## Bearing witness through journalism

Annual Report

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IMS (International Media Support) is a nonprofit organisation supporting local media in countries affected by armed conflict, human insecurity and political transition. We push for quality journalism, challenge repressive laws and keep media workers of all genders safe so they can do their jobs. Peaceful, stable societies based on democratic values rely on ethical and critical journalism that aims to include, not divide. www.mediasupport.org





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Climate and environmental journalism have become increasingly important in informing the public, shaping policy agendas and driving action.



Page 36 Syrian journalists fought to hold authorities accountable for delays in aid in the aftermath of the earthquake.



Page 50 IMS partners are beginning to use AI and exploring what it can – and can't – do.

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## Bearing witness through good journalism

From the frontlines of war and global warming to the battleground against disinformation, courageous reporters continue to produce good journalism in the most challenging circumstances, writes IMS Executive Director Jesper Højberg.

Gaza: the deadliest war for journalists At the time of writing, Israeli bombs and bullets have killed at least 36,000 Palestinians in Gaza - mostly women and children - since Hamas' attacks in southern Israel on 7 October 2023 left some 1,200 people dead, mainly civilians. As of 27 May, this includes at least 102 journalists, making this war the most lethal for media workers on record by a wide margin. The journalists in Gaza who are still alive continue to report despite having lost loved ones and - like everyone else around them - desperately lacking clean water, food, shelter and all other basic necessities. Amid the roar of constant bombardments, they refuse to be silenced as they insist on their right and obligation to keep their compatriots and the world informed of the war's realities. As the onslaught continues, IMS persists in calling for the international community to end the bloodshed. Meanwhile, we continue to support

our Palestinian partners as they strive to provide Gaza's journalists with means to survive and keep doing their vital jobs. For more insights, please turn to page 40.

## Shifting fault lines in a multi-polar world

The tragedy unfolding in Gaza is emblematic of the shifting political fault lines of our time. In many ways, the world's reactions to the war have signified how traditional global minority/global majority patterns are in motion. A compelling case in point is South Africa's launching of its genocide case against Israel at the International Court of Justice - an action through which South Africa has challenged western countries' self-declared claim to moral superiority; a claim, whose hypocrisy is growing ever starker as the chasm between lofty words and realpolitik continues to widen. Underscoring the crucial role good journalism plays in uncovering crimes, including international ones, the ICJ explicitly relied on evidence collated by local journalists in Gaza.

### Generative AI: supercharging the production and spread of disinformation

The recent advent of widespread public access to generative AI underlines the role of good journalism in countering online mis- and disinformation. On the one hand, newsrooms around the world are finding ways of putting AI to constructive use. On the other hand, AI is now taking the creation and dissemination of divisive disinformation to new levels. By the end of 2023, the World Economic Forum's Global Risk Report listed AI-generated mis- and disinformation as the number one short-term global risk, warning that it risks undermining the legitimacy of newly elected governments and leading to violent protests, hate crimes and terrorism. In recognition of the vast societal risks at play, we are doubling down on our efforts to support our partners around the world in addressing those risks. For a case in point, see page 50.

## Climate and environmental journalism – as important as ever

Arching over it all is an ever-evolving global climate and environmental emergency. While it will eventually affect every country and person on the planet, the global majority is overwhelmingly



Jesper Højberg, IMS Executive Director.

paying the price for the global minority's overuse of the planet's finite resources. Again, good journalism has a key role to play: as reflected in several cases in this report, courageous journalists around the world are combining tried-and-tested investigative methods with new technologies to unearth the destructive practices of greedy corporations and the myopic and callous politics that enable them. Meanwhile, constructive journalism is helping to identify and disseminate concrete solutions that can help communities build resilience against the consequences climate change and environmental degradation.

### Journalism as an act of resistance

As the rules-based world order backslides and the boundaries between truth and lies grow ever blurrier, we need good journalism to help tell facts and lies apart; hold the powerful to account; and expose the drivers of social injustice and rights violations.

At the same time, we must never lose sight of the fact that good journalism means different things in different contexts: in addition to pushing for high-level societal change, good journalism can create small but vital changes that make a real difference in people's lives. One among this report's many examples of hyper-local media's impact is Zimbabwean broadcaster Bus Stop TV's successful push for the establishment of new voter registration centres in a remote region of Zimbabwe, which has made it far easier for residents there to cast their votes in elections (see page 27).

## A comprehensive approach to media development

While there is no silver bullet, IMS have developed some ways of working that cut across all that we do. As we insist that good journalism is both possible and necessary, we take a comprehensive approach to media development: we help establish regional and international collaborations and alliances; work to bring local perspectives to the global level; engage in longterm, trust-based, locally-led partnerships; support media organisations in becoming financially viable; and challenge laws and practices that endanger journalists and undermine press freedom – examples of which you will find throughout this report. As we look towards an unstable future, the imperative of resistance and action grows. That is what has kept me in this business for almost a quarter of a century: the firm belief, underpinned by raw experience, that good journalism is a vital driver of positive change. As my dear friend, former IMS consultant and intellectual mentor Michael Wagtmann, who sadly passed away in September, used to say, press freedom must always be an explicit and completely clear political priority and should never be compromised by misjudged pragmatism and realpolitik.

I dedicate my words here to him, and to the courageous journalists and other media workers in Palestine, Ukraine, Afghanistan, Syria and the countless other places where good journalism is under attack. We should all be profoundly thankful for their refusal to be silenced.

> Jesper Højberg EXECUTIVE DIRECTOR

"When the number of children killed in Gaza amounted to 4,000, we decided in our editorial team that no, we're not just sharing these numbers. Instead we will tell their stories, and we will talk about the lives behind the people killed, including the stories of journalists."



الأرخف

بثینے درارۃ <sub>مراسلۃ</sub> (برو تسویل مومہ عامل البطائم) صحافۃ



GOOD JOURNALISM | BETTER SOCIETIES

## Where we work

IMS works where the need for reliable, fact-based information is greatest and the risks to independent media are most perilous: in countries experiencing armed conflicts, humanitarian crises, rapid political change or authoritarian rule.

## Programme countries

In 2023, IMS worked with partners in 25 longterm programme countries. Engaging over long periods of time enables the organisation to build up relationships as well as react to opening and closing civic spaces.

1	Afghanistan	14	Niger
2	Burkina Faso	15	Pakistan
3	Cambodia	16	Palestine
4	Ethiopia	T	Philippines
5	Georgia	18	Somalia
6	Indonesia	19	Sri Lanka
7	Iraq	20	Syria
8	Jordan	21	Tanzania
9	Mali	22	Tunisia
10	Moldova	23	Ukraine
1	Morocco	24	Yemen
12	Mozambique	25	Zimbabwe
13	Myanmar		

## Thematic interventions, regional programmes and short-term engagements

In addition to long-term country programmes, IMS engages in global and regional programmes, thematic interventions and short-term projects, and also responds to crises through IMS' Rapid Response mechanism.

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PARTNERS RECEIVED SUPPORT FROM IMS IN 2023.



OF THE COUNTRIES WHERE IMS HAS PROGRAMMES ARE CATEGORISED AS HAVING "DIFFICULT" OR "VERY SERIOUS" CONDITIONS FOR JOURNALISM ACCORDING TO THE WORLD PRESS FREEDOM INDEX.



# Public interest journalism

IMS supports public interest journalists, content producers, media organisations and documentary filmmakers who tell compelling, fact-based stories about topics in the public interest. These stories and analyses stimulate debate and hold those with power to account, challenge discriminatory stereotypes and norms and articulate the views and perspectives of those under-represented in the media or with limited access to it.

To contribute to the viability and sustainability of media, IMS also advises on how to use technologies that have transformed how stories can be told, means of understanding and engaging with audiences and what ethical standards should guide the production and distribution of quality journalism.





Partners' investigative reporting uncovered fraud and helped authorities take action.

## Sham companies stealing Ukraine grain sanctioned

An IMS-funded investigative journalism project revealed Russia was stealing Ukrainian grain from the Kharkiv region, resulting in authorities putting two companies on a sanctions list.

Ukraine has long been known as the world's breadbasket – according to the United Nations, it previously supplied more than 45 million tonnes of grain to the global market a year, in particular to low-income countries in Africa.

Russia's full-scale invasion of Ukraine in February 2022 sparked a global food crisis. Moscow has since faced accusations of systematically stealing grain from occupied territories to pay for the war.

Reporters from the Kharkiv Anti-Corruption Center followed the paper trail and detailed how Russians stole grain by registering companies to little-known individuals. Some EU grain entities were unknowingly working with these sham outfits.

The reporting details how grain, sunflower seeds and barley from the Kharkiv region and neighbouring Donetsk and Luhansk regions were looted and taken to Russia.

The investigation was supported by IMS' strategic partner in Ukraine, the Regional Press Development Institute (RPDI), which provided legal screening.

As a result of Kharkiv journalists Pavlo Novik and Yevhen Lisichkin's reporting, the National Agency on Corruption Prevention of Ukraine put two companies on its sanctions list and is investigating others.

"[The story showed] Ukrainian law enforcement officers the full chain of how stolen grain is sold and the companies involved," Pavlo Novyk said.

"The more publicity about this situation in the world, the more difficult it will be for Russians and their partners to do business as usual. In the long run, this may encourage foreigners to better check their counterparts." Agricultural workers unload cereals from a combine in a field of barley in Ukraine near the border with Russia.

## Yemen journalists expose pharmacy fraud

A 2023 investigation by journalists from IMS partner Khuyut uncovered fraudulent pharmacies as a major threat to public health in Yemen.

The article detailed how pharmacists were "renting out" their qualifications to businessmen who were opening pharmacies and selling medication without qualified staff.

The pharmacists were receiving kickbacks in return for being listed as the managers of the fake pharmacies without being involved in the businesses. The scheme had the potential to cause patient harm.

In one case study, the reporters wrote about a woman pharmacy graduate whose father married her off to a cousin but opened a pharmacy using her qualifications. The pharmacy was run by her brother who had no qualifications.

After the publication of the story, the Supreme Medical Council in Yemen called for a crackdown and ramped up its inspections.

## Media viability

Recently, the website of South Africa's independent paper The Daily Maverick announced: "The Maverick is closed." Below the headline, small print added: "For the day." The goal was to bring home to readers just how shaky its sustainability was.

### By Guy Berger IMS Board member and independent media expert

The call resonates directly with IMS' focus on media viability, a challenge that affects the progress of all of IMS' goals:

- Producing public interest journalism.
- Keeping media workers safe.
- Advocating for press freedom.

Simply, without viability, there is no media base for these goals.

Addressing the topic in a recent workshop with IMS' Africa-based staff, I used the visual below to unpack the challenges:

## Media viability hand



## POINTER FINGER

News media are competing for audience attention. Social media platforms are flooded with uninformed opinions, rumours, hate and lies. Meanwhile, news products remain stuck in the past with unrelenting "bad news", an overdose of men in politics and an under supply of new and unique stories.

## MIDDLE FINGER

The media's distribution channels have been "disintermediated". It's hard for news to be visible when the platforms media depend on deliberately downgrade it in favour of stickier content.

## RING FINGER

When your audience shrinks, it's an income loss as you can't attract advertising or make convincing appeals to donors.

## BABY FINGER

Mere crumbs come from automated online advertising exchanges, where Google and Facebook take their cuts of transactions and direct placements to their own properties.

• THUMB

Journalism is inherently expensive, especially compared to platforms that don't pay for most of their content or have the liability that requires lawyers and editors for quality control. What's to be done? Advancing IMS' strategic approach to policy, law and public interest infrastructure is the answer. This means taking action in the political sphere by combining those five fingers into a fist.

## The news media "fist" needs to target:

- Making tech companies more accountable. The playing field should be evened up so that digital companies have to invest in quality control instead of boosting click-bait and disinformation.
- Privacy protection. This can help curb the neocolonial data grab behind growing power and data inequalities to the disadvantage of audiences and news media.
- Ad exchange monopolies. These must dissolve, with openings enabled for competitors.
- Increasing public and donor investment in media. More funds are needed to subsidise the high costs of producing innovative journalism, to support news startups and to ensure greater staff diversity.

In Africa, media need to get a digit in the data pie. Requiring transparency from dominant tech companies can help. While cash is needed from tech companies, it's data access and data partnerships that will generate knowledge for media to thrive.



