

Journalists for Human Rights: Fostering Governance and Transparency Through Media Development

Rachel Pulfer and Grant McDonald

September 30 2015



What is Journalists for Human Rights?

Journalists for Human Rights (JHR) is a unique Canadian charity. We help reporters in some of the world's most challenging places report on local issues and identify solutions to community problems. This improves people's lives.

Mission: To empower journalists to cover human rights issues objectively and effectively.



The Ripple Effect



1. Journalists are trained to cover issues and propose solutions
2. Media house produces stories
3. People hear, read or watch the story
4. People share the story with their networks
5. Community begins to engage on finding a solution to problem, in public
6. Community pushes for change, and authorities respond



JHR Scope

- Has worked in 23 African and MENA region countries
- Projects in DR Congo, South Sudan, Jordan, and Northern Canada
- Sent 350 journalism trainers
- Partnered with 300 media orgs
- Trained 13,000 journalists





Mitigating International Stakeholder Risk Through Media Development

The Problem

- Having an open and transparent relationship with the community around you is key.
- Trainer Grant McDonald can speak to recent experience in South Sudan where a joint venture group working in oil has failed miserably on this account.
- Lack of connection to the community significantly increased their risk.



Goal: genuine public and community engagement



The Solution: Media That Works

- A professional, responsible media can:
- 1) hold the government accountable and work to reduce government corruption
- 2) help stakeholders publicize project goals
- 3) provide a credible platform through which to engage the community on project development
- 4) help generate valuable community feedback and significant local buy-in for a project – *thus mitigating risk.*



JHR's innovative approach to journalism training builds strong and independent local media.

Local media can provide a credible platform for deep-seated community engagement and feedback loops.



Invest in the Community





Q&A