



annual 2010 report



INTERNATIONAL
MEDIA SUPPORT

Copenhagen 2011

contents

FOREWORD	4
MEDIA & CONFLICT	8
MEDIA & DEMOCRACY	12
MEDIA & DIALOGUE	16
INVESTIGATIVE JOURNALISM INITIATIVE	20
COMMUNICATIONS	22
INTERNATIONAL MEDIA PARTNERSHIPS	23
FINANCES	24
BOARD MEMBERS	25
LIST OF ABBREVIATIONS	26
PHOTO CREDITS	26



Photo: Thomas Tolstrup

strategic

In 2010, only one in six people in the world lived in a country with press freedom, according to the latest figures from *Freedom House*.

This is not a new development. The rate of press freedom has been steadily declining across the globe for the past decade. In 2010, state and non-state actors sanctioned extraordinary measures to control the dissemination of information, particularly in countries where a free press is seen as a threat to tight government control such as in Syria, Belarus, China and Honduras.

In view of this grave situation globally, what has determined the unique focus of IMS's work in 2010? The answer to this question is twofold. It is at the heart of the IMS mandate to be *flexible* and *responsive* to concrete political developments as they happen. While this is so, it is essential that our unique reactive capacity takes place within a set of precise *strategic* priorities. In my view, IMS has balanced well between these two dimensions in 2010.

The relevance of the reactive IMS approach proved its value several times in 2010. Only a few days into 2010, on 15 January, an earthquake hit Haiti with shattering consequences for the people of this disaster-ridden country. As Haiti's human and physical capital lay in pieces, so was the media and its ability to deliver lifesaving information to the affected population.

IMS responded together with many other media and humanitarian actors to address humanitarian information needs of the Haitian population and to provide direct support to the affected media. Haiti became the scene for combining the two perspectives for IMS. For the first time, new digitalised and mobile technology was used, not only as a tool for social and political revolutions, but also as a device for saving lives.

As in any other country where IMS operates, our involvement in Haiti has centered on cooperation with national partners, utilising existing networks, building their capacity where needed and profoundly respecting their perspective. The full commitment to the approach of Partnerships by IMS staff in Haiti and elsewhere underpins every successful engagement of IMS in 2010.

Reconstructing the ability of the Haitian media and its national institutions underlines for IMS the importance of not only reacting to immediate needs, but also creating the foundation for a sustainable media environment.

2010 was also the year of international media partnerships. Aid in general and international media assistance specifically have for years suffered from what some have termed the "chaos of good intentions". The Paris Declaration on aid effectiveness has provided a strategic framework for addressing this – also for the international media support

partnerships

Responsiveness, local knowledge and international networking have proven to be fundamental elements in our work to protect the lives of journalists in 2010

sector. IMS has since late 2003 made an effort to introduce a strategic model for coordination and international partnership between media support organisations. In 2010 this International Partnerships model has again taken one step forward.

The intentions of the first International Media Partnerships meeting in 2009 in Copenhagen ensured that the model for effectively addressing press freedom and media development challenges was advanced by more international partners. As the earthquake in Haiti was taking its toll, around 40 national and international partners met in New York in late January 2010 to set criteria and identify countries for International Partnerships either with a focus on advocacy, media development or emergencies, as was the case with Haiti. In November 2010 the same partners met at UNESCO in Paris to assess progress of the various partnerships agreed on in New York.

For me, this multiplication of an IMS-initiated approach to improve the collective performance of our joint media freedom and media development efforts has been very gratifying. Working together is by no means always easy and globally, the international aid community has self-critically battled with the destructive consequences of a lack of harmonised and coordinated approach to addressing emergency, development and transitional contexts.

I wish to thank those international and national media and press freedom partners who have willingly engaged in the International Partnerships process for the benefit of media in countries that do not enjoy press freedom. Every new global political development highlights, in my view, the importance of Partnerships.

Responsiveness, local knowledge and international networking have also proven to be fundamental elements in the work to protect the lives of journalists in 2010.

In Kyrgyzstan, a conflict erupted in mid 2010 putting national journalists at high risk. In Afghanistan, the conflict continued to endanger the lives of Afghan journalists and media workers. And in Iran the 2009 "failed" democratic revolution led to the continued prosecution or exiling of critical journalists. In Honduras journalists were targeted and killed, resulting in the country topping the global list of numbers of killed journalists in 2010.

When IMS has been able to help out and make a life-saving difference, it is partly because of our ability to be present and allocate the necessary means when and where needed.

In addition, we have made no compromises when it comes to understanding the local context and working with national actors, first and foremost

in a practical yet comprehensive manner. Lives have been saved in Afghanistan, Kyrgyzstan, Honduras and Iran because of this approach.

To underscore our priority of safety, the journalists and the ability to respond quickly to upcoming needs, IMS in 2010 established a Rapid Response unit. In addition to this unit, a task force has been established within IMS with a unique focus on the safety and protection of journalists and media workers.

The Middle East and North African region, though experiencing drastic political changes in early 2011, ranked as the region with the lowest levels of press freedom in 2010 (Freedom House 2010) and exemplifies some of the most aggressive censorship of the media.

Over the years IMS has paid particular attention to the challenges of countries undergoing transition. In the Arab world IMS has, among numerous strategic priorities, focused on supporting the monitoring of media during elections. This has been done recognising that elections often are significant litmus tests for media's professional performance or a regime's ability to control, manipulate or outright repress independent media coverage of election processes.

In 2010, Sudan went through an important political process, which led to the country to split into two. IMS has used this year to further develop and consolidate its approach to the work on media and elections.

In 2010, the field of investigative journalism also took a leap forward within IMS. Our long and successful experience in developing and supporting investigative journalism programmes (China, SCOOP, ARIJ and PAIR) made it important for us to institutionalise our approach within IMS, but also to highlight to the outside world, that the IMS and Danish Association for Investigative Journalism (FUJ) model for investigative journalism needed its own more visible platform. Apart from developing additional programmes such as a new SCOOP Russia project, IMS decided to establish a unit for investigative journalism.