VisAct Media is a digital media startup focused on the stories of young people in Sri Lanka's Eastern Province.

# Media viability growth in Asia

## Incubating a digital media startup in post-war Sri Lanka

IMS partner VisAct Media, a sister organisation of DreamSpace Academy, is providing a platform for young people in Sri Lanka's Eastern Province to share stories of how they and their families coped with the conflict. VisAct Media is one of the Eastern Province's first digital media startups. With guidance from IMS, VisAct is supporting women and young people in exploring difficult issues such as gender, ethnic and social marginalisation in their communities.

"I was personally affected by the war in 2009, but nobody paid attention to how

our lives are going after that. Today, however, I am able to share other people's postwar stories, and that brings me great joy," said Jasmina Navaradnarajah, who began working at DreamSpace Academy as a Vis-Act Media guardian in 2023. "The guidance and workshops provided by IMS have been instrumental in my personal development and have set me on a path towards continuous improvement."

VisAct Media employs three men and one woman aged 21-26 who take turns writing, filming video and taking photos. It supports collaboration through a lab-centric approach, having established a story lab, space lab, music lab and a peace lab to help generate ideas, create content and troubleshoot.

"This is where I first started making documentaries," said videographer Antony Alphones Joel. "I went to many places and interacted with them and documented it. I was able to learn many things through it. This inspired me to make more good documentaries and bring many things to light."

IMS provided technical, programmatic and creative guidance to VisAct Media as well as business viability support and networking opportunities with like-minded partners in the Philippines, Indonesia and Pakistan.

### **Community-oriented Philippine** public interest content on TikTok

Philippine media outlet Fyt changed their content strategy and saw their reach on Tik-Tok explode. By applying the User Needs Model - a tool that helps outlets determine why their audiences consume news - Fyt was able to create more relevant and engaging TikTok content.

Despite Fyt producing 40 percent less material, within two months their views on TikTok rose from 522,329 to 6.8 million. Similarly, the number of likes on their account grew from 43,025 to more than 653,000.

"IMS has played a crucial role in revitalising Fyt's mission of amplifying public interest journalism in local communities, guiding it into a renewed path of innovation, viability and sustainability," said Voltaire Tupaz, CEO of Fyt Media.

Fyt changed their strategy after participating in the IMS Asia Media Network meeting in Chiang Mai, Thailand, where audience segmentation and the User Needs Model were introduced. IMS also provided story grants that allowed Fyt to pursue in-depth, constructive stories on climate change that were published on various social media channels, as well as collaborative stories with IMS partners from Indonesia and Thailand.

## Increased viability of women's media startups in Indonesia

IMS partner Suara.com has helped five women's media startups in Indonesia improve their business viability. Digitalmama.id, Magdalene.co, Kutub.co, Bincangperempuan.com and Katongntt.com have built social media presences from scratch that now number in their thousands and have built teams from one person to more than 10 people.

Suara.com's localised initiative focused on learning, collaboration and networking. It included capacity building for women media managers to develop their audiences and develop best practice strategies and action plans for growth. Some have started to generate revenue, engage with business stakeholders and are ready to find investors.

The women's media startups have faced a double burden in their development; they are small scale businesses and part of marginalised groups. All five outlets were started with pocket money before joining the IMS programme.

DigitalMama, Bincang Perempuan and Kutub have since professionalised, seeing significant growth, becoming legal entities and creating topic divisions with managers overseeing different desks. From a web traffic perspective, Bincang Perempuan now averages 12,000 visits per month, while DigitalMama is averaging more than 16,000 monthly visits. Their social media

commemorating

World Press

Freedom Day.

growth is also very significant as they began with fewer than 100 followers and grew to more than 5,000 followers.

Although they cannot yet provide a fixed monthly salary, the outlets can now share earned revenue among managers. The managers at these outlets rely heavily on both online and offline events to generate revenue because web traffic is still relatively small.

Suara.com provided the outlets with consultancy, promoted collaboration and conducted webinars and training. IMS provides core financial support, consultations with business advisers and webinars and training for Suara.com. IMS also sponsored some of the managers to attend regional events such as SpliceBeta in Thailand.

### SOCIAL MEDIA MONETISATION PLAYBOOK

IMS released the Social Media Monetisation Playbook, a resource designed for media managers and journalists who are looking to monetise their social media channels and diversify their income through practical strategies, experimentation and adjustment. It is the second in the Revenue Playbook series.

The playbook was created to support media outlets operating in countries where English is not the predominant language and advertising revenue from large corporations or sponsored content opportunities are limited. It was created in partnership with media outlet On.Ge in Georgia, who have implemented alternative revenues in a politically pressured online marketplace.



## CENOZO's awardwinning journalism

In 2023, several journalists at IMS partner CENOZO were recognised for their investigative reporting.

Among the highlights was Burkina Faso reporter Mariam Ouédraogo becoming the first African woman journalist to win the world's most prestigious prize for war reporting, the 2023 ICFJ Knight International Journalism Award.

Her diligent reporting shone a light on Islamic militants beating and raping women and the plight of children born from these assaults.

Accepting the award in Washington DC, Ouédraogo showed immense leadership in speaking publicly about the toll

Mariam Ouédraogo at the ICFJ Tribute to Journalists 2023.



these traumatic stories took on her health and her ongoing recovery from post-traumatic stress disorder. She dedicated the prize to the women victims and survivors.

"I feel it is my duty to go back into the field and be the eyes and ears of society," she said.

Ouédraogo undertook training in investigative reporting with CENOZO (Norbert Zongo Unit for Investigative Journalism in West Africa). CENOZO edited her awardwinning reports.

IMS contributes financially towards CENOZO investigations and also offers training, strategic, managerial and technical assistance and helped the organisation expand its connections and reputation globally.

Journalist training covers how to develop professional investigations, expertise in climate change, conflict, gender equality, anti-corruption, journalists' safety, digital safety and more.

In September, CENOZO also received the Press Emblem Campaign Award at a ceremony at the Swiss Press Club in Geneva. The prize is awarded to an individual or organisation working to protect journalists and press freedom in the field.

"Our colleagues in the Sahel face extremely precarious working conditions. In part because of the fragility of the media's economic structures, journalists put their lives on the line to investigate corruption, abuses of power and human rights violations. They brave constant threats to ensure that the truth is not suppressed," CENOZO coordinator Arnaud Ouédraogo said.

Four CENOZO-linked reporters also won awards in the prestigious African Investigative Journalism Prize:

- Ibrahim Manzo Diallo from Niger won first prize in the text story category for a cross-border investigation that fleshed out the close links between clandestine gold mining and terrorist groups in the Sahel.
- Pierre-Claver Kuvo from Togo won first prize in the online category for his investigation into the dubious dealings of businessmen, particularly in the mining sector, who acquired the title of Honorary Consul to African countries and then exploited the positions to carry out illegal trafficking.
- Marthe Akissi Kra from Ivory Coast won second prize in the radio category for her investigation into illegal mining activity contaminating the Bia River which 50,000 people rely on for their food source.
- Momar Dieng from Senegal won third prize in the online category with his investigation into how Chinese firms are destroying the local market for peanuts and peanut oil.

# Voicing the consequences of climate and environmental journalism have become increasingly important in

Climate and environmental journalism have become increasingly important in informing the public, shaping policy agendas and driving action to address the existential crisis facing our planet.

By Henrik Grunnet Senior Media Adviser

Emilie Helene Holm Programme Coordinator

IMS works with media partners in countries grappling with environmental degradation and climate change-related increases in natural disasters and extreme weather, supporting their work to inform and amplify the voices of those most acutely affected.

IMS helps to reinforce media's role in tackling the climate and environmental emergency by using a bottom-up approach that builds on the long-term efforts of our partners. Our public interest media partners are deeply connected to the societal contexts they navigate and the audiences they serve. We look to reinforce their efforts by supporting them in developing new content formats. By bringing the expertise and experience of IMS partners engaged in accountability journalism in post-disaster contexts to public interest outlets that focus on climate accountability, we help strengthen our partners' abilities to hold authorities and private entities accountable for environmental and climate wrongdoings.

Meanwhile, reporting on the problems and consequences of the climate crisis can lead to climate fatigue and decreasing audiences. This makes it vital to support journalism that explores potential responses and solutions that can foster action and hope. In recognition of this very real challenge, we work to support and upskill our partners in constructive journalism.

Creating an enabling environment for climate journalism is as crucial as supporting our media partners in their content strategies, production and distribution. IMS pushes for decision makers and other key stakeholders to understand and recognise media's pivotal role in covering the climate and environmental crisis and the directly-related importance of ensuring access to information.

Coalitions are central to creating a united front among democratic actors at both local and global levels as part of creating that enabling environment. We have expertise in facilitating collaborations between media and institutions such as universities, CSOs and thinktanks that lead to knowledge sharing, mitigating actions and communicating life-saving information on natural hazards, as well as exposing environmental crimes and malpractices.

Promoting collaboration between media partners on local, national and transnational levels is a means of managing the severe safety risks linked to reporting on climate and environmental issues, focusing on the safety and wellbeing of journalists and media workers, as well as the communities where the climate crisis is most keenly felt.

## Philippine accountability network improves disaster emergency response

In December 2023, thousands were displaced following floods and landslides on Mindanao Island in the Philippines.

During the extreme rainfall event, local journalists and women-led CSOs quickly shared time-sensitive information as part of the newly formed Caraga Accountability Network, which promotes transparency from local authorities during and after natural disasters. They were among the first to confirm data about the damage, the number of affected households and the urgent needs in Barangay Poblacion and Barangay Violanta of Loreto.

The accountability network was born out of the IMS-supported post-disaster accountability journalism project with partner CSO Balay Mindanaw.

On average, the Philippines experiences 20 typhoons a year, and climate change is exacerbating their intensity and resulting levels of destruction.

The network members relayed information to the Municipal Disaster Risk Reduction and Management Office, which helped the local government design and implement an informed and context-sensitive emergency response.

Following a request from the network about safe drinking water, Balay Mindanaw deployed a SkyHydrant water filtration unit to an area in need.

## Radio Arta helps town during heatwave

As temperatures soared to 40C, residents in the Kurdish town of Amuda in Syria's northeast sweltered through a three-month summer electricity blackout.

In 2023, Amuda faced a crippling electricity crisis due to factors like a broken generator, drought-induced low water levels impacting hydroelectricity production and devastating Turkish drone strikes targeting critical electricity infrastructure.

From April to July, residents endured extreme heat without fans or air conditioning and became increasingly frustrated with the local authorities' inaction.

IMS partner Radio Arta broadcast a story highlighting the dire effects: children suffered from dehydration and required hospital drips, while the blackouts jeopardised the health of elderly residents.

"All our food in the fridge has gone rotten. The other day I gave the meat to cats, and even the cats didn't eat it," one man told Radio Arta.

After the story was broadcast, electricity officials set up a temporary solution to bring in an alternative power supply for a few hours a day from elsewhere until a new generator could be sent to the affected neighbourhood.

"This neighbourhood has been without a generator for more than three months. The generators committee should be criticised for this. They did not coordinate with us. They should have informed the electricity centre, and we could have helped...The video report that you at Arta published a couple of days ago, I learned about the problem from that. I knew that the generator there was not working, but we didn't know it's been so long, three months," an official said during an interview.

IMS has partnered with Radio Arta since 2012, providing financial support, editorial training and content monitoring services.

"I am a farmer, we depend on the river water, and when it dries up, our vegetable cultivation stops. It's difficult because we depend on the harvest from our farms, sometimes we can't get daily food," Fadumo Hussein Yarow, a farmer from Afgoye town in Lower Shabelle region of Somalia told the Wadaag ("Sharing") programme. Parts of Somalia have long grappled with food insecurity, which conflict and climate change have exacerbated.

Abdullahi Ali Jimale, a farmer from Basra village in Lower Shabelle, tried the well-digging method with other local farmers, which provided enough water to generate cash crop vegetables.

## Somali radio improves food security

As severe drought conditions in Somalia caused vegetable prices to skyrocket, radio broadcasts on an innovative irrigation technique helped farmers overcome food shortages.

Across its content-sharing network of 35 radio stations, IMS partner the Somali Media Association (SOMA) aired a radio programme on improving food security.

