

# ACTIVITY REPORT

## Jan-Oct 2021

MEDIA FREEDOM | MEDIA SUSTAINABILITY  
MEMBERSHIP & GOVERNANCE



World Association  
of News Publishers



Collaboration is vital if we are to overcome the many challenges ahead - journalists continue to be targeted simply for doing their jobs, editorial independence and quality journalism is regularly undermined, and media businesses are facing an unprecedented existential threat due to a dire global economic situation. These are worrying times for press freedom and anyone who shares a passionate belief in the right to freedom of expression. Yet through it all, we witnessed the positive impact news media has on our society and the stunning acceleration of the industry's transformation during those challenging times.

In 2021, WAN-IFRA's agenda reflected the branch focus on managing the accelerated transformation of its journalistic, technical and business models. Our programmes stimulated deeper thinking on the evolution of good journalistic practices and quality standards for news professionals to better engage with their audiences and effectively contribute to the public debate in open societies.

Vincent Peyrègne  
CEO WAN-IFRA

The WAN-IFRA logo, consisting of the letters 'WAN' stacked above 'IFRA' in a large, bold, blue, sans-serif font. The logo is partially obscured by a large, light blue circular graphic element that frames the text.

# What makes us unique

What makes us one of a kind in the world? WAN-IFRA is the only international media organisation that:

- Is **truly global** with activities that span all the continents with regional support provided by teams in Paris, Frankfurt, Singapore, Chennai and Mexico City.
- Defends and promotes **press freedom** as a core mission.
- Covers the **entire value chain** of news media companies from content creation, business, strategy, revenue generation, products, technology and innovation.
- Has **specific community-driven offerings** for CEOs, COOs, Editors, Business and Revenue Heads, Product and Technology Officers, Print and Production Executives.
- Represents news publishers at international level to **raise awareness** of the issues facing independent media globally and works on joint initiatives for media sustainability.
- Brings together 60 **national media associations** to discuss matters of common interest.
- Undertakes **media development** work in fragile States and in particular promotes gender balance with our world leading 'Women In News' programme.

# Areas of expertise

## LEADERSHIP, STRATEGY AND EXECUTION

- ➔ Culture Change
- ➔ Strategic Benchmarking
- ➔ Newsroom Transformation
- ➔ Diversity and Inclusion
- ➔ Workflow Optimisation

## EDITORIAL

- ➔ Ethics and Standards
- ➔ Science in the Newsroom
- ➔ Mis and Dis Information, News Literacy
- ➔ Newsroom organisation
- ➔ Content that converts and retains
- ➔ Audiences-first approach

## PRODUCT MANAGEMENT

- ➔ Mobile
- ➔ Video
- ➔ Distributed Content
- ➔ Podcasts
- ➔ Newsletters

## DIGITAL REVENUE

- ➔ Digital Subscriptions
- ➔ Content Monetisation
- ➔ Premium Advertising
- ➔ Native Advertising
- ➔ Smart Data & Analytics
- ➔ Audiences-centric strategy

## TECHNOLOGY AND INNOVATION

- ➔ Print Supply Chain
- ➔ R&D and Emerging trends
- ➔ Immersive Content
- ➔ Artificial Intelligence

## MEDIA FREEDOM

- ➔ Safety of Journalists
- ➔ Advocacy & Industry Voice
- ➔ Equality
- ➔ Media Freedom Committees
- ➔ Development Support
- ➔ Social Impact Grants

## MEDIA POLICY

- ➔ Intellectual Property and related Rights
- ➔ Privacy
- ➔ Data Protection
- ➔ Taxation
- ➔ Fair Competition
- ➔ Internet Governance

## FINANCE & ECONOMY

- ➔ Revenue Diversification
- ➔ Market Trends



WAN-IFRA joins the Washington Post Press Freedom Partnership.

WAN-IFRA Unveils New Brand Identity with Redesigned Logo and Website.

Young Media Leaders Fellowship 2020 Successfully concluded on Jan 21

Young media talents called to submit applications to Stars4Media, the first European innovation exchange programme to accelerate media innovation by facilitating cross-border collaboration between media professionals.

WAN-IFRA launches a new programme in the Middle East to drive newsroom transformation towards reader revenue success.

World's Press Condemns Colombian Government's Sabotage of Inter-American Court Hearing on Journalist Jineth Bedoya Lima.

The next round of the Asian Best in Print contest is back.

Digital Media India 2021: How technology can aid the "new normal".

New Guide to Help Activate Cultural Change for News Publishers Launched.

WAN-IFRA World Press Trends Outlook 2020-21.

Asian Media Leaders eSummit 2021.

WAN-IFRA moves the World News Media Congress to 1-3 December 2021

On 3 May, World Press Freedom Day, WAN-IFRA is delighted to welcome the Malawi Media Freedom Committee into its regional and global network of media professionals

World's Press Condemns Arrest of Apple Daily Editor-in-Chief.

Data Science Exeprt Group: WAN-IFRA launches a new Expert Group to arm data practitioners with powerful journalism analytics

New Board Leaders Take Office at WAN-IFRA's Annual Meeting.

Revised membership structure.

January

WAN-IFRA announces a new DKK 6.5M (\$1M) partnership with the Danish Ministry of Foreign Affairs to support media freedom in nine countries across Sub-Saharan Africa..

Release of the World Editors Forum's Handbook Journalism in the Age of the Pandemic.

February

Major research project on sexual harassment in media workplaces in Southeast Asia with City, University of London.

Launch of Newsroom Transformation programme in Middle East.

March

Report: Consumer Trust in Ads 2020.

Event video recordings on site: We now have dedicated member sites for the following topics: reader revenue, premium advertising, newsroom transformation, and audience engagement.

The 2nd edition of the Changemakers Webinar Series was a success with 173 registrations.

April

WAN-IFRA announces major 1M euros media development partnership with Norwegian Ministry of Foreign Affairs.

WAN-IFRA "Print Innovation Awards 2021" open for entries.

Becoming Audiences First: Report on Year 1 of Table Stakes Europe

May

LATAM Media Leaders eSummit 2021.

Middle Eastern Media Leaders eSummit.

French Speaking Reader Revenue Summit.

WAN-IFRA shortlisted as finalist in the Association Excellence Awards in the category "Best Membership Support During Covid-19".

June

QUEST toolkit: Release of a new set of resources to help journalists report on science-related topics more effectively.

Stars4Media unpaired projects are still looking for EU-based partners.

Indian Media leaders eSummit 2021.

The Newsroom Summit 2021: 270 registrations

Twenty-eight news editors and journalists across Asia begin six-month Young Media Leaders Fellowship.

Finalists Digital Media North America announced.



185 media professionals and 76 media organisations selected as grantees in the second round of Stars4Media annual programme in which WAN-IFRA is a partner.

Winners announced for the African Digital Media Awards 2021

WAN-IFRA announces 2021 European Digital Media Awards winners. South China Morning Post tops haul with nine winning entries at 20th Asian Media Awards.

Afghan Journalist Appeal to host our fund Afghan journalists in distress.

WAN-IFRA joins 50 organisations from around the world to urge G7 countries to prioritise journalists in their deliberations about the deteriorating situation in Afghanistan.

WAN-IFRA condemns attacks against La Prensa in Nicaragua.

New Programme launched to Improve Climate Change Journalism.

Women in News Launches Social Impact Reporting Initiative For Climate Crisis Coverage.

New WAN-IFRA business innovation programme in Latin America.

WAN-IFRA Women in News Expands In Southeast Asia With Launch In The Philippines.

Golden Pen of Freedom laureates Maria Ressa and Dmitry Muratov awarded Nobel Peace Prize.

WAN-IFRA condemns Pakistan plan for strict control over media.

Malawi Media Freedom Committee officially launched.

1 Oct: Digital Subscription Bootcamp, India 2021

4 Oct: Digital Media LATAM 2021.

WAN-IFRA's World News Media Congress goes virtual (29 Nov-2 Dec).

11-13 Nov: WAN-IFRA at Paris Peace Forum.

