

TUESDAY, 9 DECEMBER 2008 (14.30pm – 16.00pm)

Workshop 7: A Holistic Approach to Media Development – the CIMA report

MACEDONIA B, LEVEL 1 , English

Workshop Title: A Holistic Approach to Media Development – the CIMA Report

Workshop Coordinator: Marguerite Sullivan, Senior Director, Center for International Media Assistance, National Endowment for Democracy

Email address: marguerites@ned.org

Language: (Please mark one) English, French, Spanish, Russian, Arabic

Workshop description:

1. What are the main points you want to raise in the workshop?

- The existing media assistance landscape – how much U.S.. funding is there and where is it coming from?
- The existing media development strategies – where is the funding going?
- Recommendations for improving media assistance worldwide

2. Give some background information to the issue you want to raise.

- *Empowering Independent Media* is the culmination of CIMA's work since its inception in late 2006, and draws upon its reports, working group discussions, meetings, and additional research on topics including the public and private funding of projects, financial sustainability of independent media outlets, global investigative journalism, and community radio development, among others.
- Recommendations:
 - increasing funding
 - recognizing the cross-sector impact of independent media by including it in development projects
 - taking longer-term approaches to projects

PLEASE RETURN THIS FORM BY EMAIL TO henze@mediagfmd.org

- engaging the local media community more in project design and implementation
- improving journalists' professional skills and ethical standards
- providing greater support to improve the legal-enabling environment
- emphasizing media literacy
- building stronger media management skills
- integrating new technology
- refining monitoring and evaluation methods
- improving coordination among donors and implementers
- integrating communication for development strategies in overall media assistance efforts

3. List three key questions you want the workshop to address.

- a) How can the recommendations in this report improve media development worldwide?
- b) How can its findings be used to raise awareness of the need for more media assistance?
- c) Can these recommendation help you with your media development projects?

4. What would be the main desired outcome of the workshop?

Participants will discuss ways to work better together in the field to advocate media development goals, develop more holistic approaches, and develop ways to gain greater attention to the field.