The solutions-focused broadcast featured an irrigation expert discussing how digging wells in dry riverbeds can tap into groundwater resources that can be used for vegetable cultivation.

People walk through the rain in Sana'a, Yemen, in October 2023. "We have no machines to dig the wells, we dug them with our hands, with handheld tools, that is why we needed 10 farmers to dig one place," he said.

"Our harvest now includes tomato, cucumber, onion, carrot, beetroot, chili and different kinds of beans."

## Radio to the rescue in cyclone-hit Yemen

Radio Seiyun broadcasters provided life-saving information to battered communities as Cyclone Tej bore down on Yemen in late October 2023. The station aired emergency hotline numbers and interviews with authorities urging people to stay home and avoid driving in flood waters because vehicles could be swept away.

There were also warnings to fishers not to take out boats in the high winds. The coverage also publicised community responses and volunteer efforts to clean up storm damage.

"All this work and effort undoubtedly contributed to enhancing community caution and preparedness...reducing deaths," Rashad Thabit from Radio Seiyun said.

Reporters in the field kept listeners updated on the situation in villages and highlighted shortages of supplies and safety issues. The broadcaster reported on aid convoys with food and supplies to the worst-hit areas.

"The radio acted as a watchdog over officials and as a guide and adviser to community members to avoid disaster risks," Mohammed Bahamid from Radio Seiyun said.

There were at least six deaths and around 18,000 households affected, according to the UN.

Cyclones in the Arabian Sea were previously infrequent, but according to NASA the shift could be caused by rising sea surface temperatures.

Radio Seiyun relaunched its website in 2023 to better target the needs of its audience, with guidance and financial support from IMS.





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Syrian graffiti artist Aziz Esmer paints a wall in Idlib, Syria, in honour of Palestinian journalists who lost their lives in Israeli airstrikes.

## Countering gendered disinformation in Europe

At a time when distinguishing false information from the truth is increasingly challenging, and where malign actors sow confusion and suppress groups in marginalisation, IMS and its partners in Europe are dedicated to reclaiming the digital space for truth and inclusivity.

By Emma Lygnerud Boberg

Gender and Programme Development Adviser, Europe and Global Response Department Europe is currently at the epicentre of strategic disinformation campaigns.

These campaigns notably target women, LGBTQIA+ individuals and groups in marginalisation, a phenomenon termed gendered disinformation. This tactic, used by malicious actors and far-right groups, poses significant threats to democracy by silencing and excluding targeted groups from the public discourse.

A couple of years ago, the Europe and Global Response Department, together with our partners, began monitoring social media and traditional media to better understand how the phenomena manifest across Europe.

In Ukraine, Detector Media discovered that disinformation is targeting women through misogynistic narratives under the guise of "traditional values". In Georgia, Media Development Foundation observed disinformation aimed at the LGBTQIA+ community, spreading homophobic narratives targeting the EU, disseminated through Russian and Georgian channels.

States should regulate in proportion with human rights and tech companies should uphold standards accordingly – however, no single actor can tackle gendered disinformation alone, and civil society and independent media are crucial players. Hence, IMS and our partners asked ourselves: how can we strengthen audience resilience to gendered disinformation narratives?

We discovered that part of the answer lies in creating content that is more engaging than disinformation. This requires a deep understanding of audiences. As a response to the monitoring, segmentation studies were carried out in Georgia, Moldova and Ukraine, dividing the target audience into distinct groups based on shared characteristics, behaviours and preferences. Using this data, partners are now customising gender-inclusive content strategies and can better reach audiences vulnerable to disinformation.

In parallel, IMS is employing a wholesector approach in Moldova to counter gendered disinformation, working closely with the state, civil society and media. Following IMS' involvement, the governmental Moldovan Stratcom Center has prioritised the monitoring of gendered disinformation in a key operational document (see page 47). IMS has also partnered with GEN-DER DOC-M, an LGBTQIA+ organisation in Moldova which has trained civil society groups to strengthen their resilience against gendered disinformation.

Europe faces a significant challenge in the proliferation of gendered disinformation. While there is a long road ahead, our joint efforts with partners are propelling us forward in protecting democratic principles and amplifying the voices of groups in marginalisation. We stand committed, together with our partners, to working towards a future where all individuals have the opportunity to engage in informed and inclusive public discourse.

### MONITORING GENDERED DISINFORMATION IN GEORGIA

The use of disinformation and digital weapons targeting women and LGBTQIA+ people is a scourge facing societies globally, including in Georgia.

Media monitoring by IMS partner Media Development Foundation (MDF) in Georgia has exposed gender-based disinformation as a growing problem locally, helping to heighten awareness of the issue.

As a result of their collaboration with MDF, two Georgian media organisations, TV Formula and Publika, made editorial decisions to increase gender-sensitive content production.

The media plays a pivotal role in shaping public perceptions, including perpetuating stereotypes.

Adopting a gender-sensitive approach to reporting can contribute to promoting inclusivity and more diverse representations of gender roles. Audiences in Georgia are increasingly demanding responsible and inclusive journalism, and addressing these issues is necessary to build trust and credibility.

IMS provided financial support for the monitoring initiative.

In 2023, MDF carried out media monitoring and data analysis of sexist language and gender disinformation, using both quantitative and qualitative methods. The monitoring revealed:



CASES OF SEXIST DISINFORMATION OR MANIPULATIVE ATTACKS AGAINST WOMEN

### ADDRESSING STEREOTYPES TO TACKLE DISINFORMATION

Two partners based in rural Georgia are combatting gendered disinformation and harmful gender stereotypes by participating in the Coalition to Outperform Disinformation in the Eastern Partnership (CODE) project.

The media partners are based in a rural region defined by multiple ethnic groups and language minorities. The region is also characterised by more traditional views on gender and LGBTQIA+ issues, which can lead to stereotyping and subsequently provide fodder for disinformation.

The partners used audience research to make data-informed decisions in the workshops where they developed their content strategies. The content strategies focused on reaching and engaging audiences vulnerable to disinformation with high-quality, fact-based content that challenges the region's traditional mores.

One approach has been running polls on social media in which journalists ask their audiences questions such as: "Do you believe in gender equality?" and "Do women have the right to access education and enter wage work?"

The interactions with the polls provide journalists insights into their audiences' values and beliefs. They then produce follow-up articles or videos featuring interviews with experts who can unfold the assumptions revealed in the polls.

The partners are continuing to utilise IMS' audience research to reach vulnerable audiences in 2024.

### ONLINE GENDERED DISINFORMATION AND SEXIST HATE SPEECH

IMS published a learning brief, Online gendered disinformation and sexist hate speech, focusing on how women, girls and non-binary people who work or appear in the media are targeted by hate speech and disinformation campaigns based on their gender identity.

The learning brief reviews how current digital infrastructures present threats to gender equality, democracy, peace and the positive results – in media and societies around the world – achieved in the past 30 years.

The brief concludes with recommendations for media development organisations to address these issues, support their employees and keep them safe.



## CHANGE in Eastern European documentary

Since 2022, the CHANGE programme has been an opportunity for documentary filmmakers from the Eastern Neighbouring Countries (ENC) to improve their film industry knowledge and skills. It is the first systematic training focused on regional and international co-productions and has become the biggest film course for emerging filmmakers in the ENC.



CHANGE filmmakers pitched their ideas at CPH:DOX.

CHANGE focuses on producers, their companies and their ability to co-produce both within the ENC and internationally. Filmmakers from Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine brought projects to three residential workshops covering: the further development of their films, regional and international collaboration and preparing to pitch to the international market. Fifteen of the 19 participants were women. CHANGE takes an approach of equitable co-production, a systemic distribution of rights between low- and high-capacity countries involved in co-producing a film. Rather than splitting the film rights according to financial investment, equitable co-production aims to split the rights according to the value brought to the film as a way for the original creators to maintain their rights to their work.

CHANGE filmmakers pitched their ideas to an audience of over 150 international financiers, distributors and broadcasters at the annual Copenhagen International Documentary Festival (CPH:DOX). All eight projects received funding opportunities. Standouts include Ukrainian productions A Bit of a Stranger, which had its premiere at the 2024 Berlinale, and Nuclear Dead End, about the 1994 Budapest Memorandum in which Ukraine signed away its nuclear arsenal in exchange for security assurances from the United States, United Kingdom and Russia. The attention the programme received at CPH:DOX also positioned the ENC as a key region for documentary film production.

The participants in the CHANGE workshops are contributing to building the documentary industry in the ENC through their enhanced skills, network and exchange of experience. Participants from previous training sessions joined events and masterclasses. It is a goal of the programme that participants stay in contact beyond the workshops to share knowledge and artistic and financial networks.

"The training gave me a lot of creative and inspirative energy to work on the project. We tested our ideas, developed them and studied a lot of practical issues on our colleagues' examples. But the most important benefit is that we connected our intentions as a team. We definitely widened the horizons of our company and got the possibility to tell our story internationally," said one CHANGE participant.

IMS is implementing this project in close collaboration with CPH:DOX and the National Film School of Denmark with funding through the New Democracy Fund. IMS is in the process of localising the project within the ENC.

## Promoting diversity

Partners are drawing attention to underrepresented stories, promoting diversity and advocating for rights.

## Pakistan minority athlete's achievements get national attention

Hindu journalist Ashok Ramani published a profile celebrating the achievements of Tulsi Meghwar, a young Pakastani Hindu woman softball player. Meghwar belongs to the Scheduled Castes (or Dalit), a group of communities that have faced structural discrimination and persecution in India and Pakistan for centuries. Ramani's report showed how Meghwar overcame caste discrimination, gender stereotypes and economic hardship to excel in softball in a country where men generally dominate sport.

After its initial publication in Prism – a member of the IMS-supported Digital Media Alliance of Pakistan (DigiMAP) – the BBC and national Pakistani newspaper Dawn picked up the story.

Before working on this story, Ramani

participated in an IMS-supported workshop about freedom of religion and sensitively covering religious minorities. He also received a small IMS grant issued through partner IRADA.

"I only used to cover courts and crime as my news reporting beat," says Ramani. "But now I have started writing about the challenges faced by marginalised communities. After receiving the training, I feel I am able to report on public interest issues in a better way."

Tulsi Meghwar's story is one example among 200 news articles published since 2021 by DigiMAP member outlets promoting religious diversity and inclusivity. Together, they demonstrate how mainstream media can be influenced to boost religious tolerance.

### Collaborative journalism in Indonesia leads to church development

Collaborative reporting in Indonesia has helped get churches built. Eighteen reports published by 12 media outlets highlighted discrimination in the approvals process for building places of worship.

In order for a place of worship to be built, Indonesian government regulation requires that at least 90 people will register as worshippers and that at least 60 people who live in the location approve of the construction. These regulations have made it possible for the Gereja Pantekosta di Indonesia to deny permits to build a new church in the city of Samarinda.

KaltimToday.co reported on the ban, and the stories were picked up by Instagram creators who discussed the issue with their 50,000+ followers. As a result, Indonesia's Ministry of Religious Affairs instructed the local and provincial authorities to grant a permit.

"Thanks to this collaboration, we published stories about the people's fight to establish houses of worship in East Kalimantan. We tell the story of the struggle of those who want to worship quietly, safely and comfortably. Finally, the house of worship where we raised the story managed to get a permit to be built legally," said Ibrahim Yusuf, Chief Editor of KaltimToday.co.

IMS partner SEJUK (Journalists Association for Diversity) organised the collaboration and conducted an assessment, training and mentoring. SEJUK connects the media and minority groups with local and national networks overseeing advocacy in cases of discrimination against the establishment of places of worship. Collaborative coverage programmes are important to ensure the safety of journalists, media, affected groups and content creators speaking out for the rights of minorities.



## HDP Nexus and the power of community radio in the Sahel

"Survival-centred" broadcasting is changing the social fabric of Sahel communities for the better while creating new income generation opportunities.

## By Jane Møller Larsen

Programme Manager and Team Lead, Sahel

Globally there is a growing push to better align humanitarian and development efforts with peacebuilding.

A surge in crises around the world has created an unprecedented demand for assistance but funding is not keeping up and some protracted conflicts are increasingly overshadowed by other international conflicts.

Shrinking aid budgets are "leading to a big funding squeeze" for Sub-Saharan Africa, according to the International Monetary Fund.