17 Nov : WAN-IFRA India – Printer Summit 2021.

29 Nov- 02 Dec: Virtual World News Media Congress 2021.

30 Nov: Digital Media Awards Worldwide.

July August September October November December

WAN-IFRA and the Tecnológico de Monterrey have published a first-of-its-kind report on the news publishing industry in Mexico.

A new cohort of APAC news media companies embark on the 2d edition of the Newsroom and Business Transformation Asia.

WAN-IFRA is launching the third round of its Table Stakes Europe programme for local news.

New research shows extent of sexual harassment in African Media.

330+ participants to Digital Media Africa

Singapore Press Holdings sweeps Digital Media Awards Asia 2021 with six wins.

WAN-IFRA and WEF stand with South Korean media in fight against “fake news” law.

WAN-IFRA condemns threats against media outlets in Mexico by criminal groups.

24 Aug: Digital Media Asia 2021 with record 920 attendees from 330+ companies across 43 countries.

Following WAN-IFRA’s global campaign, Korean authorities step back from their alarming push for proposed revision to the media arbitration act.

500 newsrooms join World News Day (28 Sept) to amplify fact-based climate journalism.

7 Sept: Digital Media Europe 2021.

13 Oct: World Printers Summit.

26 Oct: European Printers Summit.

# MEDIA SUSTAINABILITY

Provide our members with professional services to help their business prosper

In 2021\*, we have brought together \_\_\_\_\_

**8,000**

**Media professionals** throughout 120 countries. They attended 60+ events, including 14 conferences, 50 Webinars, Training & coaching Sessions, and Award Ceremonies.

Together, we have raised \_\_\_\_\_

**2 M€**

to fund our exclusive **special programmes** in Europe, Asia Pacific, South Asia, Middle East and Latin America

We have been rallied by \_\_\_\_\_

**40**

**New corporate members** including media tech companies, academic centres, and news publishers representing **110 news brands** in 23 countries.



# Media Sustainability

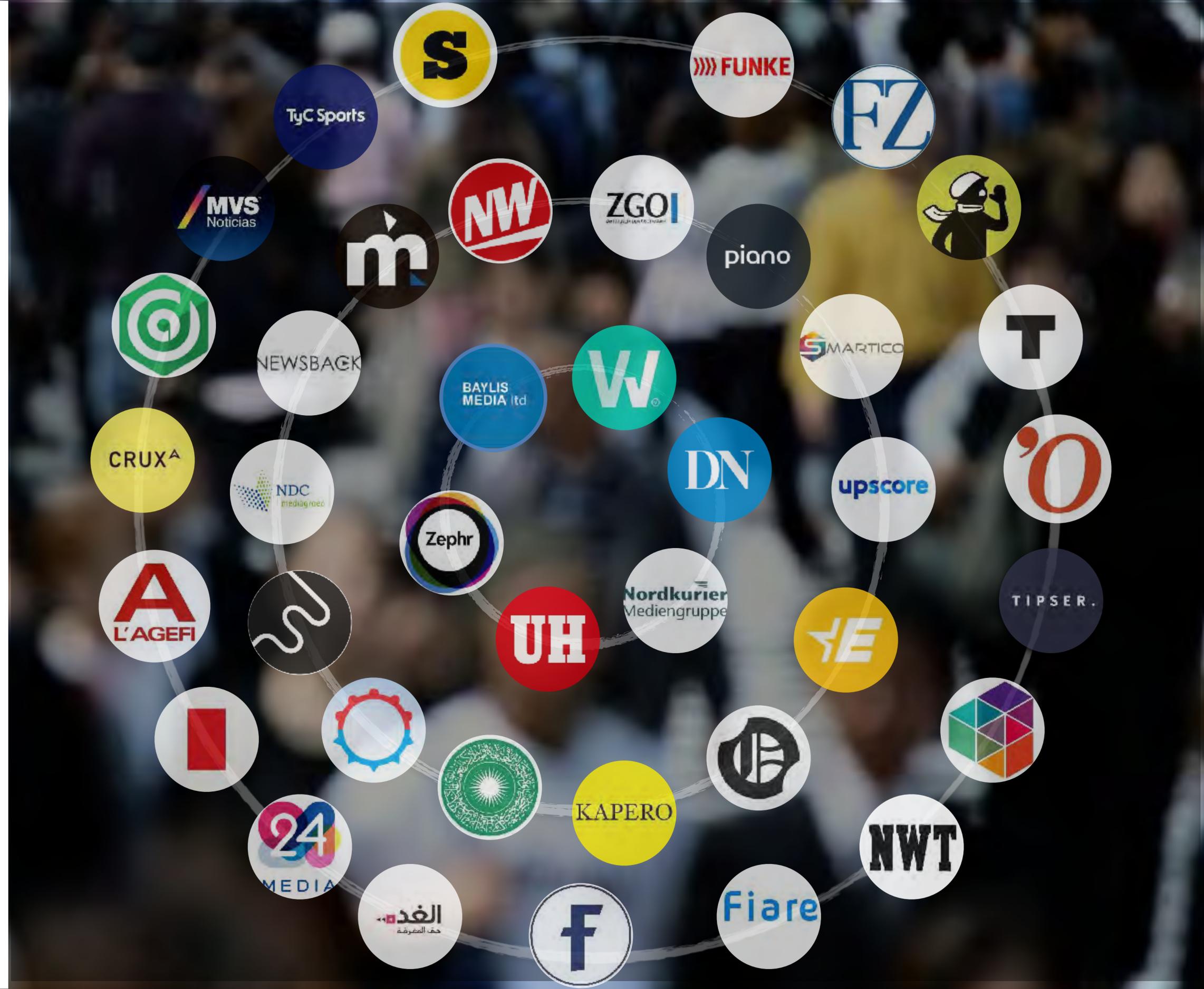
The positive trend in **membership growth** and retention is the result of increased exposure of WAN-IFRA's public campaigns and initiatives including **high-level attendance** to our programme of conferences and the expansion of our **special tuition-free programmes** in Europe, Latin America, the Middle-East region, South Asia and Africa.

- SPECIAL PROGRAMMES - POWERFUL DRIVERS OF CHANGE**  
With the support of private and public donors, WAN-IFRA adds value to membership with a series of tuition-free transformation programmes in Europe, Latin America, the Middle-East region, South Asia and Africa.
- WIDER IMPACT FOR CONFERENCES AND ONLINE PLATFORMS**  
Record registrations at Digital Media Asia (881 persons from 337 companies from 43 countries), and Digital Media LatAm.
- WORLD EDITORS FORUM CHAMPIONS CLIMATE EMERGENCY**  
The World Editors Forum has raised its global impact with record breaking participants to World News Day campaign (this year, the campaign rallied 480 newsrooms) and the growth of Climate Change and Journalism initiatives in the framework of its Science in the Newsroom programme.
- PRINT AND PRODUCTION ACTIVITIES RESHAPED**  
The Print community has now a comprehensive offering of events with the World Printers Summit as the virtual learning conference with best practices while the European and Indian Printing Summits provide the in-person, 'unconference' event for networking with peers and dedicated meetings with suppliers.

