association of journalist students demonstrated will and ability to continue activities with limited but very professional input from the Danish expert. Study visits and several IFJ/DJA missions have helped the Arab partners getting in closer contact with international forums, as expected in previous reports.

Continuation

The program will be continued in the first part of 2008. So far, however, only the partnership with the Yemeni Syndicate of Journalists has so far been planned on a long-term basis. This will include facilitating exchanges with other associations in the region.

5.3. Focus Area 3: Improving Media Standards

Objective

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

Strategy

The focus area has two main activities:

- a) Arab Reporters for Investigative Journalism (ARIJ). Through Arab-Danish professional cooperation, the aim is to support the production of high quality media content that is of benefit to the Arab public.
- b) Partnership for Co-production and Exchange between Public Broadcasters. The aim is to increase the intercultural dialogue between Syria, Jordan and Denmark by generating co-production and exchange of children's and youth programmes, enhance, professional standards, public service broadcasting and encourage cross-border relations and regional cooperation.

Both activities apply a learning-by-doing approach, by which professional journalists with some working experience have experimented with new formats in a 'safe' environment. However, all activities have real media outputs as their end goals. ARIJ focus on the development of an institutional platform and provide a practical mechanism and a legal entity for the production and distribution of quality investigative reports in Jordan, Syria and Lebanon. For TV co-production an essential strategic priority is to enhance the public service capacity of the involved stations in the Arab world.

Description

ARIJ has carried out a number of successful workshops, in which journalists have acquired the tools to carry out investigative reporting and received professional and financial support to carry out investigations. In May 2007, a group of ARIJ fellows participated in the global

conference for investigative reporters in Canada and ARIJ was duly commended by the participants as pioneers of investigative reporting in the Arab region. Syrian journalists have been particularly enthusiastic and active in ARIJ, which prompted the ARIJ secretariat to set up special sessions to cater to the demand in Syria. This has resulted in investigative reports being published in Syrian media covering subjects hitherto untouched by media in Syria, such as environmentally unsafe and hazardous handling of hospital waste. Recently one of the most active Syrian ARIJ fellows has been hired to set up a program for investigative reporting on national broadcast TV, TV Syria. At the same time, however, there are indications that the growing popularity of ARIJ has contributed to Syrian coaches and board member being faced with pressure of sorts by the Syrian government.

The major activity of the Partnership for Co-production and Exchange between Public Broadcasters program in 2007 was foreseen to be the launching of a major co-production between DR, Syrian TV (SRTV) and Jordan TV (JRTV) based on the Danish children's TV programme concept "Sebastian". The key figure, Sebastian, however opted out apparently due to "differences" with Arab counterparts on animal care.

Hence IMS has focused on elevating capacity among Arab partners, and re-define the project in order to prepare for future cooperation including more Arab and Danish partners.

In Jordan the young journalists participating in the Public Broadcaster's co-production project finalized the initial training arranged by IMS, and in March 2007 launched the TV youth program "I Shabab" that still is on air on a weekly basis. The team forms a youth "unit" in JRTV, which is supposed to form the cornerstone of a future youth department in JRTV.

Following thorough research, IMS identified a private broadcaster with programming that resembles public broadcasts: New TV (Aljadeed TV) as a partner. During 2007 all details for launching a youth program were prepared and young journalists hired by New TV as part of the project.

Assessment

ARIJ was originally set up by IMS in collaboration with The Danish Association of Investigative Reporters (FUJ) and IMS' Arab partners. To this day, these partners form a board that sets the overall guidelines for ARIJ work. On a daily basis, ARIJ is run by the Executive Director from the ARIJ Secretariat in Jordan. Thanks to a regular and close interaction between IMS, the secretariat and the board, ARIJ is today running very successfully. The Syrian and two Lebanese board members left the board in mid-2007, due to different views concerning the funding policy of ARIJ and the board has since then worked to identify their successors. Part of the challenge lies in fending off attempts of national regional politics affecting or determining the identification of new board members.

In the Partnership for Co-production and Exchange between Public Broadcasters program, a

new 3-phased strategic approach for this component has been developed. In the first phase, the involved partners gain new knowledge and experience within the same field, such as youth TV production and audience research. In the second phase, the partners start sharing content, produced within the same framework, such as youth programmes. Following these two steps, the ground is expected to be more carefully prepared for the third step; co-production. Partners will know each others' professional capabilities, the differences in media language and cultural contexts, and thereby be able to define the co-production conditions required in a more realistic and sustainable way. This model is already being tested in collaboration between Jordan Radio & NewTV and it is expected that SRTV soon will add to this process. A new way of building regional collaboration is being tested.