Transforming lives and building resilience and self-reliance at a time of fewer resources requires creativity. IMS' work supporting community radio in the Sahel region is a concrete example of the Humanitarian-Development-Peace (HDP) Nexus in action.

Community radio is a lifeline of valuable survival information for illiterate populations grappling with food insecurity, armed conflict, political instability and the devastating impact of climate change.

Radio and journalism training from IMS has empowered community radio stations, women and youth broadcasters in Liptako-Gourma (the borderlands of Mali, Burkina Faso and Niger), to find local solutions to local problems.

Sharing experiences and farming knowledge over the airwaves has reduced poverty, increased agricultural output and is helping villagers and internally displaced people adapt to global warming.

Programmes on developing vegetable gardens near waterholes, crop rotation, seed selection, forest restoration, beekeeping and biodiversity have helped farmers make better decisions, achieve more sustainable livelihoods and shore up food security. Stable food supplies can build community resilience against conflict.

Women and youth community radio programmes are making the case that environmental protection is good for water preservation and farming and highlighting practical things people can do to manage waterholes and wastewater, protect fisheries and reduce silting in rivers.

The strength of the broadcasting is proved by the repeated requests to replay episodes. Some programmes have been rebroadcast up to 28 times.

"Survival-centred" broadcasting is changing the social fabric of Sahel communities for the better while creating new income generation opportunities.

Sahelian families are benefiting from radio segments on maternal and child health care, parenting tips, relationship advice and healthy eating. Programmes focused on the stigma of disability are helping villages become more inclusive.

Locals, young people and women are tuning in to stories about inspiring micro-entrepreneurs and some are starting their own small businesses and agricultural ventures.

Women broadcasters are gaining leadership skills and elevating women's voices in communities, increasing their role in peace efforts. IMS' radio training covers the United Nations Security Council resolution #1325 (which promotes women's involvement in conflict resolution) and encourages trainees to apply it to their local reality, which they do.

Community radio in the Sahel region is also seeking to divert young people from the clutches of armed groups by highlighting the problem of unemployment and examining ways to expand job opportunities, income-generating activities and social cohesion through sports and community work.

The broadcasts are also reducing tension between local communities and internally displaced people (IDPs) by promoting peaceful coexistence and joint activities like handicrafts and basket weaving.

Another result is a governance and accountability dividend. As radio programmes get increasing interest from locals, chiefs, religious leaders and mayors are jumping behind the microphones to have constructive conversations about local problems and solutions.

The ongoing success of IMS-supported community radio across the western Sahel region is built on years of trust and giving editorial freedom to local communities to tackle the issues that matter most to them.

In a region where basic service delivery is weak or non-existent, community radio is living up to IMS' mantra "good journalism, better societies".

## Burkina Faso

In eastern Burkina Faso, a youth radio programme spurred a community-led waterhole clean-up, dyke construction and sand removal.

The waterhole kept silting because of increased drought, plastic pollution and extreme winds.

The impact of the clean-up was extraordinary and far-reaching. As well as a win for the environment, there was an economic spinoff; market gardeners and livestock breeders got improved water access, which increased food security and income and gave young people real alternatives to joining armed groups.

Clay that had clogged the waterway was repurposed to make bricks to build houses for locals and internally displaced people, helping to ease a major housing shortage.



## Mali

Residents from a neighbourhood in Gao town, on the banks of the Niger River, were grappling with rising water levels due to climate change.

The neighbourhood became an island – more than 1,000 people were cut off from the rest of the town, river water was inundating homes, residents couldn't get to work and students couldn't go to school.

A community radio show spotlighted the issue and mobilised residents, traders and local political leaders to work together to find a solution.

Subsequent dyke construction allowed residents to move freely again.



## Niger

A community radio show about the role of women in improving food security was a turning point for residents in the Tillabéri region.

There were declining harvests of rainfed crops and local women were keen to fill the void with market gardening.

As a result of the women's radio programme, local authorities granted fencedoff plots and pumps to irrigate vegetables.

The market gardens have boosted income for women, other residents and internally displaced people.



## Safeguarding evidence



A view of a heavily damaged building with murals symbolising the Ghouta chemical attack painted by Syria Civil Defence (White Helmets) members, in Idlib, Syria.

For a decade, IMS partner Syrian Archive, under the umbrella organisation Mnemonic, painstakingly collected, verified, preserved and investigated online visual documentation of alleged war crimes in Syria.

In November 2023, a French court issued an arrest warrant for Syrian President Bashar al-Assad, his brother and three associates over the use of banned chemical weapons against civilians in 2013.

Syrian Archive is a civil party to the French court action along with the Syrian Center for Media and Freedom of Expression and other organisations who say the development is a "historic moment" and a "victory for victims and their families".

Syrian Archive have been instrumental in safeguarding important evidence, allowing multiple judicial authorities to open investigations on the crimes committed, paving the way for the warrants.

According to media reports, it's believed to be the first time a current head of state has been the subject of another country's arrest warrant for crimes against humanity.

More than 1,000 people were killed in chemical attacks in the town of Douma and the district of Eastern Ghouta in August 2013. UN chemical weapons inspectors say the nerve agent sarin was used. The Syrian regime has blamed foreign fighters for the incident.

"With these arrest warrants, France is taking a firm stand that the horrific crimes

that happened 10 years ago cannot and will not be left unaccounted for," said Hadi al Khatib, founder of Syrian Archive and managing director of Mnemonic.

"We see France, and hopefully other countries soon, taking the strong evidence that we have gathered over years and finally demanding criminal responsibility from the highest-level officials."

Similar civil cases have been lodged with courts in Sweden and Germany. Syria is not a member of the International Criminal Court, and court action by individual countries is, therefore, a significant step towards justice.

The Syrian Archive project began in 2014 and has expanded with offshoots in other conflict zones including Ukraine, Sudan and Yemen.

The Syrian regime claims it eliminated its chemical arsenal under a 2013 deal, however, watchdog groups maintain that chemical attacks have continued. While all eyes are on the 80 countries going to the polls in 2024, IMS partners pushed for better conditions for voters and journalists covering elections in 2023.

# Elections in Africa

Zimbabwe experienced a safer reporting environment for journalists in the lead-up to the August 2023 election compared to past polls.

IMS' partner the Media Institute of Southern Africa (MISA) noted 13 incidents as of October 2023, down from 31 media freedom violations in 2018.

"Zimbabwe's harmonised elections... were conducted in a drastically improved media operating environment regarding journalists' and media workers' safety and security," MISA said in a post-election report, adding that media forums with police and political parties were a factor in the outcome.

Zimbabwe Media Commission, MISA, media outlets, police, the government and political parties also signed a national pledge, initiated by media advocates, committing to election coverage of the highest ethical standards.

Meanwhile, an IMS partner's media campaign helped improve voter participation in Victoria Falls.

For years rural voters in western Zimbabwe had to travel vast distances to register to vote.Victoria Falls did not have a local registration centre and this disenfranchised residents who were already experiencing deep-seated inequalities.

Ahead of the presidential elections, IMS partner Bus Stop TV ran a successful campaign #MoreRegCentersVF urging the Zimbabwe Electoral Commission to fix the problem. The campaign used online messaging, stories and infographics to highlight the issue.

As a result of the campaign, the Zimbabwe Electoral Commission established three new voter registration centres in Victoria Falls at primary schools and a library. IMS' work in Zimbabwe receives financial support from the Swedish Embassy in Harare.

## Media safely cover local elections in Puntland, Somalia

Somalia held landmark one-person onevote local elections in the state of Puntland. Ahead of the May vote, IMS partner Media Association of Puntland (MAP) trained 75 journalists from Garowe, Bossaso and Galkayo on ethical election reporting and safety. The media played an important role in voter education in the lead-up to the ballot.

There were nearly 400,000 registered voters and 3,775 candidates running. The vote went smoothly in 30 districts but was postponed in three districts after a boycott by opposition groups and some security incidents.

At a post-election roundtable meeting

in late June, media, electoral officials and civil society groups gathered to discuss the press coverage and how things could improve in the future.

Media personnel told the forum they encountered no problems covering the elections and no complaints were made about the coverage. Candidates noted that the media aired their campaign messages without restrictions.

"I applaud the Puntland mainstream media for the outstanding performance during the municipality elections," MAP's secretary general Naima Musse said.

Key lessons included better collaboration on public awareness campaigns and improved information sharing between electoral authorities and civil society groups. IMS supported the ethical election reporting and safety training, the roundtable event and provided core funding to MAP.

A woman casts her vote on 24 August 2023, in Harare, Zimbabwe.



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### Radio Ergo challenges albinism discrimination, empowers women in Somalia

Sensitively-told, humanitarian-focused radio stories in Somalia are having a grassroots impact and gaining traction with their audiences.

A powerful story by IMS' humanitarian broadcaster Radio Ergo about a young man with albinism begging on the streets of Mogadishu because of job discrimination opened up a new opportunity that may help others gain acceptance in Somali society. "I am faced with constant discrimination due to my colour because I don't look like other people. If I sit with people, they will tell me to go away (from) them as if I have an infectious disease," Elmi Bile Mohamed told Radio Ergo in May 2023.

Months after Radio Ergo reported the story, the International Organisation for Migration (IOM) hired the 25-year-old to work in camps for internally displaced people to normalise albinism and break down barriers. The IOM credited the story with helping the organisation reflect on the inclusivity of its team.

Meanwhile, Radio Ergo's programmes promoting women's empowerment inspired internally displaced listeners, according to 2023 focus groups.

"I used to think that a displaced woman with no formal education cannot realise success in life. However, as I listened to Radio Ergo women's programme, it motivated me, and I now believe that women can improve themselves financially and gain the same social and financial status as men," a woman listener said in a focus group. PHOTO: MEDIA CENTRE







Local residents attend the information hub established by Media Centre in Buhera District of Zimbabwe.

Another respondent said broadcasts about preventing and responding to gender-based violence were key issues for many listeners.

Radio Ergo has set a target of 30 percent of women's voices across its programming.

## Media info hubs boost education in Zimbabwe

Three schools in a disadvantaged Zimbabwe district improved their pass rates in 2023 following the setup of community information hubs.

The hubs in Buhera South, established by IMS partner Media Centre, gave students and teachers access to reading material, the internet, desktop computers and television. The schools were also provided with solar power systems because there was no electricity in the rural area.

Buhera District is one of the most disadvantaged in Zimbabwe – with desert conditions, poor infrastructure, low incomes and high rates of hunger.

Chapanduka Secondary School's pass rate increased from 23 percent in 2022 to 37 percent in 2023, while Murove Secondary increased from 18 percent to 25 percent during the same period.

Muchuwa Secondary School's pass rate improved from 18 percent in 2022 to 25 percent in 2023.

"Citizen journalism and media literacy training have helped us to gather news, write and convey information about our community; it has given us confidence in our learning and other life endeavors," a Chapanduka high school student said.

Muchuwa teacher Amon Tevedzai said access to the internet had also helped the school transition to a technical high school. "The hubs are helping us cover practical skills gaps within our educational curriculum for subjects such as fashion fabrics and metal works," Amon Tevedzai said. "Welders, agricultural extension workers and farmers within the community are using hubs to upgrade their welding and agricultural skills. Information we are obtaining from hubs has also helped us establish a textiles department through which we are now manufacturing our own uniforms."

IMS provided financial and technical support to Media Centre. IMS' work in Zimbabwe receives financial support from the Swedish Embassy in Harare.



The Munathara Initiative trained young people to produce debate podcasts.



Teens participate in Al Khatt's media training

## Voices of youth

Projects in the Maghreb have given teenagers and young adults a place to express their views.

## Youth shine in Moroccan debate podcasts

A series of Moroccan youth debates reached an audience of 1.9 million social media users in 2023.

IMS partner the Munathara Initiative

trained and mentored 10 young people, including six women, from different cities including Al-Hoceima, Marrakech, Fes and Casablanca, to produce debate podcasts.

The episodes covered social media and traditional journalism, criminal law reform in Morocco and the challenges of rebuilding in earthquake-affected areas.

Trainers encouraged the participants to critically analyse the subject matter, explore diverse perspectives and formulate compelling arguments.