Persistence, presence and partnerships are similarly key factors in what has been achieved in legal reform in Ukraine in 2010. The recent adoption of the Access to Public Information Law in Ukraine after 2.5 years of joint advocacy and drafting efforts by leading civil society organisa-

Where we work

Infografik: Mette Secher



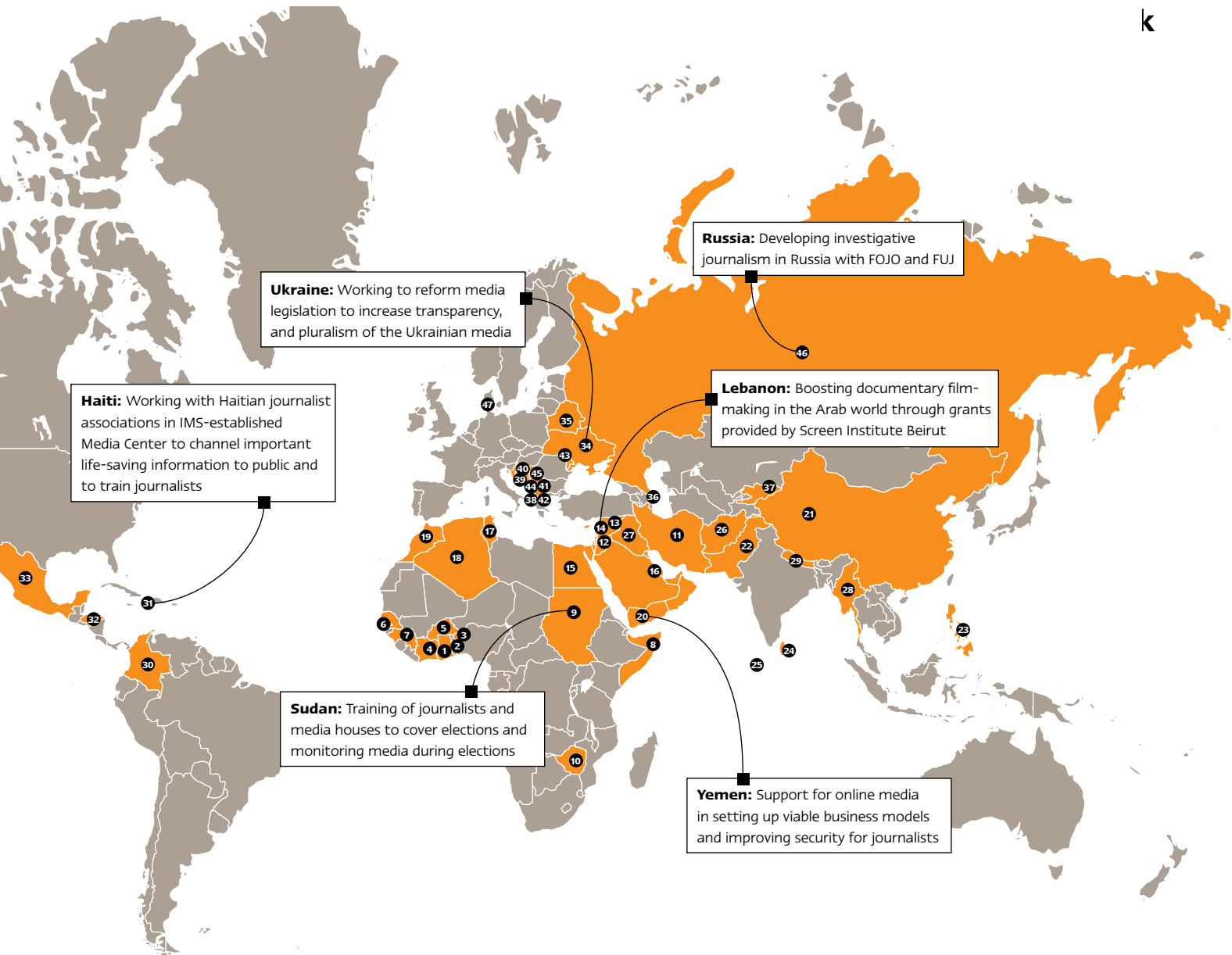
tions and international organisations is a major achievement. The law, which is one of the most progressive in the region, will improve accountability of the public administration and ease the work of journalists in their quest for information. Similarly, media law reform will be a vital component in the building of an open and fair media environment in the new democracies of the MENA region in 2011.

For the past years, IMS has been working with web-based media in post-conflict and developing countries. As a result of this work, IMS noted that many of these media were unable to access the global services and opportunities that digital communications and the Internet offered due to the lack of resources and know-how.

To address this, IMS has created Media Frontiers, a social purpose enterprise focusing on building the financial and operational sustainability of web-based media worldwide.

Media Frontiers aims to achieve this through forging cooperation with expert partners. The goal is to provide tailored online services to media through PROTORE, a social purpose advertising network and an online secure hosting service by name of www.virtualroad.org for media and civil society organisations.

This report presents an overview of the work, progress and commitment of IMS and its partners in 2010. We look forward to continuing our efforts to contribute to the ever growing field of media representing the voices that need to be heard.



■ Countries in which IMS works

Africa

- 1 Ghana
- 2 Togo
- 3 Benin
- 4 Ivory Coast
- 5 Burkina Faso
- 6 Gambia
- 7 Guinea
- 8 Somalia
- 9 Sudan
- 10 Zimbabwe

Arab world and Iran

- 11 Iran
- 12 Jordan
- 13 Syria
- 14 Lebanon
- 15 Egypt
- 16 Bahrain
- 17 Tunisia
- 18 Algeria
- 19 Morocco
- 20 Yemen

Asia

- 21 China
- 22 Pakistan
- 23 The Philippines
- 24 Sri Lanka
- 25 The Maldives
- 26 Afghanistan
- 27 Iraq
- 28 Burma
- 29 Nepal

Latin America and the Caribbean

- 30 Colombia
- 31 Haiti
- 32 Honduras
- 33 Mexico

Europe, the Balkans and Central Asia

- 34 Ukraine
- 35 Belarus
- 36 Azerbaijan
- 37 Kyrgyzstan
- 38 Albania
- 39 Bosnia
- 40 Croatia
- 41 Kosovo
- 42 Macedonia
- 43 Moldova
- 44 Montenegro
- 45 Serbia
- 46 Russia
- 47 Denmark

The IMS **Media and Conflict Unit** supports local professional media in countries affected by armed conflict, natural disasters or humanitarian crisis. The focus of this unit is to help create a safe environment for journalists to work in and to strengthen the content-related and technical abilities of journalists and the media sector as a whole.