# Meet our Newest Members 2021

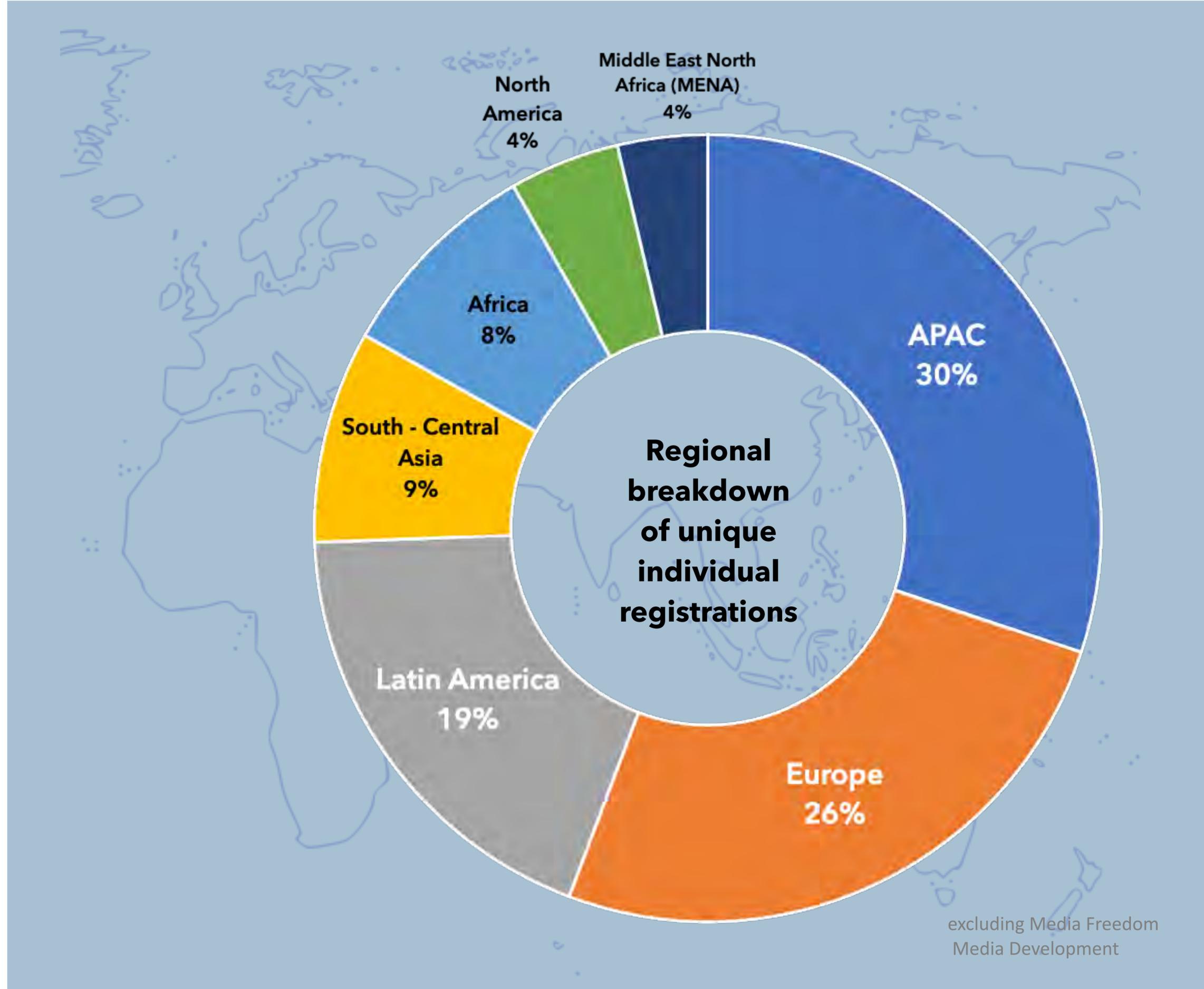
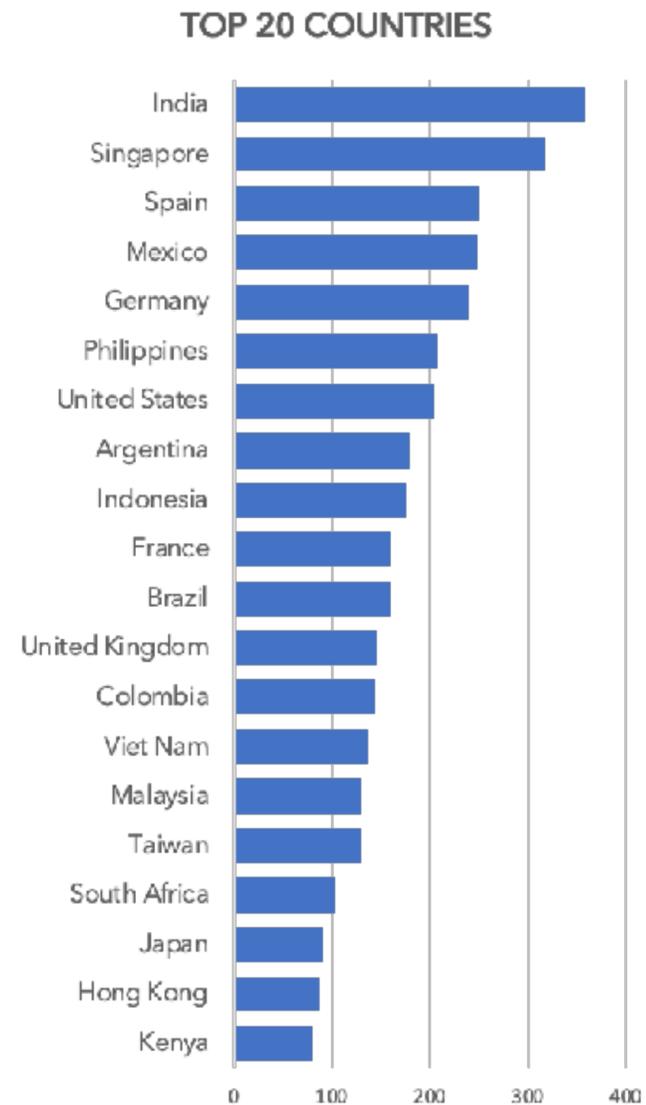
24 Media (Greece)  
 1plusX AG (Switzerland)  
 Aga Khan University (Nigeria)  
 L'Agefi (France)  
 Agora SA (Poland)  
 Athesis S.p.A. / L'Arena (Italy)  
 Alayyan Group (Jordan)  
 Baylis Media (United Kingdom)  
 CRUX Knowledge (United Kingdom)  
 Dagens Næringsliv (Norway)  
 DanAds International AB (Sweden)  
 Digitalhaus Franken GmbH (Germany)  
 Euractiv Media Network (Belgium)  
 Fiare Oy (Finland)  
 Foreca Ltd. (Finland)  
 FotoWare (Norway)  
 Funke Mediengruppe (Germany)  
 Kapero Consulting (Sweden)  
 L'Orient Le Jour (Lebanon)  
 Mediapart (France)  
 Mensagem de Lisboa (Portugal)

NDC Mediagroep (Netherlands)  
 Neue Westfälische (Germany)  
 Newsback (France)  
 Noticias MVS (Mexico)  
 NWT Gruppen AB (Sweden)  
 L'Opinion (France)  
 Ostfriesland ZGO (Germany)  
 Piano Software (USA)  
 Scope Content (Switzerland)  
 Smartico (Bulgaria)  
 SunStar Publishing (Philippines)  
 Telangana Publications (India)  
 The Trust Project (USA)  
 Tipser (Sweden)  
 TyC Sports (Argentina)  
 Ultima Hora (Spain)  
 United Jordan Press (Jordan)  
 UpScore (Germany)  
 Verlag Parzeller (Germany)  
 WordProof (Netherlands)  
 Università Iulm (Italy)  
 Zephr (United Kingdom)



# EVENTS

8.000+ registrations from January-October 2021, to our series of Conferences, Webinars, AND Coaching Programmes.



# CONFERENCE PORTFOLIO 2021

## Media Leaders



World Media Leaders Summit @ Congress

Asian Media Leaders Summit

LatAm Media Leaders Summit

Indian Media Leaders Summit

Middle East Media Leaders Summit

Spanish East Media Leaders Summit

## Editors & Journalists



World Editors Forumt @ Congress

Newsroom Summit

Science in Newsroom Summit

## Digital Revenue Managers



Digital Media Europe

Digital Media Asia

Digital Media LatAm

Digital Media India

Digital Media Middle East

Digital Media Africa

Digital Media Francophone

## Printing & Production Managers



World Printers Summit

European Printers Summit

Indian Printers Summit

# PUBLICATIONS AND INSIGHTS

WAN-IFRA has significantly increased its content production over the past two years, resulting in higher engagement with all its newsletters (30,000 subscribers in 2021).

Since the pandemic...

- ➔ 2020: 18% more content on the news site.
- ➔ 2021: 20% more content on the news site.



Nov 2020  
Oct 2021

vs

Nov 2019  
Oct 2020



News Insights Events Membership Log Out



## France's Rossel La Voix maximises reader revenue with a better subscription management system

Groupe Rossel La Voix, one of France's leading media groups, took the strategic decision in 2021 to unify their subscription management system into a single one. | Sponsored Content



## The news industry needs to do more to make women feel supported, believed and safe

2021-10-22. There are many ways to support journalists who suffer harassment and gendered abuse while doing their jobs. Hannah Storm offers some suggestions.



