

## Center for International Media Assistance

**T**HE CENTER FOR INTERNATIONAL MEDIA Assistance (CIMA) was established as an initiative of NED in 2006. CIMA'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.
- **Providing Resources:** 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. The center published 18 reports in 2009:

- *The Role of Cell Phones in Carrying News and Information*
- *Soft Censorship: How Governments Around the Globe Use Money to Manipulate the Media*
- *Support for Independent Media in Liberia's New Democracy*
- *Sword and Shield: Self Regulation and International Media*
- *One Size Does Not Fit All: Objectives and Priority Areas for Media Assistance in Different Societies*
- *Empowering Youth Through Independent Media*
- *Good But How Good? Monitoring and Evaluation of Media Assistance Projects*
- *The Role of New Media in the 2009 Iranian Elections*



- *Print and Broadcast Media Freedom: Disparities and Opening*
- *Challenges to U.S. Government Support for Media Development*
- *Media Literacy: Understanding the News*
- *Media Literacy: Citizen Journalists*
- *Media Literacy: Empowering Youth Worldwide*
- *Digital Media in Conflict-Prone Societies*
- *Experimentation and Retrenchment: Private U.S. Funding of Media Development*
- *Throwing the Switch: Challenges in the Conversion to Digital Broadcasting*
- *Funding for Media Development by Major Donors Outside the United States*
- *Under Attack: Practicing Journalism in a Dangerous World*

All of CIMA's reports are available for free download at <http://cima.ned.org/reports>.

## Discussions

CIMA organized 20 panel discussions, workshops, and roundtables throughout 2009. The topics of these discussions included: The Role of New Media in the Iranian Elections, Community Media Sustainability, Radio's Role in Democracy and Development, and Hate Speech in Divided Societies.

Other discussions focused on media assistance in specific countries or regions, such as Liberia, the Caucasus, and Sri Lanka, among others. 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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CIMA held a wide range of well-attended events on a diversity of media-related topics, from the role of cell phones in carrying news, to self-regulation in international media.