Continuation

ARIJ will focus on consolidating its success while at the same time draw up a strategic long-term plan as well as to work on issues related to staff capacity. A monitoring and evaluation strategy will be developed and steps will be taken to create tailor-made training courses for media organisations. Further more, ARIJ will continue the fundraising process. More public broadcasters from the region will be invited to participate in the new regional co-production set-up.

Based on the experiences with qualitative audience research in JRTV and NewTV, IMS will look into opportunities of making use of this tool, not only in the public broadcaster co-production, but also in other project components in this project. This can lead to changes in a range of programmes - made possible by the newly implemented flexibility code.

5.4. Focus Area 4: Establishing New Media Platforms

Objective

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

Strategy

This focus area comprises two main lines of activity:

- a) The Arab Institute of Film (AIF), Exchange program for filmmakers and the Film Fund - three aimed at furthering quality production of Arab documentaries and exchange with Danish producers.
- b) The Twinning and Co-production program which provides a flexible pool of funds to further exchange between Danish and Arab media individuals and institutions.

Through various activities, the program aims at catalysing an extended dialogue between Denmark and the Arab countries and Iran, but not the least across regional Arab and Iranian borders. These activities will have a mutual effect on media people on a professional level, and at the same time it will effect the media productions and make impact on the audience in order to limit stereotyping and prejudices.

Description

The second AIF workshop was concluded in Amman hosting six participants, trained in film language, camera exercises, storytelling etc. A mix of Danish and Arab filmmakers carried out

tutoring. The workshop resulted in six documentary films, which were in the process of being finalised at the end of the year.

In November, the board of AIF met and reached a decision to close down AIF at its current location. This decision was closely connected to the overall strategy change; the board decided to move away from the workshop idea in favour of setting up a film school. The current location was not suitable for such a film school and

hence, the board decided to look into the option of moving the AIF to Lebanon. Currently the board is in the process of formally deciding to relocate to Lebanon.

In the same period of time films produced during the first workshop have circulated in numerous international and Arab film festivals generating considerable attention and winning a couple of awards.

There have been no activities in the film fund, while on the other hand the Exchange program for filmmakers has involved the National Film School of Denmark and the two production companies Semat Production & Distribution in Egypt and Proaction Film in Syria in intensive collaboration, involving 8 Danish and 7 Arab film students, producing 15 films and running three workshops together.

Activities under the twinning and co-production programme during 2007 included: 9 twinning projects, 3 co-productions, 1 media seminar and 1 media conference. The twinning and co-production activities have involved around 80 media professionals from Jordan, Syria, Lebanon, Marocco, Egypt and Denmark. 30 twinning partners from Denmark and the Middle East attended an intensive media seminar in Amman January 2007. 150 national and international media professionals attended the media conference "Media in times of conflict" in Beirut, Lebanon in November.

The twinning and co-production program has involved newspapers, TV-stations, radio, photography, animation and documentary film. Some projects have been focusing on production whereas others have been more process oriented. Some have been involving a large number of participants while others have been limited to only a few, and some projects have been implemented as start up initiatives while other have been taking part in the everyday rotation at a certain media institution.

Common for all projects are the awareness of the concept of partnerships, targeting collaboration between media professionals as the most vital objective of the program.

Assessment

The intensive representation of films from the first workshop in AIF on festivals and TV in the Arab world indicates that the institute has succeeded in setting new standards for documentary film in the region. It remains to be seen what impact productions from the second workshop will have. The second workshop revealed some lapses in the organisational setup, as IMS is not fully satisfied with the sustainable organisational overall framework of the institute. Other models, such as a

nationally based institutions inviting students from the region may be another option. This and other models will be considered at the end of this year.

The film-fund, established at the beginning of the second phase of this programme in September, is closely linked to the activities in AIF, so this project is on hold until a sufficient model for AIF has been developed.

On the other hand, the second new programme, the “Exchange program for filmmakers”, has succeeded to a very high degree. The interaction between the Aran and the Danish partners has developed in a positive direction throughout the four month project period, making the partners very optimistic for the future.

The twinning and co-production program is overall “on track” if one compares the achievements to date with the immediate objectives that are set out in the programme proposal from March 2007. However, in order to stay up-front as regards contact to the media environment it is important to make the program visible and easily accessible. This requires that more time is used on information and development of ideas.

Another challenge that the program is facing is the commitment, not the least among potential Danish media partners and this will be further explored.

Continuation

AIF needs to execute the preliminary decision to move the entire institution to Lebanon, appoint its own management team and take control of the implementation of the project, while at the same time re-evaluating the regional set-up. An organisational framework for the film fund will be implemented as soon as AIF is in place. The exchange program for filmmakers will be further improved, based on the first experiences. Twinning programme will also be re-introduced to the broad Danish and Arab media environment in order to attract new partners and ideas, and a special assessment will be undertaken on potential media partners in Iran.