## Malawi Media Freedom Committee officially launched

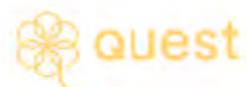
2021-10-19. The launch of the Malawi Media Freedom Committee (MFC) underlines the importance of a free press in holding power to account.

MORE NEWS



## SPECIAL PROGRAMMES FOR MEMBERS

With the support of foundations, private and public donors, WAN-IFRA has rolled out and expanded a series of tuition-free programmes for its member communities in Europe, Latin America, the Middle-East, South Asia and Africa.



### Table Stakes Europe

The year-long programme is a performance-based transformation effort focusing on audiences and the digital capabilities needed to serve them. The participating news media companies are provided coaching, methodologies and frameworks to achieve measurable success to a key challenge facing the individual news enterprise. The only cost to participating companies will be the commitment and travel to the 4-5 meetings in Europe over a year.

Where: EUROPE

### Newsroom and Business Transformation

Designed to accelerate transformation in news companies, NBTA's five-month-long curriculum supported senior editorial and commercial managers in developing an editorial vision, business strategies, integrate product plans and newsroom processes. Following a successful launch in Asia in 2020, the five-month-long was extended to the Middle East in 2021. Where: APAC, Middle East; LATAM

### Newsroom Cultural Change Ignition

The Newsroom Cultural Change Ignition is an online executive program that will offer its participants insights and mentoring to trigger cultural change within their companies. The program includes 8 high performance sessions and aimed at media leaders interested in upgrading their digital and management skill-set in order to better lead their organizations' adaptation to the new reality. Where: LATAM

### Subscription Lab

The Lab is an intensive four-month programme to help news publishers strengthen digital subscriptions capabilities and grow reader revenue. The programme will include modules on creating loyal paying relationships with readers, optimizing the engagement and subscription funnel, and embracing a reader-first strategy and culture.

Where: APAC and LATAM

### Young Media Leaders Fellowship

Brings together some of the region's brightest minds in APAC's news media industry. The aim is to nurture the next generation of media leaders who can contribute effectively to the pursuit of good journalism and build capacity in their newsrooms to meet the needs of their societies in these uncertain times. Where: APAC

### Science in the Newsroom

The programme consists of high-impact training, sharing of the best newsroom practices and a global summit for science reporters. It seeks to bridge gaps in specialist health and science reporting skills, and better tell stories to address misinformation around complex issues and build greater trust in newsrooms' ability to meet the information needs of the communities they serve. Where: APAC, SOUTH ASIA & AFRICA

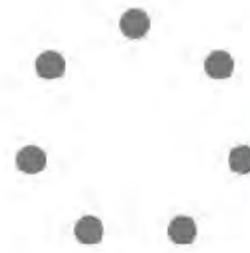


The performance-based transformation programme has a deep, profound – and crucially, sustainable impact on participating groups. TSE news enterprises emerge with pragmatic and thorough understanding at the audiences-first strategy for local journalism sustainability, crucial shifts in workflows, skills, and data usage in the newsroom.

58 news organisations\*  
300+ participants  
10 countries

\* 2019-2022





# TABLE STAKES EUROPE



## Certificate of Completion

proudly presented to

### Médio Tejo

The Table Stakes Europe programme combines a challenge-centric, change methodology with the experience and learnings of hundreds of publishers who have defined a set of core 'table stakes', i.e. the minimum capabilities required to run an audienceS first, sustainable digital news business. Each participating team has successfully defined and pursued a performance challenge over a 12 month period, going on to become part of an alumni network sharing the same language and approach.

OCTOBER, 2021

Doug Smith  
TSE Architect

Vincent Peyrègne  
WAN-IFRA CEO



**Nicolas L. Fromm**

Managing Director Digital NOZ MEDIEN & mh:n MEDIEN

« Ideas do not implement themselves. People do it. Organisations do it ». Thank you Nick Tjaardstra from WAN-IFRA for two exciting and challenging years of "Table Stakes Europe" and a great discussion with our Head of Paid Content Jan today in Hamburg. We've been proud to participate with NOZ/mh:n MEDIEN and NOZ Digital. TSE is a programme conceived primarily (but not only) for local and regional news organisations to help drive digital revenue growth by re-focusing on audienceS.



**Patricia Fonseca**

Diretora Editorial Mediatejo

There are happy days. Today you're one of them. It was a year of intense training with the mentoring of the World Association of News Publishers (WAN-IFRA) and the Google News Initiative, which is now coming to an end. Or not. We move on, with (even more) sleeves rolled up.



**Arnaud Wery**

Journalist Les Editions de l'Avenir

When I started the Wan-Ifra Table Stake Europe programme for Les Editions de L'Avenir Presse, I felt like I was at the foot of quite a mountain (and a bit exhausted by 3 days of exchanges and training on themes I barely knew). Patiently, early wins by early wins, week after week, meeting after meeting... the mini-publishers project took shape. And little by little, things started to move. With the precious help of our coach Valérie Arnould, who was also there to encourage, to blow on the embers just when it was needed...What a pleasure to see the teams of colleagues set up and trace their route in autonomy. One of the most profound models of change that I have ever experienced.



## Certificate of Completion

### **Pedro Rullan Serra**

General Director Ultima Hora Grupo Serra

### **Estefania Nicolas**

Digital Strategy Director Diario de Navarra

### **Clemence Lemaistre**

Editor In Chief Les Échos

### **Sheila Reilly**

Head of Editorial Development Irish Examiner

### **Michael Sheehan**

Operations Director Irish Examiner

### **Daniel Focke**

Local Editor Nordkurier

### **Remy Chételat**

Editor in Chief Le Quotidien Jurassien

### **Ramona Adolf**

Digital Editor in Chief Zeitungsverlag Waiblingen

**Pedro Rullan Serra:** "It was a great time and experience being TSE members of this fabulous and careful family. This certificate needs to be shared with all TSE mentors, organizers, and other publisher teams."

**Estefania Nicolas:** "Thank you so much to TS team and also DN whole team!! It has been a great 1st step in this journey, let's go for the second J!!"

**Clemence Lemaistre:** "I'm very proud of this certificate, and very pleased with all we did. Working with Stephane has been a great experience."

**Sheila Reilly:** "Thank you and thanks for all your help throughout the year, it's been a lovely experience, very useful. From a personal point of view, doing TSE helped me settle into my new role in the Examiner."

**Michael Sheehan:** "I want to take this opportunity to thank all of the Table Stakes team for the help and support over the last 12 months - I particularly want to call out Alexandra for the guidance as a coach, Nick for the initial support in getting us on the program, and throughout, Laurel for the unenviable task of trying to coordinate everything remotely and of course Doug for enthusiasm and insight on zooms over the course. It was a pleasure to be involved and as I mentioned to Alexandra last week, despite the challenges that Covid presented we feel that we have taken learnings from the course that will help us as we coordinate and take on our next challenge."

**Daniel Focke:** "thank you very much. It was an astonishing year and a wonderful journey with Doug, the WAN-IFRA-Team and everybody."

**Rémy Chételat:** "Thank you ! This diploma will be proudly hung on the newsroom wall. With the pictures of all the actors of TSE, in particular the one of Doug and Stéphane."

**Ramona Adolf:** "thank you so much for the certificate! We will make sure it gets a special place in the newsroom to remind us of how far we have come due to this very special programme. We would also like to thank the whole TSE Team again. Being a part of TSE was tremendously helpful and changing our workflows that fast wouldn't have been possible without you. It was such a pleasure working with all of you and we would love to continue the cooperation by being a part of the Alumni group."



Global Alliance  
for Media Innovation

# QuestProject

**QUEST journalism toolkit offers new resources for science journalists to enhance their reporting**

The EU-funded project QUEST has released a new set of resources that help journalists report on science-related topics more effectively. The resources are a culmination of two years of research that examined the challenges and pressures science reporters face in today's fast-paced media environment.





