



SYRIA

THE SYRIAN MEDIA INCUBATOR

CFI's Syria programme aims to strengthen the role of the Syrian media in the production and broadcasting of reliable, balanced news and to enhance the professional credentials of a new generation of journalists. The media incubator - an invaluable resource centre - is established in the Turkish city of Gaziantep and provides an audiovisual workspace and equipment for professionals in the Syrian media. This project is supported by CFI, in partnership with Danish NGO International Media Support (IMS), Reporters Sans Frontières (RSF) and the Syrian Journalists' Association. The majority of funding for the programme is provided by a two-year European Union grant.

AIMS

- To assist the Syrian population in accessing objective news produced by Syrians in support of the transition to democracy.
- To strengthen the role of the Syrian media in the production and broadcasting of reliable, balanced news, in support of national cohesion.
- To train a new generation of Syrian journalists to encourage reconstruction and reconciliation.

WHEN?

From 2014 to 2015.

FOR WHOM?

- "Citizen-journalists" without basic journalism credentials but who have, since the start of the conflict, acted as mouthpieces to provide information to the outside world.
- Radio presenters, videographers and film directors with knowledge of image and sound recording but lacking media experience.
- Independent journalists with TV, radio and written-press experience, and also managers.
- "Distributors" who, with scant means, strive to disseminate information.

A project by



With the support of



In partnership with



 **24**
months

 **200**
people
trained

 **2,5** M€
budget

HOW?

→ By opening a media incubator in Gaziantep, designed to provide support for such training and for journalists who wish to put together reports, to store equipment for beneficiaries and to monitor news production and dissemination within Syria.

→ By organising radio, video, written-press and online press training courses, preceded by instruction in ethics and cybersecurity.

→ By supporting the formal structuring of Syria's media landscape through the organisation of talks and lectures.

→ By providing support for informal networks or organisations, thereby assisting in their formal structuring, the definition of their objects and the process of their becoming pillars in Syria's future audiovisual media landscape.

EXPECTED RESULTS

→ The professionalisation of players in the Syrian media.

→ The development of media production within Syria.

→ Better structuring of Syria's media organisations.

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CFI is the media cooperation agency of the French Ministry of Foreign Affairs and International Development, and is responsible for coordinating and implementing French aid policy for promoting and enhancing the media in developing countries. CFI works alongside players operating in the media industry (TV, radio, written press, social media), whether state-owned or privately owned, in order to strengthen the modernisation and democratisation procedures that France so avidly supports. CFI is currently involved in around thirty projects that fall within four

major programmes: media and pluralism, media and enterprise, media and development, and media and human resources.

This project fulfils the priority objectives of the “media and pluralism” programme, which tackles the issues of democratic governance by strengthening legislative frameworks, promoting diversity in the media landscape, clearly reporting political discourse and ethically producing high-quality, pluralistic news programmes. The media industry lies at the centre of the relationship between civil society and those in charge, and must always give explanations, provide analysis and offer every individual forming part of a society, including the most vulnerable members, the opportunity to have their voice heard.



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