The combined online and traditional broadcasts helped transcend geographical boundaries and demographics and smashed the target of 50,000 listeners. Online platform Madar1 and radio station Joussour produced and broadcast the three podcasts using professional studios to ensure high audio quality.

IMS' involvement in the youth debates is part of the broader Danish-Arab Partnership Programme to strengthen independent media and human rights in the Middle East.

The youth debates are set to expand in 2024 with more partnerships and broadcast opportunities in five regions. Some 550 young people have applied to be part of the next round, which has 50 spots.

### Tunisia teens get a journalism kickstart

Nearly 175 teenagers from under-represented Tunisian regions are reporting on their local communities as part of a youth journalism training project.

IMS partner Al Khatt and the Jaridaty Network selected young people aged 13-18 to participate in media training.

The workshops covered reporting, media literacy, video and podcast production, graphic design, marketing, digital security and photojournalism.

At the December 2023 media camps, the teenagers put their newly acquired journalistic skills to the test producing three videos, three podcasts and a newsletter.

"(It was an) opportunity for training, skill acquisition and genuine learning," one participant said.

The project was funded by proceeds from the Children's Calendar run by the Danish International Development Agency and Danish public service broadcaster DR. IMS was the 2022 NGO partner for the Children's Calendar.

## Rapid Response



## IMS' Rapid Response mechanism provides urgent support to local media caught in emergencies.

### Philippine schools await Typhoon repairs

Philippine journalists received masterclasses in accountability journalism from IMS and local partners in 2023 to improve the disaster-prone nation's recovery efforts.

Nearly two years after a super typhoon hit the southern Philippines island of Bohol, only 570 out of 3,338 damaged classrooms have been rebuilt, according to Vera Files. Super Typhoon Rai (known locally as Odette) was a category five storm with winds of about 195 kilometres per hour. It killed at least 410 people in December 2021, and affected 13 million people, according to the United Nations.

IMS' Rapid Response and Philippines programmes, together with local partners Vera Files, Balay Mindanaw and Puma-Podcast, trained 20 reporters in post-disaster accountability journalism at workshops held in the Visayas and Mindanao.

The reporters in the Visayas applied the skills they learned to investigate the slow release of funding for school repairs which left teachers no choice but to conduct lessons in cramped, unsafe makeshift classrooms. IMS conducted accountability journalism training sessions with Balay Mindanaw.

Training sessions in Mindanao, meanwhile, covered constructive journalism practices and how to analyse audience needs as well as produce in-depth reports for radio broadcast.

### Journalist safety and the 2023 Sierra Leone elections

During the 2018 Sierra Leone elections, New Age newspaper managing editor Ibrahim Samura was brutally attacked. His death months later was connected to a "blunt force" head injury from the assault, according to the Sierra Leone Association of Journalists, which obtained a copy of the death certificate. Two people stood trial for his murder but were acquitted in 2021.

Ahead of the 2023 Sierra Leone elections, IMS' Rapid Response and Sierra Leone's Media Reform Coordinating Group teamed up to put reporters' safety during elections on the national agenda.

Thirty-five reporters participated in an election safety training day in June. Freetown, Makeni and Bo each hosted forums in June, with 150 senior police and media personnel. The discussions aimed to build better professional working relationships and understanding of each other's roles, the importance of press freedom and journalist safety. Police subsequently appointed media liaison officers for improved information sharing.

While a few minor security incidents involving journalists still occurred, both media and police noted the improvement in relations and cooperation in connection with the June 2023 poll. In September, police, media and political parties gathered for a post-election forum to discuss progress and lessons for the future.

# Safety of journalists

Producing public interest journalism that exposes human rights violations, vested interests, corruption and other abuses of power can be dangerous for the journalists and other media workers. IMS strives to provide public interest journalists, content producers and media organisations with the means to do their work without having to self-censor out of fear. Our approach deploys the "four Ps":

- PREVENT threats to, attacks and assaults on and the harassment of public interest journalists, content producers and media.
- PREPARE them to effectively respond to and mitigate threats, emergencies and crises.
- PROTECT them from external threats, assaults, attacks and harassment.
- PROSECUTE crimes committed against them.

IMS uses the UN Plan of Action on the Safety of Journalists and the Issue of Impunity (UNPA) as a guiding framework in collaboration with partners to locally anchor safety mechanisms in programme countries and cater to the different safety and protection needs of media workers of all genders.



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# Creating safer conditions



## IMS partners are working to improve the physical and mental wellbeing of journalists.

An event hosted by the Afghan Journalists Safety Committee.

## Mental health support for Afghan journalists

Nearly 700 media personnel in Afghanistan received mental health training and counselling in 2023.

IMS' partner the Afghan Journalists Safety Committee (AJSC) developed psychosocial support training in the wake of 2021 political developments.

Since then, Afghan society, particularly women, have faced challenges in navigating new realities which have affected education, employment and personal freedoms. United Nations human rights experts say the Taliban's return erased 20 years of progress on the rights of women and girls in the deeply patriarchal society.

The situation has exacerbated an existing mental health crisis in a country that had endured four decades of conflict and trauma, health experts say. Although no official figures have been released, media reports claim that there has been an increased rate of women and girls taking their own lives.

AJSC identified the need to continue giving journalists strategies to cope with stress and trauma to improve their resilience. IMS' gender coordinator helped ensure the training had a gender-sensitive approach and highlighted that Afghan women journalists had expressed a strong demand for the training.

Five hundred and forty-three men and 156 women journalists participated in the mental health training. The sessions introduced mental health and covered self-care strategies as well as depression, anxiety, fear and other mental illnesses. After the group sessions, individuals were offered one-on-one counselling sessions.

"I was depressed after I lost my job as a reporter last year. Life was bitter. My mental health was deteriorating but one day I received a call and was invited to an AJSC
psychosocial support programme. The programme greatly helped me to regain control of my life. The counselling sessions enabled me to deal with my mental issues in a healthy way," one participant said.

#### Alert system for Philippine journalists goes live

In 2023, the Philippines Commission on Human Rights finalised an alert system for reporting threats and attacks against journalists.

Alisto, a Viber-based reporting system which launched in early 2024, is part of the commission's strategy to increase its role in improving journalist safety using the 2019 Philippine Plan of Action on the Safety of Journalists.

IMS has supported the plan of action and its implementation along with the EU, Danida, UNESCO and media partners.

According to executive director Jacqueline Ann de Guia, the commission has invested time and resources into expanding efforts to protect journalists.

She attributes her participation in an IMS-led forum in Nepal in November 2022 to helping inspire "a more deliberate and strategic approach".

Previously, the commission focused on reporting attacks against journalists to other agencies and monitoring the situation. It is now taking a more hands-on role, including strategic litigation, victim assistance, witness protection, advocacy and awareness raising.

Last year the Philippines was eighth on the Committee to Protect Journalists' global impunity ranking of countries with the worst records of prosecuting killers of journalists in the past decade.

Journalists in the Philippines frequently experience death threats, legal and physical attacks, coordinated disinformation campaigns by troll armies, as well as "red-tagging", in which authorities discredit journalists and media organisations by labelling them communist rebels and terrorists.

The National Union of Journalists of the Philippines says members of the police force, the military and local and national government officials have been linked to attacks on journalists.

Politicians and powerful private individuals are also responsible for the continued harassment and threats against journalists

### ZIMBABWE: Reducing press freedom violations through partners' interventions

Cases of violations 23 8 68% REDUCTION 2018 2018 2018 2023 ELECTIONS

Engagement meetings, dialogues and consultations.

Pledges for professional and ethical journalism signed. Media ethics promotion efforts.

in the Philippines, according to a 2023 report by the US State Department.

"We stress the need to confront the factors which breed a climate of impunity in the country and imperil the lives of journalists. More than ever, the Commission on Human Rights is always ready to take part in this process to ensure that our fourth estate remains a pillar foundational to our democracy," the commission said in a statement.

The Alisto reporting system was inspired by another alert system developed under the IMS Philippines programme.

#### Turning the tide on journalists' arrests in Somalia

In November 2023, journalists, police, judges and local authorities attended a regional forum in Dhusamareeb, in the central Somali state of Galmudug, to discuss ways to improve their working relationship. IMS' partner Somali Media Association (SOMA) organised the forum.

In recent years, several journalists in

Galmudug have been detained or arrested because local authorities were upset by critical stories or interviews conducted on sensitive topics.

Galmudug was among the states with the highest number of arbitrary arrests of journalists, according to the Somali Mechanism of Safety of Journalists (SMSJ), also an IMS partner.

At the meeting, Galmudug officials promised to respect press freedom and stop the practice of arresting journalists without court warrants. Police and judges made a similar vow.

Three months after the regional forum, Galmudug police refused a district commissioner's order to arrest, without a warrant, Abdishakur Salad Dhoore, a local journalist whose reporting had angered the district commissioner.

SOMA also organised a similar forum in the Somali state of Hirshabelle, where journalists have also faced arbitrary arrests for their reporting.

# Rubble and resilience

#### Syrian journalists fought to hold authorities accountable for delays in aid in the aftermath of the earthquake.

As the death toll climbed and rescuers raced the clock to save buried survivors, Syrian journalists like Raafat Junaid put their cameras away and joined the dig.

A magnitude 7.8 earthquake rocked northwest Syria and southeast Türkiye on 6 February 2023, but major delays in aid hampered the rescue effort.

Raafat Junaid travelled to one of the worst-hit areas, Jindires, around 60 kilometres northwest of Aleppo, an area controlled by opposition groups.

"No proper help or equipment had arrived to save people stuck in the rubble. So I helped trying to dig people out. We were using only our hands," Raafat Junaid told IMS.

"I knew that it was also my duty to document the disaster, so once in a while, I would take some photos or some video footage and then I would put down my cameras again and keep digging. This went on for around seven days."

The quake and aftershocks killed an estimated 55,000 people, injured thousands more and displaced millions from their homes.

For Syrians reeling from more than a decade of war, the disaster exacerbated a pre-existing humanitarian crisis. According to the UN, an estimated 4.1 million people depended on humanitarian assistance before the quake.

#### Accountability journalism

The Syrian regime took more than a week to allow UN aid deliveries, including life-saving aid and equipment, to pass through border crossings to northwest Syria.

The regime attempted to weaponise aid for political purposes by insisting it went through regime-controlled areas rather than Türkiye border crossings.

As the foreign press flocked to cover the devastation in Türkiye, local Syrian journalists were the only ones who could provide a window to the world on the destruction across the border.

"We focused a lot on stories of people who needed humanitarian help, like people who had lost their homes and needed shelter, people in need of clothes and blankets, children who had lost their parents. We communicated with organisations and shared our photos and videos with them," Raafat Junaid said.

IMS partner Enab Baladi, a Syrian daily, also focused on the politics of getting aid into Syria.

"We especially covered the question of aid: has aid arrived? Why was it delayed? What were the reasons? We talked with people on the ground and with



Jinderes, northwest Syria, six months after earthquake that struck Türkiye and northern Syria.

civil society organisations. We talked with the civil defence team that was responsible for providing aid to the people. But they lacked equipment and they needed help," editor Ula Suleiman said about the first chaotic days.

Later, Enab Baladi's reporting helped unveil how organisations misused the aid that finally did enter Syria.

"Certain organisations were receiving donations from other countries, but they were simply selling it or hiding it. This meant that even though the regime made announcements that Syrians received help on a daily basis, this was not what happened. We wrote a story on how the Syrian Red Crescent was controlling the distribution of earthquake aid and sending it to certain regions loyal to the regime while hindering the distribution of aid to other regions," Ula Suleiman said.

IMS partner media organisations continued reporting in the months after the disaster, covering problematic reconstruction efforts, housing shortages, orphaned children and mental health.

#### Supporting the media

IMS supported three partners in Syria – Verify, Al-Jumhuriya and Radio Rozana – to continue reporting despite the challeng-ing circumstances.

The IMS Rapid Response programme provided temporary relocation and emergency financial aid to affected staff. Like the people they were reporting on, scores of media personnel also lost their homes.

IMS partner the Stabilization Support Unit (SSU) also distributed \$57,000 from the Danish Union of Journalists' safety fund to Syrian reporters who had been directly affected.

The emergency funding helped media personnel find accommodation and replace damaged equipment. Seventy reporters received assistance, including Raafat Junaid.

The SSU was well placed to support journalists affected by the earthquake because an IMS safety adviser had helped develop an emergency plan before the disaster.