Global Alliance  
for Media Innovation

In 2021, the programme received more than 80 innovation projects after its first round of applications. They represent 330 professionals from 17 countries.

This year, partner news organisations will receive a grant of up to €16 000 to help develop and test the selected projects in their market

STARS4MEDIA



# **Challenge of Climate Crisis, the WEF programme launched with support from Temasek Foundation**

This six-module, live, online course, delivered by experienced editors and journalist trainers, equip participants with the skills to understand, read and interpret the science and journals.

Participants learn how to deal with the challenges faced by reporters covering environmental issues - from misinformation and conspiracy theories to spin and vested interests. What content works with audiences and how best to tell the story? What tools can be used to engage readers?

TEMASEK  
FOUNDATION



World Editors Forum  
SCIENCE IN THE NEWSROOM

Temasek Foundation - WAN-IFRA Journalism Programme

# CHALLENGE OF THE CLIMATE CRISIS

The first international **Community of practice** of its kind Launched in June 2021.

Monthly meet-ups, online forum, resource center for Data Analysts, Data Scientists, Data Engineers, Data Team Leads.

**150 individual members** in Europe, APAC, Africa, North America.





# BUSINESS INSIGHTS AND MARKET TRENDS

WAN-IFRA members only online resource center now includes a selection of video recordings of our events.

## REPORTS



### World Press Trends 2020-2021

This year's World Press Trends & Outlook report delves into the challenging year publishers faced in 2020 and where the industry is headed in 2021 and beyond.



### Becoming Audiences First – Report on Year 1 of Table Stakes Europe

Read about the experiences of Medienhaus Aachen, ARA, DC Thomson, Henneo, Le Parisien and Le Télégramme. How they built mini-publishing teams focused on specific audience needs, tackled capability gaps and motivated their newsrooms to join their reader revenue transformation as the essential path to sustainability.



### Report: Consumer Trust in Ads 2020

In 2020, WAN-IFRA and Syno International conducted a global survey to understand the trends in consumer trust in ads and content across different mediums.



### Newsroom Guide: Journalism in the Age of Pandemics

The World Editors Forum launched a digital handbook for 2021 to help journalists, editors and newsrooms navigate COVID-19 and future health crises.



### Status and Progress of the OECD work on the adaptation of taxing rights to the digital era

This publication summarizes the status of the work performed by the OECD in actively exploring changes to its Model Tax Convention in order to close off cross-border tax loopholes and ensure that multinationals pay taxes where they generate profits.



### Technology Guide and Directory 2020-2021

This annual publication looks at some of the leading trends and technology facing news publishers and features advice from leading experts in the industry. Crucially, it features our directory of solutions providers to the industry to help publishers take key decisions.

## VIDEO RECORDINGS



### Event Video Recordings: Reader Revenue

WAN-IFRA's array of events and webinars provide valuable insights to the strategies and best-practice of publishers and experts all over the world. Here are some highlights of our most recent events.



### Event Video Recordings: Newsroom Transformation

WAN-IFRA's array of events and webinars provide valuable insights to the strategies and best-practice of publishers and experts all over the world. Here are some highlights of our most recent events.



### Event Video Recordings: Audience Engagement

WAN-IFRA's array of events and webinars provide valuable insights to the strategies and best-practice of publishers and experts all over the world. Here are some highlights of our most recent events.



### Event Video Recordings: Premium Advertising

WAN-IFRA's array of events and webinars provide valuable insights to the strategies and best-practice of publishers and experts all over the world. Here are some highlights of our most recent events.

# MEDIA FREEDOM

Protect the rights of  
journalists around the  
world to operate free  
media

Together, we raised \_\_\_\_\_

**11 M€**

from our donor partners to support  
our Media Freedom campaigns and  
media development work in our  
programmatic period 2019-2023.

In 2021, they funded \_\_\_\_\_

**120**

**news organisations** joining  
one of our four core  
programmes

to train and coach \_\_\_\_\_

**1000+**

**media professionals**

throughout \_\_\_\_\_

**21**

**countries**



# Media Freedom

Three strategic pillars guide WAN-IFRA's Media Freedom work and shape our approach to partners. They focus on **Equality, Safety, and Stability** in the news media. They are implemented across all programmes in **21 intervention countries**.

**Afghan Appeal** Freedom of the press is fragile and concerns us all. Solidarity between those who are privileged to enjoy it and those who are deprived of it is essential to the defense of basic human rights. Afghanistan needs international solidarity to prevent the extinction of Afghan journalism

Golden Pen of Freedom laureates **Maria Ressa** and **Dmitry Muratov** awarded **Nobel Peace Prize**



## PRESS FREEDOM

International protest campaigns: Apple Daily (HK), EU/Turkey, IOC / Winter Olympics-China., Pakistan, Nicaragua, South Korea, Mexico, Cuba, India, Portugal.

Election reporting training for 100 journalists in Zambia.

Media Freedom Committees in Malawi and Zimbabwe submitted work plans and first activities launched.



## WOMEN IN NEWS

Launch of Women in News in The Philippines, Indonesia and roll-out in Vietnam and Myanmar.

WIN has delivered webinars to total audience exceeding 1,000 attendees focusing on topics such as reporting on sexual harassment to best practices in management to online harassment;



## SAFETY OF JOURNALISTS

Safety training & Digital security training at WIN Leadership Hub. 40 journalists completed training on our online platform (Uganda/Zambia).



## 21 MEDIA FREEDOM COMMITTEES

WAN-IFRA'S Media Freedom Committees address internal and external challenges to advance media freedom. They help bridge the gap between media and society.



## SOCIAL IMPACT REPORTING INITIATIVE

Launched in light of the global health pandemic to support the work of journalists and media to bring the stories of vulnerable or marginalised communities to the mainstream



Media Freedom

**Improving environmental  
conditions for media  
freedom**

**WAN-IFRA's Afghan Journalist Appeal** is aimed at gathering generous goodwill within our global community of publishers call on your support to either host in your newsrooms or fund Afghan journalists in exile or under threats.

Freedom of the press is fragile and concerns us all. Solidarity between those who are privileged to enjoy it and those who are deprived of it is essential to the defense of basic human rights. Afghanistan needs international solidarity to prevent the extinction of Afghan journalism. We thank the publishers who have already responded, and continue to respond, to [WAN-IFRA's Appeal](#).





Media Freedom

# ADVOCACY CAMPAIGNS

In support of our members to reduce censorship and champion the editorial and economic independence of news.

**Pakistan,** [6 October 2021](#)

**Nicaragua,** [23 August 2021](#)

**South Korea,** [12 August 2021](#)

**Mexico,** [10 August 2021](#)

**Cuba,** [16 July 2021](#)

**HongKong,** [24 June 2021](#)

**HongKong,** [17 June 2021](#)

**India,** [10 February 2021](#)

**Portugal,** [1 February 2021](#)



## 20 REGIONAL COMMITTEES

**Africa** Botswana, Kenya, Malawi, Rwanda, South Africa, Tanzania, Uganda, Zambia, Zimbabwe

**Asia** Indonesia, Malaysia, Myanmar, Philippines

**Latin America** Colombia, Ecuador, Mexico

**MENA** Egypt, Jordan, Palestine

WAN-IFRA'S Media Freedom Committees address internal and external challenges to advance media freedom. They help bridge the gap between media and society.

 Active  
 Established



## **MEDIA FREEDOM COMMITTEES**

### **What they do**

Protests, advocacy statements,  
industry research, public actions

Advocacy campaigns, initiatives,  
partnerships

Skills training, knowledge sharing,  
contact groups

Safety training, newsroom culture,  
health & well-being

Missions, reporting trips, content  
sharing

Public meetings, media festivals,  
policy papers

### **A holistic approach to journalist & newsroom safety**

- ➔ In-person safety training: Conflict, protests, health and environmental disaster reporting based on local needs
- ➔ Certified safety training online available to all partners
- ➔ Digital security training
- ➔ Safety management training for editors
- ➔ Mental health, well-being and trauma
- ➔ News organisation safety audits
- ➔ Embedded safety officers

### **Safety training online**

200+ journalists trained in 2021 via our platforms in South Africa, Myanmar, the Philippines,...