On 12 January 2010, an earthquake shattered the island nation of **Haiti** and dealt a devastating blow to the media sector. Over 30 journalists were killed in the earthquake and many more were injured or lost family members. Most of the island nation's radio and TV stations were heavily damaged and forced off the air.

In Haiti, IMS was among the first organisations to assess the media situation outside the capital Port-au-Prince. Together with Haiti's largest media associations, IMS staff met with local media representatives and recorded their needs. The families of some journalists particularly affected by the earthquake were also provided with emergency assistance by IMS and other international media support organisations.

Despite great personal losses, Haitian journalists inside and outside Port-au-Prince immediately turned their energy to supporting the population, setting up on the street with what equipment they had salvaged in order to help individuals and families access vital humanitarian information and inform of their needs and priorities. The determination shown by Haitian journalists became the driving force behind IMS' support to the media sector in the months following the earthquake.

Three major journalist organisations lost their offices, leading IMS to establish the Baz Lanbi Center in Port-au-Prince, to host the National Association of Journalists in Haiti (AJH), Groupe Media alternatif (GM) and SOS-Journalistes – as a long-term development investment into Haitian media sector. The centre has permitted these organisations to support the reconstruction of the country, the population's access to information on the cholera epidemic, the conflict-ridden electoral processes, and has provided much needed training and production opportunities to journalists – over 300 – on humanitarian and electoral journalism, as well as journalism in traumatising situations.

“Journalists must be equipped with the necessary knowledge and tools to work safely during crises,”

humanitarian

“Journalists must be equipped with the necessary knowledge and tools to work safely during crises”



Photo: Robert Shaw/IMS



Photo: Mia Bittar/IMS



Photo: Mia Bittar/IMS

journalism



Photo: Anne Poulsen/IMS

says Anne Catherine Bajard, IMS Haiti consultant. "Once they have the tools, they can use them again and again no matter what crisis they face."

The three Haitian media organisations, together with SAKS and Refraka, both major community radio networks, continue to support the population's access to humanitarian information and the building of capacities within the Haitian media community.

The viability of working closely with national media institutions and building on national media as conveyers of life-saving information was clearly demonstrated in connection with the outbreak of a cholera epidemic in Haiti in October 2010. Within a few days, Haitian media together with the authorities disseminated vital guidelines on how to avoid the disease.

To strengthen communication between humanitarian organisations, authorities and the disaster-affected public in Haiti, IMS and partners also founded the *Communicating with Disaster Affected Communities* service. Amongst its many achievements, CDAC supports local media and runs a daily humanitarian radio show in Creole.

IMS' approach to humanitarian information builds on the experiences and lessons learnt from the Humanitarian Information Centre (HIFC) in Harare, **Zimbabwe**, established as a pilot in

2009. The centre has been instrumental in improving the flow of information from humanitarian organisations to Zimbabwean journalists who are using humanitarian information in their news reports.

The people of **Northern and Southern Sudan** went to the polls in April 2010 for the country's first multi-party elections in 24 years. With more than half the population too young to have experienced an election, most had never had the opportunity to cover elections before and were unfamiliar with Sudan's complex electoral process.

In collaboration with Sudanese and international partners within the framework of the Sudan Media and Elections Consortium (SMEC), IMS supported Sudanese journalists in their preparations for the important task of covering elections. Journalists in both the north and the south were trained in how to provide balanced election coverage. Senior journalists from Europe and the Middle East worked as in-house trainers and mentors covering 12 media houses throughout Sudan, presenting editorial guidance on how to organise election coverage in the news room. The training was well received.

According to Ann Yobu of the Juba Post: "We had so much to learn from the mentors, and we would have loved for them to stay!"



Photo: Anne Catherine Bajard/IMS

election

Parallel to the training, the Sudan Media and Elections Consortium trained Sudanese media monitors in collecting and analysing the actual media coverage that materialized during and after the election campaign.

For the first time, the Sudanese media sector's performance was measured and analysed according to internationally recognised methodology, and the reports offered rare insight into the quality of media coverage and professional capacity of the Sudanese media sector over the ten month monitoring period.

The monitoring activities have empowered civil society organisations like SUDIA with internationally recognised methods, which can be used in the future to monitor media coverage of other important topics affecting Sudanese society.

Based on the successful outcome of the election programme, IMS and the Consortium were contracted by the UNDP at the end of 2010 to

conduct media training and mentoring, as well as media monitoring during with the January 2011 Referendum for South Sudan.

For a number of years, IMS training activities in safety and protection of journalists has gone hand in hand with training in **conflict sensitive reporting**, a method of reporting which avoids fanning the flames of ongoing crises.

IMS has, amongst others, trained Afghan journalists, and based on the lessons learnt from **Afghanistan**, this model has formed the basis for training of Pakistani journalists in 2010.

Implementing the recommendations set forth in the IMS report: *Media in Pakistan: Between radicalisation and democratisation in an unfolding conflict* (2009), IMS has directed its support to media in conflict-ridden parts of the country, including the border areas between Afghanistan and **Pakistan**, where parts of the media community promote a radical Islamic discourse.

ACCOUNTS FROM THE FIELD

A regular week in Haiti

Anne Catherine Bajard, IMS Haiti Project Coordinator

On the 20th October, news starts spreading of a cholera outbreak. My Haitian colleagues start telling me about an SMS going around that says that foreign NGOs have created a virus in order to create more work for themselves. There are chuckles. By Thursday the 21st, however, the cholera outbreak is pretty much confirmed. The UNOCHA spokesperson cancels our meeting as she is at emergency meetings on cholera.

Our team-planning workshop on Monday the 25th is cancelled – we focus instead on gathering information from all the partners on what they are doing in terms of communication on the cholera outbreak. An impressive list is put together and sent to CDAC, UNOCHA and ERRF. In just a few days, local journalists and community radios have mobilized with a strength and speed that they just didn't have at the time of the earthquake. In the afternoon, a meeting with SAKS, the community radio network, allows me to hear a bit more about the results of their work, including key podcasts and watchdog reporting on reconstruction – or lack thereof.