Stabilization Support Unit executive director Munzer Al Sallal said the emergency plan had aimed to improve the media's safety, preparedness and resources so journalists could "keep reporting and sharing important stories with the Syrian public and the world."



## The Safety Fund

The DJ Safety Fund supports journalists who are victimised as a direct result of their journalistic work. The support is made possible through donations made by members of the Danish Union of Journalists (DJ) and is used in cases where a journalist needs immediate protection as a result of a direct threat. Funds may cover urgent relocation, basic needs and legal or medical assistance.

All cases are carefully vetted, and support is coordinated with other members of the Journalists in Distress (JID) Network, a group of 24 international organisations assisting journalists and media workers threatened because of their work.

Between June 2023 and May 2024, help was provided to individuals and institutions in a total of 12 different countries.

#### UKRAINE

The DJ Safety Fund has a mandate to support individual media professionals, but also to help an entire newsroom if needed. To help Ukrainian media outlets struggling with burnout among staff, Suspilnist Foundation received funds for a mental health programme for media outlets and individuals.

Souspilnist Foundation provide opportunities for journalists to recover and exchange experiences at specially organised retreats. With the support of IMS, 35 journalists have attended such events. The goal is to help them disconnect from their daily work and challenges, share experiences with colleagues and learn self-help practices to be prepared for continued effective work.

"It helped me sort out many thoughts in my head that were hindering my peace of mind and, as a result, my productivity at work," said journalist VD from the online media organisation Hromadske.

#### GAZA

The DJ Safety Fund has assisted 45 individual journalists with emergency cash donations of \$215 – \$250 per person. This was done in collaboration with the local media organisation Filastiniyat, who ensured distribution according to those most in need.

#### Countries where journalists received assistance

Afghanistan Azerbaijan Belarus Burkina Faso Ethiopia Iran Myanmar Palestine Somalia Sri Lanka Sudan Ukraine

# Gaza ur

#### By Johan Wogensen Bach Programme Manager

As of 27 May 2024, Israeli bombs and bullets had killed at least 102 journalists and media workers in Gaza, including several instances of targeted killings – a rate with no precedence in recorded history.

Meanwhile, Israel has continued to systematically disrupt internet access and destroy communications infrastructure and media offices. And its persistent barring of foreign journalists from accessing Gaza has meant that local journalists there have continued to be a vital source of information for the tiny area's civilians and the outside world alike.

The vital role that media play in any society is amplified in contexts of fragility and conflict, such as in Gaza. As the UN Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression stated in 2022, in situations of conflict "people are at their most vulnerable and in the greatest need of accurate, trustworthy information to ensure their own safety and wellbeing."

When a crisis occurs, we intuitively understand the need for humanitarian

assistance such as food, water, shelter and healthcare. What is less well understood is that access to accurate information during crises is equally important. When communications infrastructure and the media's ability to function are undermined, uncertainty, confusion and panic grow because even if services are available, people in need might not know how or where to access them.

That's why accurate and timely information can and does save lives.

As in every other conflict, Gaza's civilians need access to accurate information, and the world needs nuanced and pluralistic coverage to enable informed and



Women journalists gather in a tent in Gaza set up for them by Filastiniyat.

# nder fire

constructive public debates and guide diplomatic efforts and humanitarian responses.

That is why IMS has remained clear and vocal throughout the war about the urgent need for the international community to address Israel's failure to protect journalists and condemned its destruction of communications and other vital infrastructure.

When support was most needed, Palestinian media and journalists were defunded by panicked donors. This included a freeze on funding to IMS' longstanding Palestine programme, leaving it to IMS to cover and ensure the survival of independent media.

With support from IMS and others, IMS media partners in Palestine continue to cover the war and journalists and their families are receiving much needed humanitarian support such as food, water, clothes and equipment.

### Safe haven for women journalists covering the war in Gaza

After long, exhausting days bearing witness to death and destruction, Gazan women journalists filed their stories in dedicated safe spaces.

IMS' Palestinian partner Filastiniyat set up three special tents for women journalists in Deir Elbalah, Khan Younis and Rafah in 2023.

The 10-12 square metre tents – complete with a stable power supply, internet and sleeping quarters – provided modest comfort to women journalists covering the toughest assignment of their lives.

"The idea of having an entity that cares for women journalists and their special needs, whether professional or personal, is very important and we desperately needed it," El Sharq Channel Correspondent Noor Sweirki said in Rafah.

She said having a fixed location was

useful because it made it easy for people to find her.

Filastiniyat coordinator Mona Khader said up to 10 women journalists slept in the tents a night because they were displaced.

"Women journalists needed a place to work, a place with freedom and privacy," Mona Khader said.

The provision of mattresses, cushions, clean clothes and medical supplies in each tent at night helped reporters keep going during the most challenging circumstances, Syria TV correspondent Shorouk Shaheen said.

"We were in dire need of these things at the beginning of the war, especially since we...left our home in northern Gaza with nothing," she said.

Women journalists also appreciated how the tents operated in a culturally appropriate manner.

"By having a tent for women journalists only, we avoid many problems, such as offensive and suspicious rumours, since we live in a conservative society," Noor Sweirki said.

The tents were particularly useful for freelance journalists.

Alaa Salama said internet disruptions cost her freelance work opportunities, but the tent had given her access to stable communications and a place to recharge her devices.

"I look forward to continuing my work with greater strength," she said.

In addition to providing a safe working environment and accommodation, Filastiniyat has also distributed close to \$20,000 in cash assistance to journalists.

### Policy, laws and public interest infrastructure

IMS supports partners looking to navigate and challenge laws that restrict media freedom, as well as partners pushing for reforms that uphold international human rights standards of free expression. This may entail defending media workers and contesting unjust laws in court as well as identifying laws that need to be changed, working for their reform and, once passed, making sure they are applied. IMS works with collaborations and coalitions on local, national, regional and international levels to help achieve these results. Traditionally, legislation and policy directives have come from states. However, in recent decades, large and powerful technology companies have increasingly played a dominant role and are thus important players in creating a media-friendly policy environment.

6

## Supporting journalists and media outlets in exile

The global slide towards authoritarianism is forcing journalists and media outlets to work from exile, but they have found ways to keep their audiences engaged and informed.

Independent media hold an important space for a continued free, democratic and pluralistic debate. But in cases of sudden political transition or growing totalitarian rule, media operations often have no choice but to move outside of their home country; it's often the only way to secure their own safety and to make sure the public still has access to independent journalism and reliable facts. For these reasons, IMS engage with exiled media and journalists, despite their immense organisational and personal challenges. IMS have assisted the establishment of media outlets in exile and supported exiled journalists from Myanmar, Afghanistan, Ukraine, Syria, Belarus and Zimbabwe. Many are still in exile, but some have

been able to return home.

"It takes a lot of work to establish a media outlet while you are also a refugee," said the CEO of a significant Asian media outlet which was set up in exile and now works through a hybrid approach with many reporters still inside the country it serves.

"We were filling out our asylum papers and building a media house. We were queuing for our driver's licenses and building a media house. Looking for co-signers for our accommodation and building a media house. We were sending our kids to new schools and learning a new language and building a media house."

An abrupt political transition meant that there was suddenly no opportunity to

run an independent journalistic outlet registered inside the country. Despite the difficulties of setting up a media operation in exile, the CEO saw this as the only way to keep serving audiences with journalism that could inform and educate.

"After the political developments, we did not lose our profession, we did not lose our beliefs, we did not lose our ethics. But we did lose our platforms. So, in order to serve the people and our audience, we needed a new platform where journalists could come together. A platform that is free of political and financial influence. This platform could only be legally protected outside our country's borders."

IMS uses our years of experience to support exiled media on different stages of their journeys, aiming to nurture networks, cooperation and knowledge exchanges between our partners working in exile, hybrid or diaspora contexts. Our support takes a comprehensive approach, encompassing technical solutions, psychosocial support and business development.

#### WHAT IS EXILED MEDIA?

Media outlets that are forced by events beyond their control to move part or all of their operation to another country. However, most exiled media run "hybrid" operations, with aspects of their work still undertaken – usually discretely – in the home country.

Working, living and producing content in exile is incredibly volatile, demanding journalists and managers to constantly evolve and adapt. When their website gets blocked, IMS might support them in creating content native to social media. When internet or power supplies in their home country are weak, we help them distribute their stories through downloadable podcasts that better serve audiences hampered by inaccessible internet. If their registration or work permits are contested or revoked in their host countries, we provide legal assistance.

#### Leaving the "kingdom of silence"

For our Syrian partners, the personal toll of their situation has not necessarily gotten easier, though many have been working in exile for years.

Founded in 2012 by a small group of journalists, writers and academics, Al-Jumhuriya has since established itself as a key source of high-quality reportage and analysis and a platform for critical thinking and democratic values. Al-Jumhuriya's audience are Syrians who still subscribe to the general ideals of the uprisings in 2011, whether they are now part of the diaspora or still inside the country.

Al-Jumhuriya grew out of the Syrian people's peaceful demands for political

freedom and basic human rights, along with many other independent outlets. Prior to 2011, Syria had been a "kingdom of silence" with only a handful of state owned and state-operated newspapers available since the Baath party came to power in the early 60s. When it became clear around 2014 that the protest movement had been defeated, Al-Jumhuriyah saw only two options: to return to the kingdom of silence or to move part of their operation outside of Syria.

Al-Jumhurya's relevance to audiences in Syria and its role in fostering democratic ideals became clear in August 2023. Despite enormous safety risks and contrary to all expectations, new protests emerged in the province of Sweida.

"Obviously state media controlled by the Syrian regime is not going to cover this," said Karam Nachar, co-founder and

#### Sara Alyakin of Al-Jumhurya.



#### Four phases of media in exile



#### Chief Executive at Al-Jumhuriya.

"We immediately reached out to the organisers of this movement who are functioning under enormous security threats and asked for an interview. And their response was: 'We grew up reading Al-Jumhuriya. We love your content. This is how we think politically about Syria," said Karam Nachar.

#### Outside and inside: the important division of labour

Despite the personal, organisational and practical challenges of running a media outlet in exile, Sara Alyakin of Al-Jumhurya sees it as necessary in the context of Syria.

"Syria is literally one of the most dangerous countries for journalism and journalists in the entire world. I think having a life source outside the country is very much a symbiotic relationship. I do not think it is a dichotomy of those who are inside versus those who are outside," she said.

Because the organisation has many reporters and writers still inside Syria, they contest the exiled media label.

"We are very much a hybrid organisation. We have our colleagues inside Syria and we have our editorial team outside Syria. Our editors receive stories from inside and then weave them together. The ones of us in exile, we have relative liberties compared to the people still living under the very repressive regime. We use those liberties in a way so that our efforts still go back to Syria. There is a natural division of labour there between the ones that are inside and the ones that are outside."

#### **Bad businesses – great investments**

Among the many challenges of exiled media is that ad revenue and other monetisation methods are difficult to come by. Their audiences are scattered around the world and their data is flawed or irretrievable because audiences inside the country use VPNs and other tools to hide their engagement with the journalism due to fear of reprisals. Furthermore, paywalls would make journalism unavailable to audiences who do not have the funds – or simply a credit card – to pay for media.

IMS' exiled media partners generate only three to seven percent of their revenue from commercial sources. As their partner, IMS are realistic about their poor prospects for sustainability. We provide long-term core funding to our partners, which is essential for exiled media to establish themselves, survive and thrive.

Media working in exile or hybrid setups are not good businesses, but they are excellent investments in promoting fundamental freedoms and democratic values.

Small independent media outlets are up against heavily funded state propaganda machines; in comparison, the costs of running these media outlets are drops in the ocean. Kremlin documents leaked earlier this year revealed a budget for over \$1 billion allocated to Putin's propaganda and information war. Influencing public opinion and controlling political narratives is hugely important for totalitarian regimes, whether it be the Taliban, the Assad regime or the military junta in Myanmar.

#### What do we lose if we lose exiled media?

The latest report from Swedish thinktank V-Dem Institute shows that government censorship of the media is worsening in 47 countries. Exiled media are often the only ones who are in a position to push for political accountability and foster democratic conversation.