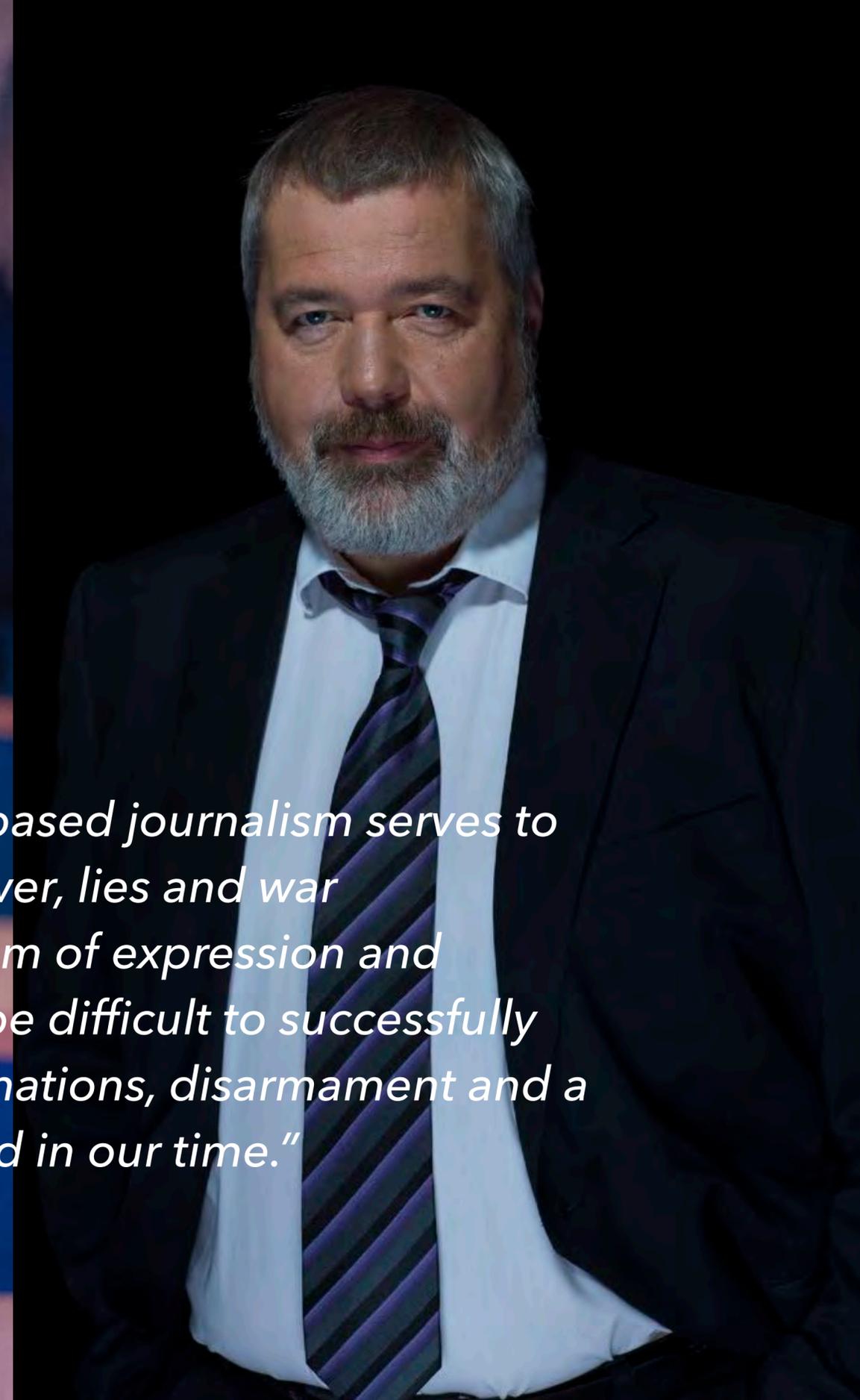
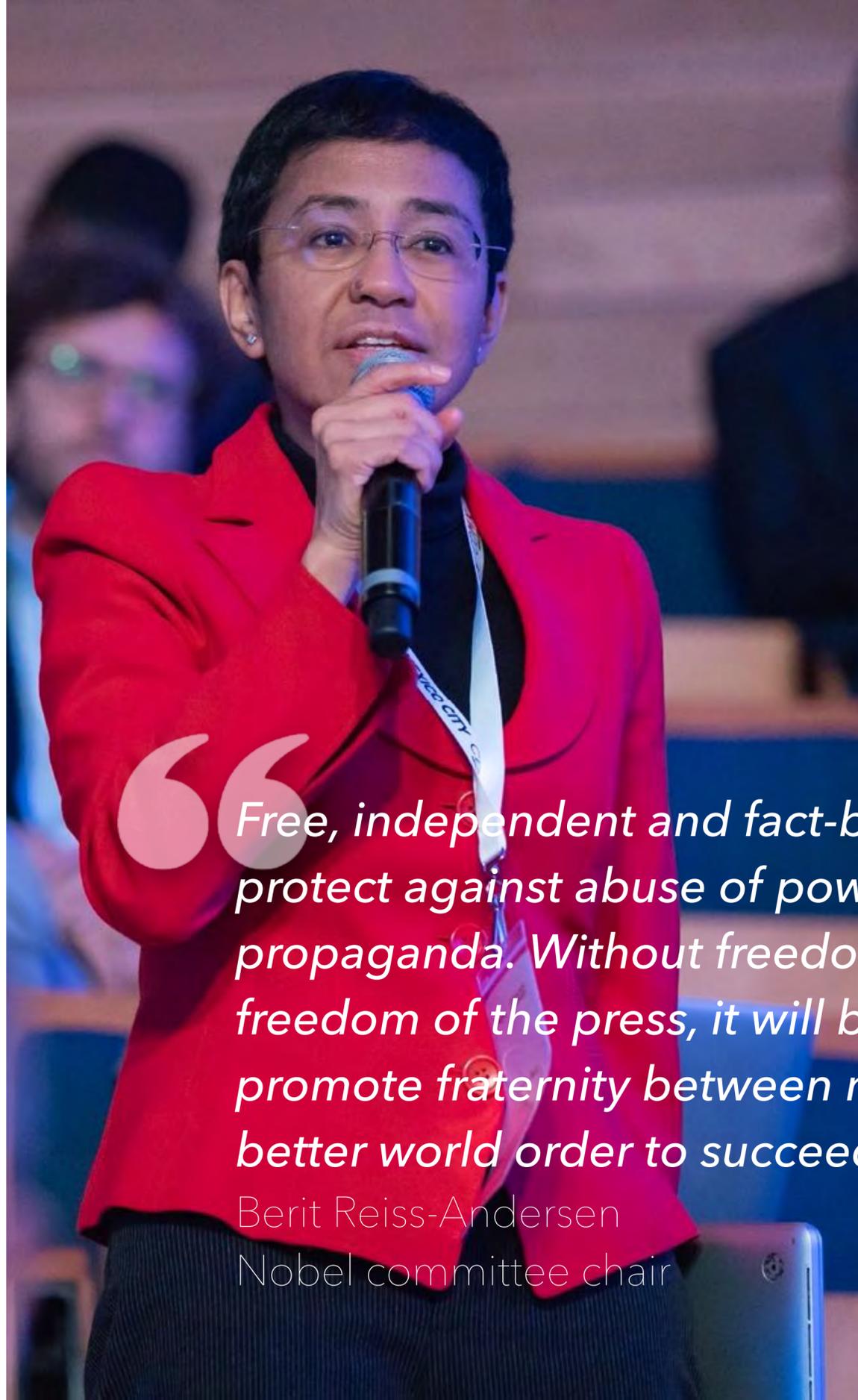
Media Freedom

**Golden Pen of  
Freedom laureates  
Maria Ressa and  
Dmitry Muratov  
awarded Nobel  
Peace Prize**



*Free, independent and fact-based journalism serves to protect against abuse of power, lies and war propaganda. Without freedom of expression and freedom of the press, it will be difficult to successfully promote fraternity between nations, disarmament and a better world order to succeed in our time."*

Berit Reiss-Andersen  
Nobel committee chair

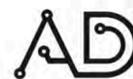




The Washington Post  
**PRESS FREEDOM**  
PARTNERSHIP



World Association  
of News Publishers



Supporting Partner

ASPEN  
DIGITAL  
THE ASPEN INSTITUTE

*The Washington Post Press  
Freedom Partnership welcomes*

WAN-IFRA and Aspen Digital  
to a growing coalition of organizations  
working vigilantly to promote press freedom  
and raise awareness of the rights  
of journalists worldwide.

