



## DRL Media Programs Outcome Evaluation

### The Media Faces Increased Threat

Rising authoritarianism globally has undermined democratic institutions and rights, including the erosion of press freedom. A weakened independent media limits the public's ability to be informed and engaged while increasing its vulnerability to biased news, propaganda, and misinformation.



#### Journalists Face Direct Violence, Harassment, and Intimidation

283 journalists imprisoned in 2020 alone  
- [Committee to Protect Journalists, 2022](#)



#### Spread of propaganda and mis/disinformation

58.5% of Internet/social media users globally are concerned about online misinformation  
- [Oxford Internet Institute, 2022](#)



#### Government censorship and financial manipulation of media

42 countries increased government censorship efforts in 2021  
- [V Dem Institute, 2022](#)

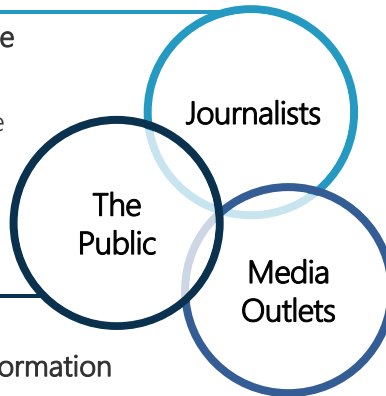
### DRL/GP Media Program Objectives and Stakeholders

Safe and responsible journalist practices are strengthened

- Enhance journalists' skills to produce accurate and fact-based reporting
- Improve environment for journalists to safely do their work and enable media outlets to protect them

The public builds resilience against misinformation, disinformation, and malinformation

- Strengthen media literacy
- Bolster public demand for fact-based reporting



Media outlets are professional, effective and sustainable

- Enhance organizational and technical capacity
- Develop financial sustainability
- Support networks of journalists

#### Key Guiding Principles

*Increase public access to pluralistic media outlets and platforms*

*Support a diverse and representative independent media*

*Promote safety and security of journalists, including digital security*

### DRL/GP's Approach

Using technical and financial assistance, DRL/GP's approach underscores several key focus areas to ensure that programming is impactful and relevant to the needs of journalists, media outlets, civil society, and the public.

#### Local Relevance

Programs tailored to address community needs, including marginalized and minority populations

#### Effective Risk Mitigation

Activities implemented without undue risk to help foster a better and safer environment for journalists

#### Flexible Approach

Projects adapted to on-the-ground realities that enables working in closed or closing environments

#### Sustainability

Skills and network building of journalists are sustained and multiplied through peer training and mentoring

## Impact By The Numbers

18,096 Journalists trained and supported

1,955 Non-state news outlets assisted by USG

240,927 Citations or re-publications of independent journalist articles in national or international news outlets

452 USG-assisted media-sector CSOs and/or institutions that serve to strengthen the independent media or journalists

7,984 Articles produced by DRL-supported journalists following responsible journalistic practice

*Source: Statistics are based on October 2017-March 2022 reporting from DRL grantees*

## Program Highlights

### Supporting and Protecting Journalists

A DRL-funded initiative provides trainings to journalists, media outlets, and social communicators on physical and digital security, as well as psychosocial care through hub centers in five regions around the globe.

The initiative **builds and strengthens journalists and media networks**, both nationally and regionally, to further develop a supportive and enabling environment for their work. **From April 2013-April 2022, more than 6,000 journalists have been supported. 71% of survey participants indicated increased knowledge of risk mitigation measures.**

### Strengthening and Sustaining Independent Media

A DRL program in Central Asia **trained independent local media** and implemented small grants and tools to help them more effectively engage with their audiences on important community topics. The program also helped outlets **build financial sustainability** and expanded their knowledge of multimedia services, how to use these services online, and how to sell multimedia content.

An online news platform was developed to increase the public's access to reliable and unbiased information which has increased viewership each quarter.

### Combatting Misinformation

A DRL program in a WHA country strengthened a network of journalists, indigenous communities and their leaders, and university professors and students **to withstand digital attacks and disinformation** in order to safeguard citizen access to fact-based information and provided an analysis of disinformation susceptibilities to the most vulnerable indigenous communities.

A network of indigenous organizations to combat indigenous-language misinformation was created and **more than 30 indigenous journalists were trained on combating misinformation techniques** and producing multimedia content for the local population.

## Looking Ahead

Building on the successes of its media programming, DRL/GP media programs will increase focus on:

Further promoting media literacy among key populations to counter disinformation and propaganda

Increasing network development in journalist training programs to ensure sustainability

Strengthening media institutions to produce and disseminate fact-based, accurate reporting

Developing revenue-generating skills to strengthen financial sustainability of independent media outlets