



Center for International Media Assistance

In 2013, Mark Nelson, a veteran of the World Bank Institute with long experience in media development and a former *Wall Street Journal* correspondent in Europe, was chosen to succeed CIMA's first senior director, Marguerite H. Sullivan. After nearly seven years of successfully leading the Center from its founding, Sullivan retired in September.

CIMA's mission is to help strengthen the support, raise the visibility, and improve the effectiveness of independent media development throughout the world. The Center provides information, builds networks, conducts research, and highlights the indispensable role independent media play in the creation and development of sustainable democracies. CIMA works to achieve these goals through discussions, original reports, and catalyst activities.

Discussions

CIMA organizes panel discussions, working groups, and roundtables featuring practitioners and academics to investigate important issues in international media. CIMA held 11 public events in 2013 on topics including *Two Faces of Chinese Media: International Expansion, Internal Censorship*; *Breathing Life into Freedom of Information Laws: The Challenges of Implementation in the Democratizing World*; *10 Years After Saddam: The State of Media in Iraq*; and *Ukraine's Troubled Media: Prospects for the Country's Democratic Future*. Summaries as well as video and audio recordings of CIMA events can be found at <http://cima.ned.org/events>.



Founding Director Marguerite Sullivan (third from left) spoke at the National Press Club on World Press Freedom Day 2013.

Reports

CIMA commissions research reports on key topics in media development and also publishes papers summarizing some of its events and working groups. The Center published 14 reports in 2013, including *The Long Shadow of Chinese Censorship: How the Communist Party's Media Restrictions Affect News Outlets Around the World*; *A Clash of Cultures: Hate Speech, Taboos, Blasphemy, and the Role of News Media*; *The New Gatekeepers: Controlling Information in the Internet Age*; and *U.S. Government Funding for Media: Trends and Strategies*. These and the rest of CIMA's reports are available for free download at <http://cima.ned.org/publications>.

Catalyst Activities

CIMA took the lead in coordinating an effort to standardize the nomenclature the media development community uses to categorize its work. This involved hosting meetings and conference calls with funders and media development implementing organizations to

discuss a common set of terms to assist in tracking and coordinating media development projects and research materials. The project was an outgrowth of the first global donors-only meeting on media assistance that CIMA convened in late 2012.

CIMA also maintains a comprehensive bibliographic database of media assistance resources with more than 1,300 items. On its website, CIMA has posted country profiles detailing the status of independent media in countries around the world and comparing media freedom indexes. These can be accessed at <http://cima.ned.org/>. CIMA also gathers articles from numerous news sources on developments in media (traditional and digital) and distributes them via a *Media News* mailing and a weekly *Digital Media Mash Up*. Sign up for these and other CIMA mailings and follow CIMA on Facebook and Twitter at <http://cima.ned.org/about-cima/follow-cima>.



Mark Nelson (above, with CIMA staff) became CIMA's Senior Director in 2013, after Marguerite Sullivan's retirement.

CIMA's Mission

News media the world over are undergoing a sea change. Social media platforms and mobile communications technologies are intensifying a revolution that began with the rise of the Internet two decades ago. News consumers now have many more choices and can themselves be news producers, raising profound questions about the economic sustainability of traditional news media. These new digital media platforms—sometimes on their own, at other times in conjunction with traditional media—are also having a visible effect on the course of political, economic, and cultural events in many countries.

These developments present a significant challenge for CIMA and for the international media development community as a whole. But they also present an exciting opportunity. With the arrival of a new director in late 2013, CIMA began a process of rethinking its strategy and approach to the media development field, all the while keeping in mind CIMA's core mission, excerpted from the founding legislation in 2004:

CIMA's mandate is to collect and share information on international media development; improve research to inform decisions on funding and program design; encourage the involvement of the private sector in the field of media assistance; identify effective methods for independent media development in transitional societies.

CIMA Advisory Council

The Advisory Council provides CIMA with guidance on topics in media development that need further study and advises CIMA on how it can assist existing organizations involved in media assistance. Some Advisory Council members also lead working groups, moderating dialogues on specific topics in media assistance.

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| Esther Dyson | Ellen Hume | Craig LaMay | Adam Clayton Powell III |
| Stephen Fuzesi, Jr. | Gerald Hyman | Caroline Little | Monroe Price |
| William A. Galston | Alex Jones | Eric Newton | Adam Schiff |
| Suzanne Garment | Shanthi Kalathil | William Orme | Kurt Wimmer |
| Mark Helmke | Susan King | Dale Peskin | Richard Winfield |