To stay up-to-date on the latest issues affecting press freedom,  
sign up for the Press Freedom Partnership newsletter at  
[www.wapo.st/pressfreedom](http://www.wapo.st/pressfreedom) and follow on Twitter @wppressfreedom.



The Washington Post  
**PRESS FREEDOM**  
PARTNERSHIP

The Press Freedom Partnership is a public service  
initiative from The Washington Post to promote  
press freedom and raise awareness of the rights of  
journalists worldwide who are in pursuit of the truth.

[www.wapo.st/pressfreedom](http://www.wapo.st/pressfreedom)

 [@wppressfreedom](https://twitter.com/wppressfreedom)



Media Development

**Strengthening business  
and editorial  
competencies of media**

## **BUSINESS, OPERATIONAL & EDITORIAL SUPPORT**

WAN-IFRA'S Media development programme delivers customised approaches to address business stability, operational efficiencies and editorial quality across partner newsrooms. Delivered by senior media leaders via a signature media-to-media, peer-to-peer method

- ➔ **Digital ABC**
- ➔ **In-house coaching**
- ➔ **Digital maturity audits**
- ➔ **Increasing productivity**
- ➔ **Data-led decision making**
- ➔ **Remote leadership**
- ➔ **Audience analytics**



## SOCIAL IMPACT REPORTING INITIATIVE

Launched in light of the global health pandemic to support the work of journalists and media to bring the stories of vulnerable or marginalised communities to the mainstream

➔ **€352,000 total expenditure since 2020.**

➔ **99 individuals, 39 organisations.**

➔ **1,628 articles produced and published since 2020.**



LILLIAN NAMUSOKE MAGEZI

COVID-19 AFFECTS YOUTH  
UNIQUELY

Uganda, English



RJTH ATIV

TALE OF A STIGMATIZED  
TRUCK DRIVER

Uganda, English



RENE ABALO OTTO

TRICKS CITY TRADERS USE  
TO SURVIVE LOCKDOWN

Uganda, English



JANET OTIENO

TANZANIA: PROTECTING  
EDUCATION IN THE FACE OF  
COVID-19

Tanzania, English



FRANCINE MUKASE

COVID 19: VULNERABLE  
CHILDREN DEBARRED TO  
EDUCATION

Rwanda, English



BYUKUSENGE ANNONCIATA

THE IMPACTS OF COVID19  
FOR THE SALES WOMEN IN  
RWANDA -  
RWANDANEWS24

Rwanda, English



LOCADIA MAVHUDZI

ECONOMIC  
VULNERABILITIES PUSH UP  
GENDER-BASED VIOLENCE  
IN ZIM | THE CHRONICLE

Zimbabwe, English



LOCADIA MAVHUDZI

MIDLANDS CITIZENS  
BEMOAN THE IMPACT OF  
COVID-19 ON DIASPORA  
REMITTANCES | THE HERALD

Zimbabwe, English



Women in News

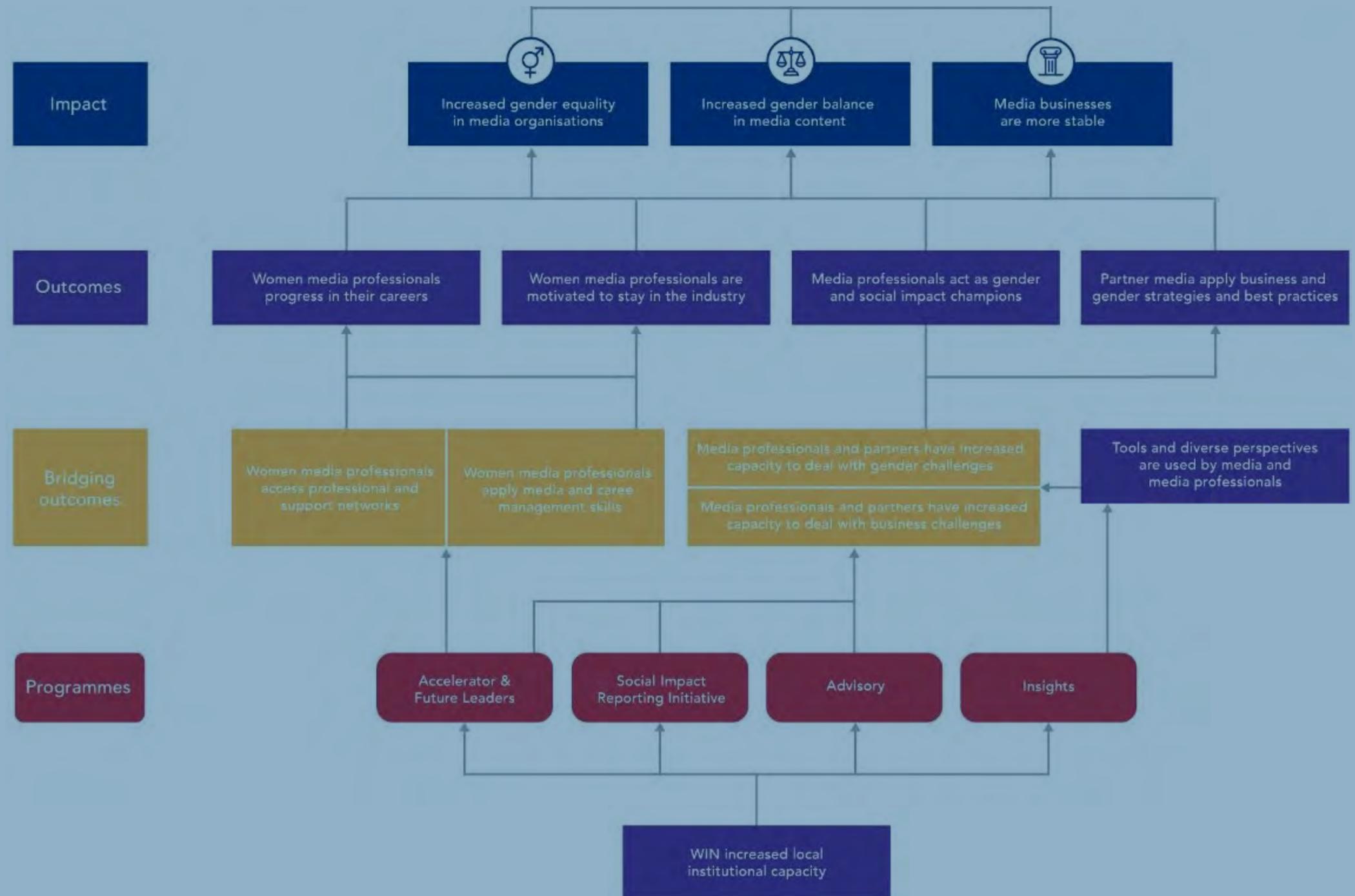
**Increasing diversity of  
Leadership and Voices  
in the News**

# highlights 2021

- ➔ "I Will Not Stay Silent" Partnership with ARIJ, IWMF and IREX in Arab Region: WIN has delivered 9 of 11 webinars to total audience exceeding 1,000 attendees focusing on topics such as reporting on sexual harassment to best practices in management to online harassment; A dedicated handbook for journalists on reporting on sexual violence is now in development.
- ➔ Request by Daily Nation in Zambia to conduct Elections reporting training for staff ahead of presidential election; interest so high another 50 signing up through Zambia Media Freedom Committee - in total more than 100 journalists will be trained on this topic
- ➔ Beginning training for Standard Group in Kenya to roll out SH policy (which WIN helped to develop). 15 workshops aimed to train 800 employees in progress.
- ➔ Release of Africa results on major Sexual Harassment Survey; Arab region and Southeast Asia to follow in Autumn 2021; Other partners supporting mirror research in Russia and Nicaragua (IREX)
- ➔ Launch of Palestinian SIRI reporting assignments in May in response to Israeli bombings; in parallel conducted safety training for reporters covering conflicts. Builds on proper re-engagement reestablished late 2020
- ➔ Completion of Somali Accelerator Outreach Programme June 2021 building on IMS/Fojo partnership; Launch of South Sudan Accelerator Outreach Programme – Sept 2021
- ➔ Launch of Women in News in The Philippines, Indonesia and roll-out in Vietnam and Myanmar – July 2021

## Our Vision

A media industry in which people are equal. Equal in the way they are portrayed in news content and equal in their professional roles and treatment in the newsroom within stable media organisations.