Wednesday the 27th is my last day on mission and we finally find time to do some team planning, while at the same time photocopying hundreds of receipts – you can't outsource that type of work. By 11pm, my day is finished, and I start packing my bags for my return to Canada. Of my ten working days in Haiti, eight of them have ended around 1 am.

coverage

IMS focuses on strengthening content production which adheres to professional criteria, providing unbiased and balanced news reporting. Addressing the media with the widest audience outreach, IMS works with a number of local radios to strengthen the professional capacity of their reporters and to boost their broadcast range to reach a larger audience.

IMS also initiated collaboration between Afghan and Pakistani journalists as a means to strengthen the understanding of regional disputes affecting both sides of the border. This new approach will be tested in 2011.

In **Iraq**, 12 independent Iraqi newspapers with different religious, ethnic and political backgrounds signed a landmark agreement in 2010. Brokered by IMS, the network is working to set up a much-needed joint distribution service as distribution of newspapers in Iraq was reduced to ten per cent of what it used to be in the first three years after the invasion in 2003.

The establishment of a common distribution service is an important first step towards peaceful coexistence which sets aside internal differences in favour of working together to find practical solutions to common challenges.

Honduras has become one of the most dangerous countries in the world for journalists in the last decade.

In August, IMS together with the World Association of Community Radio Broadcasters (AMARC) in Latin America and the Caribbean and Article 19 conducted a mission to Honduras where they investigated a number of cases of killings and assaults on journalists, as well as the alleged failure of the state to prevent, investigate and punish attacks on media.

The mission report was presented to the *Inter-American Commission on Human Rights* at its 140th session in October in New York in a call for the Commission to act.

alternative

The IMS **Media and Democracy Unit** focuses on the role of media in building democracy in countries that are undergoing political transition. The work of the unit spans across three continents covering countries in Eastern Europe and the Caucasus, Central Asia and West Africa. The unit also covers Scoop, the investigative journalism programme in Eastern and South-eastern Europe presented on page 20 of this report.

In **Azerbaijan**, the restrictions on political parties and free expression of political views marred the pre-election campaign ahead of the Azerbaijani parliamentary elections in November 2010. After the elections, civil society activists and journalists continued to face intimidation, attacks and politically motivated arrests. Furthermore, Azeri authorities took several administrative and legal steps to curtail free speech and access to information in general.

Operating in these challenging circumstances, the Azerbaijan Media Center (AMC) project is in its third year of operations and continues to expand its scope of services and activities for media and civil society. The centre, which is recognised as “a piece of Europe in an Asian country” and “a window to Europe” by most of the stakeholders, assists Azerbaijani media in gaining European experience through a multitude of training and exchange visits and news conferences.

Since the opening in 2009, the AMC has:

- Welcomed around 11,000 people
- Hosted around 500 events
- Organised around 40 debates
- Organised up to 10 training workshops for journalists and civil society
- Hosted over 20 media trainings organised by international organisations

In spite of the recent opening of the state-run International Press Center, AMC remains the last hope for those with different views. AMC is applauded for its efforts to broker discussions be-

tween the government and alternative voices of opinion in Azerbaijan: “The Media Center provides a platform for both sides – opposition and government” says Alakbar Mammadov, Director of the Centre for Citizens Control of Military Forces in Azerbaijan.

In 2010 AMC set up a new TV studio and introduced a live debate programme named “Menje” (translated: “I think”) which is streamed weekly on the AMC website, offering new avenues for freedom of speech in Azerbaijan.

In December, the programme hosted the two bloggers Emin Milli and Adnan Hajizadeh after their release from seventeen months of prison. The young men were imprisoned when filing a complaint over being assaulted in a restaurant and they became internationally known as the “donkey bloggers” vis-à-vis their YouTube film about a Donkey – allegedly mocking the Azerbaijani President. In 2011, the AMC also sponsored a trip for Azeri journalists to visit Sweden to familiarise themselves with elections reporting in a Scandinavian context – ahead of the Azerbaijani parliamentary elections in November.

In **Kyrgyzstan** in Central Asia, the events leading up to and following the overthrow of the Kyrgyz President in 2010, dealt a hard blow to the Kyrgyz media sector. Following this, the transitional period under Rosa Otunbayeva offered a brief moment of optimism after the repeated incidents of attacks on independent media critical of the government previous to the change of government. However, the violence in Osh and Jalal-Abad in June 2010 worsened the situation for ethnic Uzbeks in general and for ethnic Uzbek journalists in particular.

The closure of most Uzbek-language media outlets has expanded the information vacuum in the southern part of Kyrgyzstan, leading to a flow of rumours and people acting on that basis, sustaining a vicious cycle of distrust and fear between ethnic and political groups.

voices

“The Azerbaijan Media Center provides a platform for both sides – opposition and government”

IMS has for a number of years supported media in the Kyrgyz Republic focusing on strengthening professional networks and the media's ability to build awareness and promote peaceful dialogue in the country's emerging democracy.

During the political crisis, IMS carried out three missions to the country to assess the situation with a view to continue collaboration with the national journalist umbrella association PAJ and to support media development in the Fergana Valley, which includes Southern Kyrgyzstan, Uzbekistan and Tajikistan. In the wake of the outbreak of violence in Osh, IMS initiated the production of a series of radio programmes in an effort to continue the production of balanced news to counter the increasingly polarised situation between ethnic Kyrgyz and Uzbek citizens.

In **Belarus** in 2010, the media situation showed serious signs of deterioration. The small openings on press freedom issues which had appeared in previous years were completely overshadowed by the beating and detainment of reporters on the eve of the Presidential Elections on 19 December 2010.



