# **Center for International Media Assistance**

HE 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. 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.

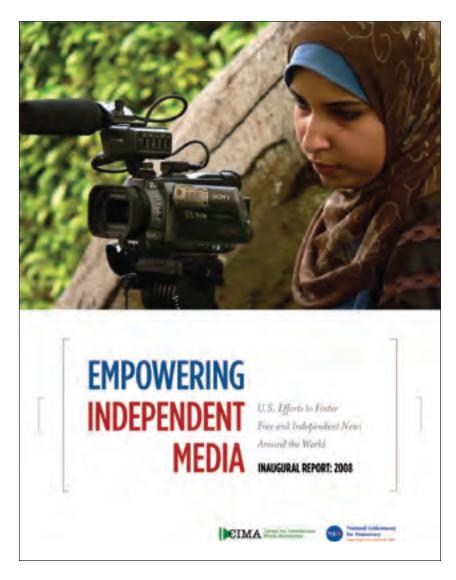
CIMA works to achieve these goals through its three major activities:

- **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

1983

2008



NED



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-

## Advisory Council for the Center for International Media Assistance

**David Anable** Former President International Center for Journalists

**Patrick Butler** Former Vice President The Washington Post Company

**Esther Dyson** Chairman EDventure NED Board Member

William A. Galston Senior Fellow, Governance Studies The Brookings Institution NED Board Member

Suzanne Garment Associate Clifford Chance US LLP NED Board Member

**Karen Elliott House** Former Publisher The Wall Street Journal

**Ellen Hume** Research Director, Center for Future Civic Media Massachusetts Institute of Technology

#### Jerry Hyman

Senior Adviser President, Hills Program on Governance Center for Strategic and International Studies

*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, Alex S. Jones Director, Shorenstein Center Kennedy School of Government

#### **Susan King**

Vice President, External Affairs Director, Journalism Initiative, Special Initiatives and Strategy Carnegie Corporation of New York

**The Honorable Richard Lugar** U.S. Senate

**Eric Newton** Vice President/Journalism Program Knight Foundation

Adam Clayton Powell III Director, Integrated Media Systems Center University of Southern California

### **Monroe E. Price**

Director, Project for Global Communication Studies Annenberg School for Communication

**The Honorable Adam Schiff** U.S. House of Representatives

Kurt Wimmer Senior Vice President, General Counsel Gannett Co., Inc.

#### **Richard Winfield**

Of Counsel Clifford Chance US LLP

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.