Experiences from previous activities will also be sampled and “recycled”, as well as success indicators identified. Moreover, collaboration with other Danish and International NGOs focusing on the Arab world and Iran will be strengthened. Finally a 2008 media seminar will be developed and implemented.

5.5. Yemen

Objective

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

Background and Strategy

Under the Joint Yemeni Media Development Programme, in 2007 IMS prepared and organized the process of outlining a two-year media sector support programme for Yemen covering 2007-2009. As a result, IMS assumed the overall coordination of the programme in December 2007. It builds on an assessment of the experiences following specific projects and partnership initiatives that were carried out within the framework of the Joint Yemeni Media Development programme, a bilateral media programme funded by the Danish MFA and implemented since 2005.

In 2007, the Danish MFA decided to focus on fewer areas within the media sector and to invite more partners to join the group of. A broad range of Yemeni media resource persons and experts from state media as well as from the private and party media as well as media interested organizations and NGOs have provided important inputs.

Description

In February 2007, IMS participated in an external review mission to Yemen organized by the Danish MFA. In August 2007 IMS and the Danish School of Journalism met with Yemeni media actors and international NGOs in Yemen to jointly appraise past and present challenges within the media sector in Yemen. Based on this appraisal they agreed in a workshop in Copenhagen in September to collaborate around four focus areas, these being:

1. 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.

Assessment and Continuation

Following the signing of the contract with the Danish MFA in December 2007, IMS recruited a coordinator of the programme, conducted an assessment mission to endorse the programme with our Yemeni partners and hosted a meeting of international media actors involved in Yemen to agree on the way forward.

During the programme phase (2007-2009) IMS will be responsible for facilitating overall coordination among all partners to the bilateral media programme, with a particular focus on securing coordination between Danish actors, as well as coordination and cooperation with international actors. It has become apparent that also international media actors (and not only donors and Yemeni partners) in Yemen must actively coordinate their efforts among themselves. Organizations like the International Federation of Journalists (IFJ), ARTICLE 19, IREX and UNESCO have agreed to collectively get "the house of internationals in order" to ensure more effective partnerships with Yemeni media professionals and institutions.

An overall ambition of the coming programme phase will be to re-visit the UNESCO facilitated endorsement (by Arab governments and specifically by the Yemeni government) of the 1996 Sana'a Declaration. In view of the expressed intentions of the Yemeni Government to abide to international standards and conventions on press freedom and freedom of expression this initiative will add an important global dimension to the present programme phase.

6. Communications

In 2007, IMS decided to strengthen the corporate external communication as a means to share the results of IMS' work with a broader public to adequately respond to the growing interest owed to the international reputation that IMS has built over the years.

IMS Website

IMS re-launched its website (www.i-m-s.dk). Despite problems with the programming of the site, an interim version was launched in December. A more comprehensive version was then launched in April 2008, and the website will continue to undergo changes regularly in recognition of the fact that the website is an essential gateway to IMS which should always reflect the core values of IMS while at the same time accommodate the introduction of new innovative technical features and strive to meet the demand for new features to continue to appeal and cater to the visitors.

Communications strategy

During 2007, a process to develop a strategy for external communication was set in motion. Internal meetings facilitated a participatory process to share ideas on how to communicate with the world outside IMS and engaged all staff members in discussions to identify the most significant target groups.

'Go-home' meetings

A number of initiatives were carried out in 2007 to test ideas on how to reach out to a broader public. Among others, a number of 'go-home' meetings were arranged in which key partners visiting IMS presented their work to a group of invitees including journalists, academics, representatives of Danish CSO's, as well as official Danish government bodies. These events were made possible thanks to IMS new office that has allowed IMS the space to set up a meeting room as well as a room named "the Cinema room" in which audiovisual presentations are made possible.

Press relations

IMS also focused on following up on missions by sending out press releases and offering material to Danish and international media as a means to generate awareness and interest in IMS work among media practitioners. The missions to Sudan in fall 2007 as well as Kenya in January 2008 were cases in point, in which these efforts did show positive results in terms of media coverage of IMS activities. IMS also continues to be a reliable provider of news items concerning activities within the IMS Arab Media Cooperation Programme with the Arab World and Iran to the official newsletter of the Danish Arab Initiative.

Publications

As in previous years, 2007 saw a number of new publications published by IMS, some of which were co-produced in collaboration with national and international partners. These include a handbook on best practices to ensure sustainable media centres around the world, an assessment and strategy outline for support to media in Sudan, as well as a review on support to media in Liberia. All reports are available on the IMS website.

7. Finance

The financial period of January to December 2007 was the sixth year of IMS' existence. During this period the total overall funding handled by IMS rose by 14% as compared to the previous year. Funding was primarily provided with grants from the Ministry of Foreign Affairs in Denmark, Norway and Sweden, Ford Foundation and Open Society Foundation.