Photo: Suzanne Moll/IMS

UPRISING IN KYRGYSTAN

The Osh incident almost anilated the media scene in Osh. This forced many journalists to either change their line of profession or relocate to other parts of the country – like Kyrgyz journalist Turatbek Sultan (name changed):

“Until June 10, 2010 the multi-nationality and ethnic diversity of my family did not prevent us from living in Kyrgyzstan. [...] Now this background has become our burden, because I think that these tragic events in June 2010 primarily hit those families of mixed ethnic origin the hardest. We were asked to clear out of our house. Before our eyes, one of the neighbours tried to incite a crowd of armed men against us because he knew that my wife was of another nationality. As I write, I see his eyes before me and hear his calls [...] I still have not written a single note or article about these events. It is hard to think about it and too difficult to analyse what we experienced. It is difficult to analyse from an abstract point of view, because it directly affected my family. Earlier, I used to carefully read everything written about the events, which took place in Osh. But no longer as I cannot read the lies and fantasies of those who have never been in Osh, who do not know what Osh is like and what kind of people live there.”



Photo: Jane Larsen/IMS



Photo: AMC

media law

During the election campaign, non-state media worked hard to provide room for alternative voices and succeeded in securing oppositional presidential candidates airtime on national state-controlled TV. Nevertheless, a group of experts from the Belarusian Association of Journalists (BAJ) – monitoring the media coverage of the election campaign, found that the incumbent President Lukashenko received almost 86 per cent of the space allocated to the election coverage in state-controlled media, with marginal attention dedicated to opposition candidates.

On 1 July a new law on Internet came into force in Belarus, dictating that all online information sources, networks and Internet systems hosted in Belarus had to be registered. With 70 per cent of Internet users in Belarus being between 15-34 years old, the law especially impacts on young people in Belarus. It also impacts on non-state media which to a great extent have resorted to publishing on the Internet during the recent years.

IMS is a partner in spirit of the Belarusian Association of Journalists, providing inspiration and advocating the case for freedom of the press in Belarus in international fora. In response to reports about human rights violations against civil activists, journalists and opposition parties following the Presidential Elections in December, IMS together with other Danish organisations appealed to the Danish government to address the Belarusian government directly.

In **Ukraine** in February 2010 President Yanukovich was elected with an overwhelming majority. Together with our partners, IMS marked the occasion calling the President to take serious measures to overcome some of the barriers to press freedom and freedom of expression. Instead, 100 days into his new term, the Yanukovich regime had reintroduced censorship in various forms such as banning critical reports about the government, curtailing of editorial control and the issuing of specific instructions to include or remove certain political issues in news reports.



Kyiv Post screen shot



Photo: Siahei Balay

reform

“The new law on access to information in Ukraine was the best New Year’s gift for Ukrainian journalists”

Reports of physical attacks and harassment of Ukrainian journalists increased during 2010, resulting in little response from government officials. In May 2010 the situation had reached an all time low, prompting journalists threaten to go on strike and launching the “Stop Censorship” campaign.

Circumstances made media support work in Ukraine more difficult for IMS and its partners. At the same time, it was apparent that the presence of and continued support from international actors became crucial for Ukrainian media to continue the struggle.

A successful programme for young law students resulted in a team of Ukrainian law students attending the final round of the Monroe E. Price International Media Law Moot Court Competition in Oxford for the first time ever. Over summer, law students from the CIS region also congregated for the Media Law Summer School in Kyiv to learn about international media law and discuss the media situation in their respective home countries.

In a push for the adoption of a national bill on access to information in Ukraine, which had been underway for over two years, IMS and its local and international partners advocated the importance of this law. After being postponed in Parliament, the law, which is one of the most progressive laws on access to information, was adopted on 13 January 2011.

“Coinciding with the Orthodox New Year celebrated on 13-14 January, the passing of the Law became the best New Year’s gift ever received for Ukrainian journalists and civil society activists from those in power,” noted IMS Programme Officer in Ukraine, Antonina Cherevko. She continues:

“We should happily greet the cooperation between the ruling party and the opposition as well as between civil society and the international organisations. That is such a rare thing in Ukraine, and it was very unique, that when everybody gathered and came to an agreement, we made it happen.”

The IMS **Media and Dialogue Unit** fosters cross-border partnerships and knowledge-sharing between media professionals, and works to further media reform in difficult political contexts. The activities of the unit are focused on the Middle-East and North Africa region (MENA), Denmark and China.

In early 2011, the frustrations of Tunisia's and Egypt's citizens turned into popular revolutionary movements that overturned authoritarian regimes and set off a wave of unprecedented protests in neighbouring countries in the region.

IMS' vast experience with partners in the region since 2004 and initiatives in 2010 as described in the following section, places IMS in a unique position to contribute to a stronger and freer media environment in the MENA region in 2011.

Arab media cooperation programme

IMS' Media Cooperation Programme - Denmark, the Arab world and Iran (MCP), initiated in 2004, builds relationships between media professionals in Denmark and the Arab region and Iran and works to improve media standards and enhance press freedom in the MENA region.

IMS has thus contributed to the booming development of the media sector in the Arab world in recent years.

More than 775 media specialists from the Arab world and Denmark have been involved in IMS' media cooperation programme since 2009, including 42 Arab and 20 Danish media organisations.

The IMS-founded **Arab Reporters for Investigative Journalism (ARIJ)** network plays an important role in supporting independent journalism and the societal watchdog function of media by offering Arab journalists financial support and skills training. See page 20 for more on ARIJ.

Online media

IMS support to online media in the Arab world grew significantly in 2010, reflecting the fact that internet usage in the region grew by more than 1500 per cent between 2000-2010 (www.gorumors.com) and media development mainly evolved around online media. For Arab media, the Internet offers opportunities to reach new audiences and to build financially viable media outlets.

In Jordan IMS significantly stepped up its activities supporting online news services and local community radio stations outside Amman to strengthen content and outreach. Radio staff in Irbid, Maan and Karak were trained to make video reports for their websites. Jordan's biggest independent newspaper, Al Ghad was also trained in video reporting by Danish video-web

Photo: Lyngse & Fryland



A PUSH FOR GREATER UNDERSTANDING

Looking back at the visit of the two Danish DR journalists to Cairo, Merette Ibrahim, a young Egyptian reporter who assisted the Danes on behalf of Youm7, points to two aspects of particular interest to her: Firstly, the way in which Lars and Torleif used mobile phones as an inherent part of their production gear, was an eye-opener for Merette:

"I know the technology, and we all know how to use it here. I just always seemed to tell myself, that it was too difficult to use in my work. But seeing it done helped me find the courage to convince myself; I can do this. And I did – I filed a report in the form of a video clip when covering the referendum in March."

