

Center for International Media Assistance

THE CENTER FOR INTERNATIONAL MEDIA ASSISTANCE (CIMA) was established as an initiative of NED in 2006. The Center's work is based on the principle that independent media are an inextricable element of democratic society and no democracy can thrive without the free flow of information.

Toward this end, CIMA's mission is to raise awareness of the importance of media assistance to worldwide development efforts and thus to strengthen U.S. support for such efforts. Simultaneously, CIMA works to improve the effectiveness of existing media assistance programs throughout the world.

CIMA works to achieve these goals through its three major activities:

- **Reports:** CIMA commissions research reports on key topics in media development and also publishes reports on some of its events and working groups.
- **Discussions:** CIMA organizes working groups, panel discussions, and roundtables to investigate important issues in international media development.
- **Problem Solving:** CIMA identifies needs within the field and brings people together to devise strategies for solutions. Toward this end, CIMA has developed a comprehensive bibliographic database of media assistance resources, available online at: <http://cima.ned.org/bibliography>

These core activities of CIMA complement NED's role as a supporter of

grassroots democracy initiatives and address many of the challenges that have been identified in the field of U.S.-sponsored development of independent and sustainable media.

Reports

CIMA's research reports are intended to address key issues in media development and identify the best strategies for improving such assistance.

Empowering Independent Media: U.S. Efforts to Foster Free and Independent News Around the World is CIMA's inaugural report, providing an in-depth assessment of U.S.





CIMA's Advisory Council, comprising media professionals, academics, representatives of donor organizations, and other experts on international media, meets regularly to advise CIMA on strategy and topics in media

international media development efforts, both public and private.

The report also calls on future efforts to be more long-term, comprehensive, and need-driven. Recommending a more holistic approach, CIMA examines the international media development field from a number of perspectives:

- funding
- professional development
- education
- the legal enabling environment
- economic sustainability
- media literacy
- new media
- monitoring and evaluation of media development programs

This report was launched with an event on Capitol Hill in July 2008. It is available to download for free at <http://cima.ned.org/15/empowering-independent-media.html>.

In addition to *Empowering Independent Media*, CIMA published two other reports in 2008: *The Role of Media-support Organizations and Public Literacy in Strengthening Independent Media Worldwide* and *Scaling a Changing Curve: Tradi-*

tional Media Development and the New Media. All of CIMA's reports are available for free download at <http://cima.ned.org/reports>.

Discussions

CIMA organized more than a dozen panel discussions, workshops, and roundtables throughout 2008. Among these were several country- and region-specific events, including discussions of the media in Venezuela, China, Pakistan, Ukraine,

Indonesia, Russia, the Middle East and North Africa, and East Africa.

Other discussions focused on specific topics in international media assistance, such as the increasingly important role of cell phones in spreading news and information. More information on these discussions, along with other past CIMA events, is available at <http://cima.ned.org/events/past-events>. Many of these discussions also feature a downloadable video of the event.

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