"Media is integral to every single developmental and humanitarian effort of Syrian civil society and without it there is no conversation. We cannot dream of a future democratic Syria if we have no information, we have no facts, we have no data, we have no analysis. We are left with only propaganda. And you cannot create a democratic society based on propaganda," said Sara Alyakin.

### Moldova focuses on media literacy

In 2023, policymakers across multiple government ministries in Moldova turbocharged efforts to improve digital literacy and counter foreign interference and disinformation.



Parliament building, Chisinau, Moldova.

IMS partner the Independent Journalism Center and a coalition of CSOs created an agenda-setting National Program for Media and Information Literacy and held public consultations.

The coalition also successfully lobbied key government agencies to better coordinate on the issue.

As a result, the education, culture, labour and social protection ministries as well as the Audiovisual Council and newly minted Center for Strategic Communication and Combating Disinformation began work on a cross-agency plan.

The comprehensive strategy aims to improve public discourse, expand critical thinking skills and counter disinformation and propaganda.

It will promote collaboration among educational institutions, media entities and government agencies to address emerging challenges in the digital age.

The move comes as EU leaders opened accession negotiations with Moldova in December.

Meanwhile, the Moldovan parliament voted to set up a new institute to tackle disinformation and combat foreign interference.

The Center for Strategic Communication and Combating Disinformation also has the power to propose amendments to the regulatory framework and to notify law enforcement agencies of legal breaches.

IMS disinformation and gender advisers provided strategic input into formal guidelines for the new government entity.

They successfully called for a gender-inclusive approach and emphasised the need to tackle gendered disinformation and have a strong collaboration with non-government organisations.

IMS experts also advised the agency on international best practices for resilience building and countering disinformation.

Moldovan broadcasting also had a shake-up in 2023 as a result of changes to make the Audiovisual Council more independent and objective.

A report entitled Vibrant Information Barometer on Moldova 2023 said the council now has stricter guidelines on objectivity and balance in the media.

Previously, Moldova's broadcast sector was dominated by foreign content – mainly from Russia – and television networks were controlled by Moscow or had pro-Kremlin owners.

IMS gave guidance to the council as it moved to update its legal frameworks and regulations in the fight against disinformation.

## Improving media rights through advocacy

#### Afghan women journalists rejoining the workforce

IMS' partner the Afghan Journalists Safety Committee (AJSC) successfully campaigned to increase the number of women journalists in 2023.

An additional 94 women journalists were hired nationwide, and 54 of the recruitments were directly linked to AJSC's lobbying efforts.

Political developments in 2021 saw Afghan women and girls' freedom of movement and access to education and employment severely curbed and 20 years of progress lost.

After August 2021, there was a "radical shake-up of Afghanistan's media landscape," with four out of five women journalists no longer working, according to Reporters Without Borders.

Hundreds of media outlets were shut down and hundreds of journalists, including women journalists, went into exile. Several private media companies have been wary of hiring women journalists. "Enhancing the presence and role of women journalists in Afghanistan's media is a key portion of AJSC's mission," the committee said, adding it has woman coordinators in Kabul and the provinces so that woman journalists' issues and challenges are handled effectively.

There have also been bans on women journalists interviewing men as well as prohibitions on women voicing reports or travelling without male chaperones. In some parts of the country, women journalists are not allowed to work at all.

Women journalists still working in Afghanistan say despite the challenges they aren't giving up.

"Even now, working without making my identity or face known, I aim to make my voice heard louder and I am more determined than ever," said a woman journalist, whose name is withheld for safety reasons.

#### Ukraine media legislation

The Ukraine government passed new media laws in late 2022 as part of a push to have a

more professional and accountable press and to align with EU press freedom standards.

An international training programme funded by Sida and implemented by IMS and other organisations provided a platform for constructive dialogue between media representatives, government and civil society on how to improve media self-regulatory frameworks in Ukraine.

IMS partner Centre of Democracy and Rule of Law (CEDEM) held a series of events and training workshops for Ukrainian and foreign journalists, Ukrainian regulatory bodies, media lawyers and NGOs on the media laws. CEDEM made video explainers to increase public knowledge of the issue which were viewed 500,000 times. CEDEM also produced a special legal guide aimed at journalists that provided vital insights into the legal frameworks of child protection, social media regulations, media law violations, self-regulation and access to public information. The resource helped bolster professional integrity during the challenging time of





Improving the conditions of journalists can be an incremental process. IMS partners around the world have lobbied, advocated and developed dialogues to help the media be seen as trustworthy and keep media workers safe.

war. It also helped the public effectively engage with media content and regulation.

#### Pakistan courts uphold freedom of expression

Pakistan courts handed down some significant judgments in 2023 that upheld freedom of expression and access to information. In March, the High Court in Lahore overturned a colonial-era sedition law, declaring it unconstitutional.

Critics said successive governments had used the law to target journalists and political opponents.

The IMS-supported Pakistan Journalists Safety Coalition (PJSC) long campaigned against the sedition law. Its federal chairperson Hamid Mir, a veteran journalist wrongfully charged with sedition in the past, told the Oxford Union in 2022 that Pakistan's rulers "feel no shame in using this colonial law to deny the human rights of their own countrymen."

IMS programme manager Adnan Rehmat penned an op-ed calling for the law's repeal in February 2023.

While free speech campaigners hailed the verdict a win, sedition charges were brought in other local jurisdictions in 2023, with a human rights lawyer and ex-lawmaker charged. To help journalists and content producers who face such legal threats, IMS partner Institute for Research, Advocacy and Development (IRADA) works with a group of pro-bono lawyers called the Journalists Defence Committee and IMS' journalist safety fund offers legal aid.

In October, the Supreme Court ruled in favour of a freedom of information disclosure. IRADA provided legal counsel to the petitioner who was seeking information about the administration of the court.

#### Self-regulations in Georgia's media

Media self-regulation in Georgia received a boost in 2023.

Radio NOR voluntarily appointed a media ombudsman as part of a commitment to responsible and ethical journalism that builds audience trust. Newspaper Kakhetis Khma also introduced a self-regulatory body to its editorial team with three staff charged with improving ethical standards and accountability. It also trained the staff on ethical journalism and media self-regulation.

IMS' Investigative Training Programme played a key role in encouraging the two media partners to adopt a self-regulatory framework and international best practices.

IMS views media regulation as a fundamental tool for democratic development – and self-regulation the most effective way to achieve media accountability with minimal state interference or censorship.

Requiring media to adhere to professional standards lays the groundwork for ethical journalism serving the public interest.

Self-regulation includes ethics codes, press councils and public editors.

# Cutting through the hype

#### IMS partners are beginning to use AI and exploring what it can – and can't – do.

By Magnus Ag Head of Public Interest Tech

The launch of ChatGPT at the end of 2022 raised major questions about the opportunities and threats artificial intelligence (AI) poses for journalism and media organisations.

Over the past decade and a half, IMS has witnessed and dealt with how data-driven processes – such as automated social media moderation and Google search (all of which rely on AI components) – are rapidly and radically altering our partners' local digital realities and abilities to create change.

The introduction and widescale adaptation of generative AI systems are forcing our partners to cut through the hype and identify and innovate solutions while mitigating risks to their local communities at lightning speed.

#### An AI-generated news presenter

Currently, most AI solutions are produced by dominant tech companies based in the US. One challenge this poses to our partners is the limitations on models trained in their local languages. It's a problem that can be seen in the limited options of generative AI products. Centre for Innovation and Technology (CITE), an IMS partner in Zimbabwe, ran up against this when designing their AI-generated news presenter, Alice.

Alice was modified from an off-theshelf solution that did not have a Zimbabwean person as a pre-programmed option. As a result, Alice's point of departure was South African, and she mispronounced local names.

While audiences felt she lacked a human touch, they were positive about the new technology, and with Alice presenting the news, CITE staff had more time to research and produce stories for her to present, which in turn increased CITE's output.

#### Fighting disinformation at scale

In Asia, an IMS Disinformation Learning Forum and subsequent Public Interest Tech Innovation Lab brought together partners from across the region. A notable outcome funded by a pilot grant was the development and implementation of an AI-driven add-on to existing data-driven counter-disinformation efforts in local languages that boosted the efficiency of human factcheckers.

AI generated deepfake pornography makes up 98 percent of all deepfake videos online, according to Home Security Heroes.

And, according to the same source, 99



#### IMS' Public interest infrastructure report.

percent of the individuals targeted by deepfake pornography are women. So, there is a significant need for countermeasures.

IMS partner JOSA, in Jordan, is using an AI tool to flag hate speech on Facebook, which they then report as violations. However, we cannot expect the tech companies to take action if they are not incentivised and enabled by policy change. Changing laws, policies and algorithms The Palestinian social media monitoring organisation 7amleh, a long-time IMS partner, has for years been one of the leading actors documenting the discriminatory realities Palestinian social media users face because of tech company policies and AI-driven moderation.

After the war in Gaza broke out, 7amleh's research showed an intensifying and disproportionate moderation of and limitation on Palestinian voices, including journalists.

As a board member - along with Google, Meta and Microsoft - of the multistakeholder organisation Global Network Initiative (GNI), IMS helped facilitate both 7amleh's presentations of its findings to the full GNI board and direct meetings with Meta and Google at senior levels to discuss its findings and advocate for change both in concrete cases and on policy levels.

However, often the leading companies behind our AI-driven internet do not listen to our partners or give them access to the data needed.

That is why IMS collaborated with Research ICT Africa (RIA) in South Africa and Sida's Africa democracy team on multiple efforts. This culminated in four workshops in November 2022 identifying the potential of coalitions and concrete steps forward at the nexus of freedom of expression and digitalisation by bringing IMS journalistic partners together with data scientists, African digital rights organisations, electoral experts, diplomats and others.

"If we want to understand what is going on in social media platforms, we need to access their data. Some big tech companies offer data access to Europe and America, but not to Africa, and this needs to be addressed," said Professor Guy Berger, distinguished fellow at RIA and now IMS board member, speaking at the event.

Similar challenges are faced by partners in Ukraine and neighbouring countries. IMS is currently working with local partners in Ukraine to implement UNESCO's Guidelines for the Governance of Digital Platforms to safeguard freedom of expression and access to information online.

This builds on the momentum from the Ukraine War and Disinformation Roundtable that IMS launched with Ukrainian partners and the Danish Tech Ambassador in 2022, and wider regional efforts.

#### Public interest infrastructure

The above work is guided by a long-term vision that our digital environments are enabled and upheld by public interest infrastructures - sets of digital tools, including AI, that are explicitly designed to serve the public interest rather than any political, commercial or factional interest.

In 2023, we launched the report, Public interest infrastructure: Digital alternatives in our data-driven world and journalism's role getting there. At the global launch, a representative from Microsoft - arguably the most dominant company in the field of AI-told our audiences: "Technology companies have a responsibility to be aware of public interest infrastructure and how to be a part of building them."

The challenge with policy change and creation of digital alternatives is that they are slow and demand an understanding of the problems at hand and potential solutions.

As our partners experience daily in their local communities, when a society is faced with "unknown unknowns". whether created by reckless tech companies or otherwise, that is when we need good journalism.

Data servers at the Digital Realty (Interxion) data centre in Madrid, Spain.



# Two major reviews of IMS reveal positive findings

IMS has been subject to two major external reviews over the latter part of 2023: a "strategy implementation review" conducted in relation to the core grant agreements with Sida and the Norwegian MFA and a "review and capacity assessment" conducted as part of Danida's standard review procedures of all its strategic partners.

IMS is very pleased with both reviews, which serve to evidence the progress made and the relevance of IMS' strategy and approach to media development.

Among key findings of the reviews were that IMS' strategy and theory of change are relevant and coherent and are being applied across the contexts where IMS works. This suggests that they are sufficiently comprehensive but also flexible enough for programmes to adapt their programming in cases where contextual circumstances have changed. IMS' ability to use its position to contribute to strategic priorities within international coalitions and networks was also highlighted.

At the programmatic level, it was found

that IMS works with robust monitoring and evaluation systems and strong programme cycle management capabilities, and that the cross-cutting hubs serve as important internal convenors with potential to further facilitate communities of practice and learning.

The strategy implementation review noted that IMS as a media development actor is quite unique in encompassing partnerships, support for coalitions at national levels, providing comprehensive and holistic support, safety, regulatory frameworks and content productions.