Merette also points to the interaction with users that the DR team established with their audiences:

"They'd post information on an upcoming meeting on their website and encourage people to send in questions they wanted the journalists to ask people. When you have limited time, this is a good way to interact," she says.

Based on the experience, Merette finds however, that if Youm7 is going to pursue interactivity with its audiences, it will more likely take the form of a mix of questions posed by the audience combined with questions based on the research carried out by the journalists:

"I find it important that we not only cover what people think they want to hear. We should also give people what we as professionals feel they need to know in order for them to see the full picture," she says.

online

reporting specialists, and a website was designed for the videos.

In **Yemen**, IMS supported online media in setting up viable business models and improving security to face up to a challenging media environment characterized by low turnover for traditional media and tight state control and harassment on electronic media.

In **Egypt**, online media have surpassed conventional media in terms of quality journalism and are on the way to outranking traditional media in popularity amongst especially young audiences. Online media and news production played an important role in the February 2011 revolution in Egypt.

The IMS **Twinning programme**, which connects media professionals in the Arab region and Denmark implemented 22 projects in 2010. Media specialists from the Danish Broadcast Corporation (DR) web news service and Youm7, an Egyptian online news e-portal were partnered in



Photo: Lotte Dahlmann/IMS



Photo: Lyngse & Fryland

November 2010. Based in Cairo, Youm7 has five million monthly users, and ranks first in the 2010 Forbes Middle East list of top 50 online newspapers in the MENA region. DR online has 1.8 million users and is ranked as one of the top Danish Internet sites (Source: FDIM).

Both media institutions carried out visits to each others' countries. The Danish team of two journalists set out to test new equipment for live streaming from Cairo in close collaboration with the Youm7 team and produced 24 news articles and 13 video clips for the website, and 10 news pieces for radio. According to DR/Gallup audience surveys, the programmes reached more than a million listeners in Denmark, including listeners and users that connected with the team in Cairo through live blogging on Facebook.

According to the DR team the visit offered new insight about Egypt and demonstrated the im-

portance of being present at the scene of reporting. The team concluded:

"It quickly became clear to us, that while we were very focused on Islam and religion as far as Arab communities were concerned, reality on the ground showed that Egyptians were preoccupied with problems such as the widespread poverty, and the longing for democratic rule in their country." (*Final report by Lars Damgaard Sørensen and Thorleif Ravnsbak.*)

As the Egyptian revolution unfolded in February 2011, the collaboration proved invaluable. DR was able to provide eyewitness accounts to a Danish audience about the events in Egypt thanks to the contacts established with Youm7 just a few months earlier.

Documentary film in the Arab world

"Documentary film is the only democratic current in the Arab world," said Mohammed Soued, a senior producer at the pan-Arabic TV station Al Arabiya, during a debate organised by IMS during the Copenhagen documentary film festival CPH:DOX in November 2010. The debate brought together Arab public broadcasters and documentary film makers with the purpose of promoting wider distribution of documentary film and

COMPARING WESTERN AND CHINESE JOURNALISM

Reflections on discussions about the differences between Western and Chinese journalism at the Danish Union of Journalism Fair.

By Li Xin, English Desk Editor for Caixin Media

Confrontational questions are a trademark of Western broadcast journalism. I have mixed experiences of being perceived too confrontational in China and too soft in the U.S.

In a recent interview with a Chinese official, I repeatedly pursued one question, which caused the conversation to end. "You sound like you're from foreign media," he said curtly as he ended the interview.

Confrontational questions sometimes distinguish Western journalism from Eastern. Is it effective? Yes. You get a clear-cut answer, see the reaction of the interviewee and sometimes have a glimpse of their character through body language or a shade of emotion in the voice. Is that sufficient? Probably not.

In the field of journalism, there has been a sea of change in the function of media in China, from propaganda tool to public watchdog. Both the mission and professional standards are in fact imported from the West. And these issues are the source of on-going battles in China. But Western media might help by keeping standards high for itself, and serve as encouragement for us to continue along the path.



Photo: Nicolai Zwinge

networking

to connect public broadcasters and filmmakers across the Arab region.

Filmmakers and public broadcasters alike highlighted the challenges of finding distribution partners for Arab documentaries in the West. The workshop also revealed that there is no established system for distribution of documentary films within the Arab world, wherefore only limited exchange of documentaries between public broadcasters is taking place.

In another bid to facilitate cross-regional collaboration, the IMS-founded Screen Institute Beirut set up collaboration with the Teheran School of Film and the Danish School of Film to encourage professional exchange visits between film students. Spending one month in Beirut and Copenhagen respectively, the students were introduced to the different traditions of filmmaking and established relations with peers from other parts of the world.

China media dialogue

In 2010, IMS continued its collaboration with Chinese partner institutions on investigative and environmental reporting. In June, a workshop in climate change journalism was conducted, including a workshop in Beijing followed by a week-long visit to Denmark. IMS also organised a guest lecture on Internet journalism for students at the Sun Yat-Sen University in collaboration with Caixin Media in late 2010.

In close collaboration with the Danish Union of Journalists, two Chinese investigative reporters participated in a fair for Danish media professionals in Denmark, a biannual event serving to share innovation, and inspire and fuel debate on professional aspects of how to organise the media sector. Speaking about the concept of presenting critique in a "constructive, problem-solving manner", Li Xin and Lin Gu inspired a lively debate about the professional objectives of reporting (see box page 18).

watchdog

Over the years, IMS has developed a broad range of schemes in support of investigative reporting to strengthen the professional skills of media and the media's role as society's watchdog. SCOOP, a grant scheme and network for investigative reporters established in Eastern and South-eastern Europe has since been followed by other IMS initiatives such as Arab Reporters for Investigative Journalism (ARIJ), Programme for African Investigative Reporting (PAIR), SCOOP Russia and Climate Change Reporting in China.