## To support our targets, Women in News offers four distinct, yet mutually supporting programmes

- ✓ **541 individuals in 15 countries** took part in Advisory trainings on Gender Balance, Sexual Harassment, and Stability.
- ✓ **403 senior managers** from Advisory partners took part in coaching and training on digital transformation.
- ✓ **134 editors and journalists** from across Africa and the Arab region enrolled in the Accelerator.
- ✓ **58 local experts** progressed through WIN ToT on Sexual Harassment, Coaching or Gender Balance.



WIN  
ACCELERATOR



WIN  
ADVISORY



WIN SOCIAL IMPACT  
REPORTING INITIATIVE



WIN  
INSIGHTS

# International Women's Day 2021

"International Women's Day is not just a day to celebrate women's rights; it's an important chance to reflect on whether we, the media industry, are doing enough to promote gender balance."

## International Women's Day 2021

Be part of Women in News #IWD2021 campaign | #ChooseToChallenge

**1**

Take a selfie/picture of you with your hand raised (like shown in picture below)

**2**

Choose one of the 3 challenges below:

- I will challenge gender imbalance in my organization.
- I will challenge gender imbalance in content.
- I will challenge sexual harassment.

**3**

Send an email with:

- Your name, media organisation and country
- Your picture
- Your selected challenge

To: myra.abdallah@womeninnews.org

**4**

- We will share your photo and pledge on our social media  
Facebook: Women in News - WAN-IFRA  
Twitter: @womeninnews
- We will also share the completed photo card with you ahead of IWD so that you can share in your networks on March 8.



Women in News @womeninnews



Women in News @womeninnews



Women in News @womeninnews



Women in News @womeninnews



Women in News @womeninnews



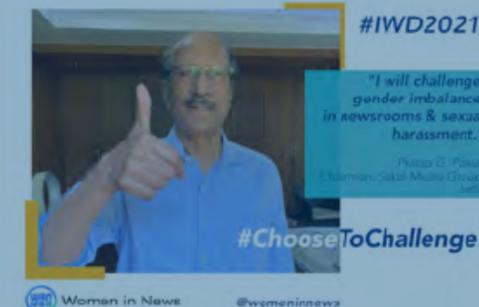
Women in News @womeninnews



Women in News @womeninnews



Women in News @womeninnews



Women in News @womeninnews

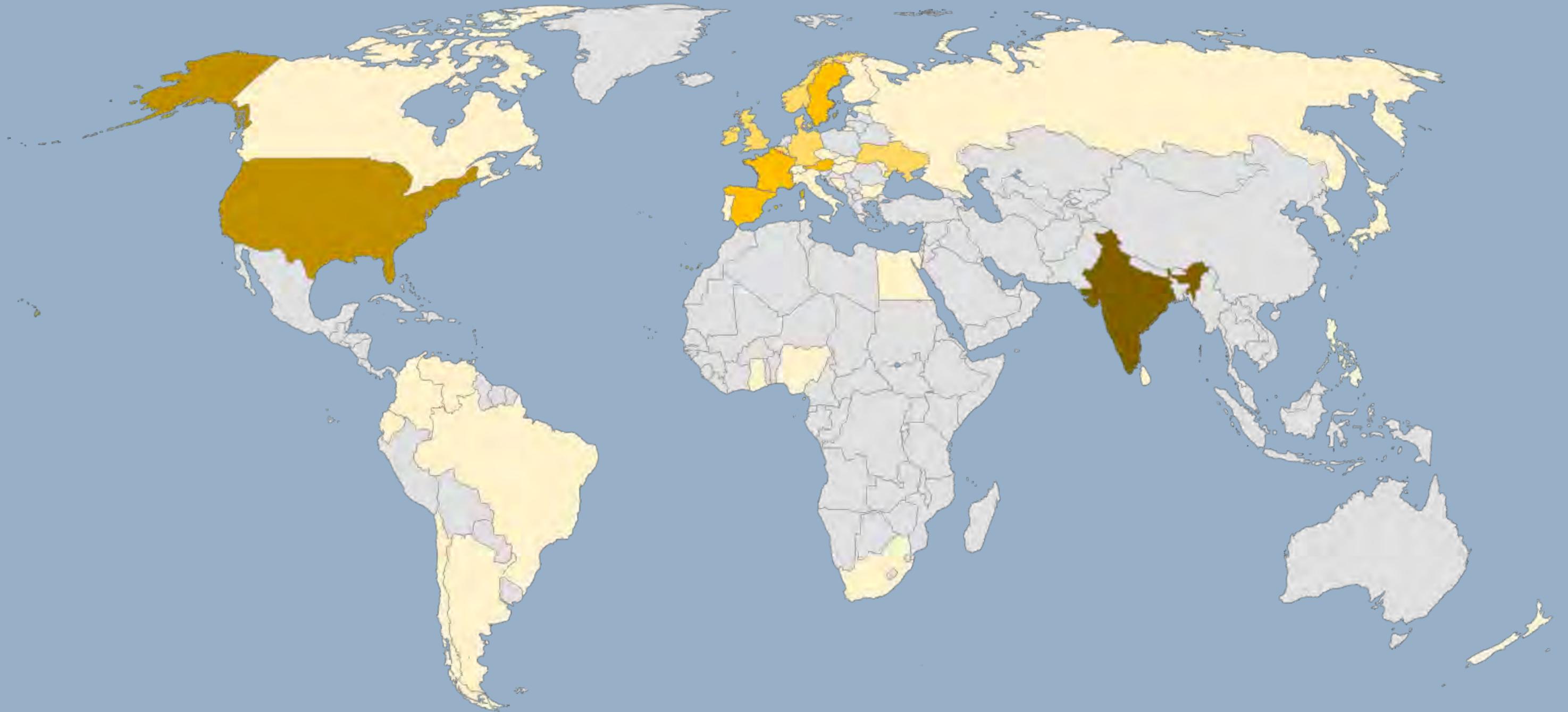


Women in News @womeninnews

# GOVERNANCE

SUPERVISORY BOARD  
MEDIA FREEDOM BOARD  
WORLD EDITORS FORUM

# WAN-IFRA Board members per country (2021)



# Incoming Supervisory Board Members

june 2021



## World Association of News Publishers



## VICTORIA SVANBERG

Acting President, NWT  
Gruppen AB, Sweden  
Incoming Chair of the  
Media Freedom Board  
(June 2021)

*The Media Freedom Board guides the strategy of the WAN-IFRA's Media Freedom division including providing approval and maintaining oversight on funding proposals, programme activities and budgets. The Media Freedom Board is made up of individual members of the WAN-IFRA Executive Committee, Board, or Member Association Directors.*



# Media Freedom



# Incoming World Editors Forum Board Members

june 2021



## World Editors Forum



**Liz Corbin**  
Deputy Head of News, EBU



**Phil Chetwynd**  
Global News Director, AFP



**Deirdre Verdon**  
Deputy Editor, The Irish Times



**Piotr Stasinski**  
Deputy Editor in Chief, Gazeta Wyb.



**Elske Schouten**  
Deputy Editor in Chief, NRC



**Jean-Christophe Ploquin**  
Editor in Chief, La Croix

# join the conversation

we connect the  
world of news

## **MEDIA FREEDOM**

Protect the rights of  
journalists around the world  
to operate free media

## **MEDIA SUSTAINABILITY**

Provide our members with  
professional services to help  
their business prosper

## **MEDIA INNOVATION**

Bring the outside in, looking  
beyond what is already  
known, and not being  
limited to current realities