The Danida capacity assessment noted that IMS was found in a substantially different place than four years earlier: "IMS should be commended for its efforts in revising and scaling its systems and procedures across the organisation."

The reviews highlighted IMS' partner relations, including the work undertaken with the trust-based approach to partnerships, some of which is still pending implementation. Other recommendations related to financial management, human resources and fundraising are being worked on now, in line with the institutional priorities of IMS' new 2024-2028 global strategy.

Overall, the reviews have helped IMS reflect on strategies and practices both internally and externally, which has been very useful for the finalisation of a new 2024-2028 strategy and for spurring further strategic and operational reflections and actions.



Part of the Danida review was conducted at the Karachi Press Club in Karachi, Pakistan.

# What do our partners say?

Partnership and collaboration are at the core of our work; therefore, we ask our partners for feedback in order to be accountable, learn and improve.

We conduct a partnership survey every other year, asking our global portfolio of strategic partners to share anonymously how satisfied they are with our partnership, the quality and effect of our capacity development and any emerging priorities.

This year, we had a specific focus on local leadership and how to ensure that the partners are in the drivers' seat when designing programmes and strategies. When asked how they want to be further engaged, 69 percent of partners answered that they would like to be more involved in the design of country programmes and 70 percent said that they would like to further engage in partner-to-partner collaboration. A number of partners mentioned that partner-to-partner collaboration is not possible due to security reasons.

Partners are generally very satisfied with the IMS partnership, with an average rating on 4.57 out of 5.



Ninety percent agree or strongly agree with the statement that IMS treats them as equal partners. And 94 percent of all respondents agreed or strongly agreed with the statement that IMS is committed to non-discrimination and anti-harassment in words and actions. The majority of the partners are media content producers. Ninety-four percent of them saw a growth in their audiences and 65 percent saw an improvement in the quality of their content as a result of capacity development support received from IMS.

Gender equality has been a priority for IMS, which comes through strongly across the survey. Sixty-one percent of the respondents are cooperating with women's organisations. Eighty-eight percent of all respondents reported that they either have a gender strategy or are in the process of developing such a strategy. Gender distribution within partner organisations is also fairly equal, and a number of partners have a strong representation of women on boards and in management.

"The collaboration with IMS has been open and easy-going throughout our projects' implementation. The expertise and dedication of the programme team have significantly contributed to achieving our goals."

"IMS provide an open space and listen to partners' suggestions on programmes and activities."

"IMS is very responsive, rigorous and sharp in responding to partners' concerns."

### Staff facts

IMS has a diverse staff of dedicated, creative and highly motivated professionals based at our Copenhagen headquarters and around the world.





120 hq





41 AVERAGE

AGE





EMPLOYMENT DURATION

> 114 0-5 years

30 6-10 YEARS

22 11-15 YEARS

8 16-20 YEARS

1 21-25 YEARS

STAFF TURNOVER



### Workplace assessment





I FIND MY WORK MEANINGFUL







### Public engagement in Denmark

IMS' public engagement in Denmark, where our headquarters are based, aims to raise awareness about the integral role of press freedom and good journalism in safeguarding democracy and human rights.



#### World Press Freedom Day

On 3 May, World Press Freedom Day, IMS hosted a public webinar on press freedom with journalists, editors and media advocates from Palestine, Ukraine, Afghanistan and Somalia. The session explored how journalism can be a tool to safeguard and advance human rights.

#### CPH:DOX

CPH:DOX is among the world's biggest documentary film festivals and a key venue for IMS to connect its partners and documentary filmmakers with opportunities to exchange professional knowledge (see also page 20). In 2023, the festival screened 11 IMS-supported documentary films, including Motherland – which won the DOX: AWARD, the festival's main prize – about the Belarusian army's culture of violence. Throughout the festival, Danish and international audiences attended IMS-facilitated public debates.

#### Keeping our members informed

In 2023, we distributed 11 newsletters in Danish to our 1,500 Danish members and subscribers. The newsletters covered topics ranging from the dangerous work of Syria's independent journalists to the importance of access to accurate information.

#### Online reach





LinkedIn 11,058 followers

Twitter/X

Facebook

10,540 followers

34,505 followers



2,569 followers

Instagram



#### Global newsletter 3,024 subscribers

#### Folkemødet

Each year, politicians, CSO representatives and ordinary people interested in Danish politics meet on the island of Bornholm for Folkemødet - the Danish Democracy Festival. In 2023, IMS joined forces with the Danish Institute for Parties and Democracy and the Danish Cultural Institute to run the festival's International Arena with discussions on important global issues. During one session, journalists and human rights defenders from Syria, Afghanistan and Belarus examined the role of exile media (see also page 44). IMS Executive Director Jesper Højberg discussed practical approaches to furthering press freedom with colleagues from Belarus and Denmark.

Another talk examined how social media platforms have become tools for authoritarian regimes to control information flows and boost the spread of propaganda. And the IMS Stop the Press quiz highlighted the most outrageous measures taken to limit the free press around the world.

### IN MEMORIAM Michael Wagtmann

#### 19 MAY 1942-30 SEPTEMBER 2023

Michael Wagtmann was an ambassador and director in the Danish Ministry of Foreign Affairs and – after stepping down in 2002 – became an adviser at IMS. In both positions, his creativity and razor-sharp analysis paved the way for renewal and change. As head of the Danish International Development Agency's policy office, he was among the first to see international development assistance as an instrument in wider international political endeavours to further democracy and human rights and civil society as a crucial driver of change. He was inspired by development in East and Central Europe, where artists, authors, filmmakers and scientists had been the engine of democratisation. Wagtmann was passionate about the human element of political change and insisted from the outset that IMS help journalists and artists in exile find a foothold so they could move forward.

Wagtmann was innately averse to conformity and conventional thinking – both during his time at the Danish foreign ministry and later in the then-newly established IMS. He had a unique grasp of the rules of politics and power and a sharp eye for cracks in the political landscape and bureaucracy through which new ideas and modes of thinking could emerge.

Wagtmann was ahead of his time. The thoughts and ideas about inclusion and bringing together diverse perspectives that he promoted throughout the 1980s and 1990s in Danish foreign policy are still points of reference for progressive forces, both within and outside of the state apparatus. And he practiced what he preached. His outreach to and collaboration with Danish journalists and international media organisations created the foundation on which IMS was established in 2001, where he further strengthened and built on his ideas.

Wagtmann believed that well-chosen words could create targeted action. It was precisely that ambition that spoke to Wagtmann's character: he was driven by a sense of decency and justice – and the expectation applied to others as well. He was never "a man of the system", neither in the foreign ministry nor at IMS, and because he had no tolerance for vanity, self-absorption or pretentiousness he could step on peoples' toes. But few others have inspired critical thinking and actions the way Wagtmann did.

There are many of us who are indebted to Wagtmann. His creativity and mantra of "there must be another way" motivated and inspired young employees in the foreign ministry and at IMS. He sought out dialogue whenever and with whomever it was needed. He found his inspiration in nature, music, literature and – not least – in conversation. He approached issues with great musicality – and he took his time. Everyone who passed through the sorcerer's workshop came out enriched and better informed about the world – and themselves.

By former Danish ambassador to Iraq Gert Meinecke and IMS Executive Director Jesper Højberg. Translated and reprinted from the original version, first published in Politiken, 27 October 2023.

# Fundraising

### Donations from individuals



Despite an overall decrease in private donations compared to 2022 – which saw the charitable concert Sammen for Ukraine ("Together for Ukraine") generate large sums in private donations for IMS and other Danish CSOs from private individuals and corporations in Denmark – our income from regular donors more than doubled in 2023 compared to previous years.

103%

This increase was partially due to our ongoing fundraising campaign to support Gaza's journalists, which saw us gain 112 new monthly supporters in the span of two months, a 107 percent increase. The campaign has helped IMS diversify our fundraising base in Denmark and abroad.

### Thank you to our donors

#### IMS' biggest institutional donors are:







Norwegian Ministry of Foreign Affairs



In 2023, our work was also made possible through support from:

Danish Union of Journalists

Norwegian Union of Journalists

Ford Foundation

**Open Society Foundation** 

Journalismfund

UNESCO

European Endowment for Democracy

Swiss Agency for Development

Foreign and Commonwealth Office (UK)

French Agency for Development

### Financial overview 2023

Support from donors and the public makes it possible for IMS to react quickly to new and continuing crises. Continuous flexible core funding for strategic and operational development enables IMS to improve and adapt in a rapidly changing world. Meanwhile, reserve funds allow IMS to cover bridging programmes and additional development activities when there are shortfalls.



#### Funding

Total donor category

	EUR	%
DANIDA	10,755,903	31%
EU	3,837,232	11%
NMFA	3,571,486	10%
Other donors	5,129,816	15%
SIDA	11,308,794	32%
IMS own funds raised	141,643	0%
Danmarks Indsamling - Sammen for Ukraine	116,846	0%
NMFA Other donors SIDA IMS own funds raised	3,571,486 5,129,816 11,308,794 141,643	10 15 32 0

34,861,720

100%

#### Expenditures

**Total expenditures** 

	EUR	%
Programme Activities	32,383,867	93%
Strategic development and other activities	1,500,289	4%
Organisational support - administration and fundraising	977,568	3%

34,861,720

100%

#### Turnover 2009–2023



#### **Regional expenditures**



#### Rapid response expenditures



#### Regional growth 2022–2023







### IMS Board 2023

Guy Berger Independent media expert, former Director of Freedom of Expression and Media Development at UNESCO (South Africa)	Heba Gamal Vice President, Enterprise Product and Corporate Development, Rocket Lawyer (USA)	Ashnah Kalemera Collaboration on International ICT Policy for East and Southern Africa, Cipesa (Uganda)
Henrik Prethun Berggen Head of Institute, Institute of Journalism, Danish School of Media and Journalism (Denmark)	Eva Grambye (Acting Board Chair), Executive Director, Strategy, Programme and Learning, Danish Refugee Council (Denmark)	Moukhtar Kocache Independent adviser and consultant (Lebanon/USA)
Nighat Dad Executive Director of Digital Rights Foundation (Pakistan)	Tine Johansen President, Danish Journalist Union (Denmark)	Mette Thygesen (Acting Board Vice Chair) International Director, Danish Institute of Human Rights (Denmark
The Association of Danish Media has	CEO at JP/Politikens Hus, who will join	a new Chair and Vice Chair will be vote

It comprises representatives of the four founding organisations of IMS as well as independent individuals as members. As of 2023, the Board comprises:

The Board is the governing body of IMS.

appointed a new representative, Stig Ørskov,	the IMS Board in 2024. It is expected that	on in the June Board meeting.
IMS wishes to extend its sincerest thanks to outgoing Board members Andrew Puddephat, Gene Kimmelman and Mads	December 2023. Andrew Puddephat joined the IMS Board upon its founding in 2001 and has served as Chair since 2012. Gene	Brandstrup joined in 2021. We thank them for their many valuable contributions and years of service.
Brandstrup who exited the IMS Board in	Kimmelman joined the Board in 2011. Mads	

"In the more than two decades that I spent with IMS, technologies, business models and modes of publishing have changed dramatically. But what has never changed is the value independent journalism contributes to democracy. IMS has continued to evolve through geopolitical changes and the emerging needs of its partners, always keeping the importance of good journalism at the heart of the mission." Andrew Puddephatt

## Support independent media

From Gaza to Ukraine, Myanmar to Ethiopia, media workers are risking their lives to continue reporting. You can help independent media continue operating and keep media workers safe.

Your donation can help cover basic needs, purchase equipment so they can continue their work or provide safety gear and psychosocial support.

#### Support our work

International donations: mediasupport.org/donate

Donations from within Denmark: mobile pay: 98209 dk.mediasupport.org/stot/donation/

#### Be part of the IMS network

Sign up to receive news from IMS: mediasupport.org/newsletter

Follow us on social media X IMSforfreemedia IMSInternationalMediaSupport
O IMSforfreemedia ims-international-media-support

Contact us with questions on how to support our work at info@mediasupport.org

IMS' two decades' experience bear witness to the fact that comprehensive, locally led media development can help keep free media operating, even in the most forbidding of circumstances.

#### mediasupport.org

- X IMSforfreemedia
- O IMSforfreemedia
- f IMSInternationalMediaSupport
- in ims-international-media-support