Building on this wealth of know-how, IMS took steps to pool knowledge, skills and activities within an Investigative Journalism Unit (IJU) established in IMS headquarters in 2010 in order to further develop the concept of investigative journalism as a tool for media development. This unit will boost the area through development of new initiatives and through close collaboration with likeminded journalistic investigative associations.

SCOOP Russia

In 2010, IMS established a support programme for investigative reporting in Russia in collaboration with FOJO, the Association for Investigative Journalism in Sweden and the Danish Association of Investigative Reporters. Generally, the professional level of reporting is very high among Russian journalists, wherefore support will focus on bringing Russian reporters into the global networks of investigative journalists and to help more reports under way financially.

SCOOP

As IMS' first project on investigative reporting, SCOOP, a grant scheme and network for investigative journalists in East and South-eastern Europe, now serves as a model for newer investigative reporting schemes in IMS. SCOOP builds on a partnership model between IMS, the Danish Association of Investigative Reporting (FUJ)

and locally appointed coordinators and enables journalists to tap into a regional network of journalists and carry out journalistic investigations for which they would not otherwise find financial support.

In 2010, SCOOP grants supported more than 100 national investigations and eight national SCOOP seminars. Reports from the national coordinators monitoring the investigations supported by SCOOP indicate that the quality of the investigations is improving and the number of applicants continues to grow. In Montenegro, a story about an ammunition depot cleared made it to the front page of *ìVijestiì*, the country's largest national newspaper in the country. In Albania, a story on drug trafficking was debated in became a subject for discussion in the national parliament, and a Japanese TV-channel produced a TV documentary based on this report.

In October 2011 SCOOP is hosting the 7th Global Investigative Journalism Conference in Kyiv, Ukraine with support from IMS and FUJ.

PAIR

Since the establishment of the Programme for African Investigative Reporting (PAIR) in 2009, a series of peer-to-peer training seminars have been carried out and 20 investigative projects have been approved. The programme, which includes the West African countries Togo, Benin, Ghana, Burkina Faso and Côte d'Ivoire is operated by IMS, FUJ and Media Foundation West Africa.

Networking and exchange of experiences at both national and international levels were sparked by the national seminars, two regional seminars and a global conference in investigative reporting, which took place in Geneva in April 2010. PAIR fellows are scheduled to participate in the next global conference in Kyiv in 2011.



Photo: ARIJ

SCOOP

SCOOP grants supported more than 100 national investigations and eight national SCOOP seminars in 2010

Activities in Cote d'Ivoire were delayed due to the on-going conflict in the country, but will resume as soon as the situation allows it.

ARIJ

Since the establishment in 2005, Arab Reporters for Investigative Journalists (ARIJ) has proved a unique platform for investigative reporting in the Arab region.

In December 2010, ARIJ held its third regional conference on investigative journalism playing host to over 300 journalists from across the region. The appearance of Wikileaks founder Julian Assange on a video link during the conference was one of the memorable moments, speaking to the

audience just hours before the public release of thousands of documents on the Iraqi war.

In 2010, ARIJ trained 94 journalists, coaches and trainers in computer-assisted-reporting (CAR) and ensured the publication of 19 investigative reports produced in Bahrain, Egypt, Iraq, Jordan, Syria, Palestine and Yemen.

ARIJ developed a concept for investigative units within media houses which was introduced in six media houses across Jordan, Egypt and Palestine. ARIJ also offered its assistance to journalist networks in Morocco as a means of inspiration to inspire the building of similar models for support to investigative journalism.

With a track record of ten years of successfully supporting media in countries affected by armed conflict, humanitarian crises and political transition, IMS has a wealth of knowledge to offer about the challenges facing media around the world – and how to tackle them.

In 2010, www.i-m-s.dk posted more than 175 articles and 11 video clips covering the situation of media and IMS' work in more than 40 countries around the world. Articles and notices were also posted on the IMS Facebook page, reaching an ever growing global audience of media support enthusiasts.

On its website, IMS introduced a daily newsfeed about the global media situation from various local media outlets around the world. In an effort to promote the voices of local media in conflict zones, IMS also ran a series of articles produced by Afghan and Yemeni journalists on its website.

IMS hosted several press briefings with visiting partners and journalists from conflict-ridden regions such as Afghanistan and Iran, the latter in partnership with the Danish Union of Journalists. Also the safety of journalists covering conflicts was the topic of a briefing held with the Danish Association of Development Reporters.

IMS appeared regularly in mainly Danish media as expert voices on the support of media in natural disasters and conflicts. Following the devastating earthquake that hit Haiti, TV2 News ran a special edition on Haiti with IMS focusing on the role of media in conveying humanitarian information to the people. Ahead of the referendum on the independence of Southern Sudan, the Danish Broadcast Corporation interviewed IMS' partner in Sudan, SUDIA, about the challenges lying ahead for Sudan vis-à-vis the elections in late 2010.

Outreach material

IMS produced a broad range of publications in 2010 which included assessments of the press freedom and media situation in Yemen, Honduras and Sri Lanka as well as two reports on the



IMS poster on press freedom by Danish artist Finn Nygaard

progress of the IMS-driven International Media Partnerships Process. Another publication focused on findings and recommendations on climate change reporting in China.

A series of media monitoring reports were issued on Sudanese media's coverage of the country's first multi-party elections in 24 years. IMS led the production of a video with unique footage of media in northern and southern Sudan coming to grips with the task of reporting their first election.

In a bid to raise awareness about press freedom, IMS worked with the renowned Danish poster artist Finn Nygaard to produce a poster supporting free media globally. The poster was shared with members of the Danish Parliament and media and NGO community.

Corporate communication

IMS relies on its programme staff to bring home material, photos and video clips of activities in the field to document the work and achievements of the organisation. To build commitment, skills and contribution of staff to corporate communication, a session on the production of material for external communication purposes and a basic photography course was organised at the annual staff retreat in May.

outreach

The last decade has seen a narrowing of the democratic space in the world. Geopolitical changes and the emergence of new electronic communication tools have contributed to changing the situation and needs of media around the world. Media support organisations have thus recognised that the challenges facing media and press freedom in the world today are best acted upon in a coordinated and focused manner.

In 2010, the International Partnerships process initiated by IMS in Copenhagen in 2009 to encourage greater cooperation between media support and press freedom organisations around the world, took a major leap forward.

Over forty national and international media support organisations met at the Open Society Institute in New York in January 2010 to compile best practices, explore future opportunities of working together and agree on joint priorities for media support in countries with weak press freedom records. Together the organisations agreed on a set of criteria for selecting countries for joint action and identified thirteen countries across four continents in which to look at opportunities for cooperation in the course of 2010.

The countries included:

Afghanistan, Azerbaijan, Haiti, Nigeria, Pakistan, the Philippines, Uganda, Venezuela, Yemen, Zimbabwe, Belarus, DRC and Mexico.

In late 2010 the organisations met again at UNESCO headquarters in Paris where the 13 country partnerships were analysed and evaluated new action plans for 2011 developed by the national and international partner organisations present.

The International Partnerships process continues on a regional level in 2011 where smaller groups of organisations will meet in the regions in which they work to push the Partnership process forward.

Goal 8 of the Millennium Development Goals highlights the need for global Partnerships, "smarter" Partnerships. IMS believes that increasing collaboration between media support organisations across the world is a move towards greater harmonisation of what is often fragmented and competitive action.

joint action

ONGOING MEDIA SUPPORT PARTNERSHIPS

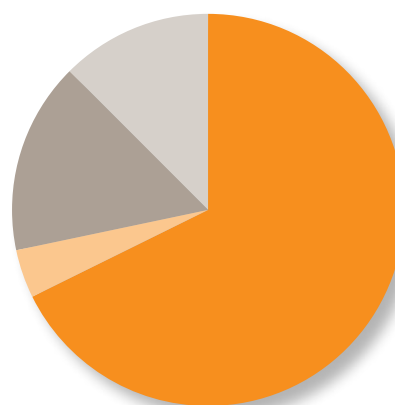
Yemen: A media partnership advocacy mission to Yemen to evaluate the media situation was carried out in November 2010 with participants from IMS, International Federation of Journalists, and World Association of Newspapers (WAN). Mission members met with local media stakeholders from journalists and editors to lawyers and the Minister of Information. A meeting was also organised with the current editor of Al-Ayyam newspaper which has been closed since the beginning of 2009 and remains barred by the government from publishing.

Philippines: The Partnership, which includes IMS, the International Federation of Journalists (IFJ) and Open Society Institute, work to support the National Union of Journalists of the Philippines (NUJP) and to provide legal support to the families of the journalists gunned down in the November 2009 Ampatuan massacre. A mission to the Philippines in December 2010 was also carried out to call of the Philippine government to protect journalists.

Honduras: IMS and partners carried out an investigative mission to Honduras in August 2010 to assess violations of press freedom. The findings and recommendations were presented to the Inter-American Commission on Human Rights in Washington DC on 25 October, 2010. The partners include: IMS, the World Association of Community Broadcasters in Latin America and the Caribbean (AMARC-LAC) and ARTICLE 19.

Funding

	DDK	%
■ Danish Ministry of Foreign Affairs (MFA) and Danida	60,216,524	67.7%
■ Swedish MFA and Sida	3,593,04	4.0%
■ Norwegian MFA and Norad	14,045,816	15.8%
■ International Donors	11,080,397	12.5%
Total	88,935,783	100.0%



Expenditures

	DDK	%
■ Activities	78,201,657	87.9%
■ Administration	6,529,878	7.3%
■ Communication	1,315,999	1.5%
■ Development	2,888,249	3.3%
Total	88,935,783	100.0%

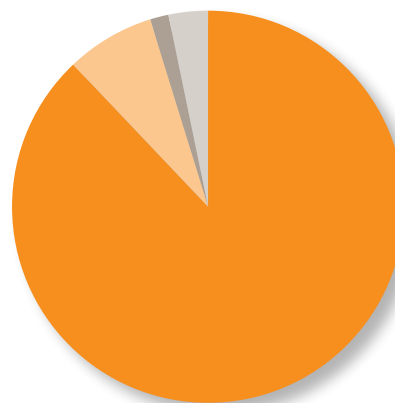




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The Danish School of Media and Journalism

Holger Rosendal

The Danish Newspaper Publishers' Association

LIST OF ABBREVIATIONS

AMARC: World Association of Community Broadcasters

ARIJ: Arab Reporters for Investigative Journalism

CDAC: Communicating with Disaster-affected Communities

ERRF: Emergency Relief Response Fund

IMS: International Media Support

MCP: Media Cooperation Programme

PAIR: Programme for African Investigative Reporting

SAKS: Sosyete Animasyon Kominikasyon Sosyal

SMEC: Sudan Media and Elections Consortium

UNDP: United Nations Development Programme

UNOCHA: United Nations Office for the Coordination of Humanitarian Affairs

PHOTO CREDITS

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page 4 Photo of Jesper Højberg.

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page 8a: Parents of murdered journalist Nahum Palacio in Honduras.

Photo: Robert Shaw/IMS

page 8b: Media and elections in Sudan screenshot.

Photo: Mia Bittar/IMS

page 8c: Media monitoring of election coverage, Sudan.

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page 9: Haiti following earthquake.

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page 10: Baz Lanbi Media Centre, Haiti.

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page 13: Bishkek, Kyrgyzstan, after June 2010 uprising.

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page 14a: Gongadze memorial Ukraine in September 2010. Photo: Jane Larsen/IMS

page 14b: "Menje" debate in Azerbaijan Media Center. Photo: AMC

page 15a: Kyiv Post screen shot

page 15b: Protests in Minsk following December 2010 elections. Photo: Siahei Balay

page 16: Film student training in Alexandria, Egypt.

Photo: Lyngse & Fryland

page 17: Photo: Lotte Dahlmann/IMS

page 18: Film student training in Alexandria, Egypt.

Photo: Lyngse & Fryland

page 19: Twinning in Cairo, Egypt.

Photo: Nicolai Zwinge

page 21: 3rd Global ARIJ Conference.

Photo: ARIJ

page 22: IMS poster on press freedom by Finn Nygaard

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Published in Denmark by IMS

IMS editor: Lotte Dahlmann & Helle Wahlberg
Design and production: Nanette Graphic Design
Print: Kolind Bogtrykkeri