PART I: MISSION, GOALS, AND EXECUTIVE SUMMARY

A. MISSION AND AREAS OF FOCUS
The International Media Center trains mid-career journalists in and outside the United States. The Center’s special emphasis has been on training in Latin America. The areas of focus include investigative reporting, covering anti-corruption issues and distance learning. The Center also conducts media relations training for governmental entities, such as the judicial system in El Salvador, the legislature in Nicaragua and various government sectors in Paraguay.

B. ORGANIZATION, EXTERNAL TRENDS AND STRATEGIC DIRECTIONS

Organizational Issues
J. Arthur Heise, dean of the School of Journalism and Mass Communication; Charles H. Green, IMC director; John Virtue, IMC deputy director; Jorge Dalmau, translator; Ruth Merino, editor; Lillian Cruz, program assistant.

1. External Trends
An increasing acceptance of distance learning, especially distance learning using the Internet, has impacted the International Media Center. We are preparing journalism courses in Spanish for Latin America and started work in Chihuahua, Mexico, during Fall 2001. We expect to have more courses ready by Spring 2002. Our partnership with Management System International MSI of Washington, DC has produced research and training work for the IMC in the areas of civil society, anticorruption and investigative reporting in Paraguay. Work in other countries is pending

2. Strategic Directions and Areas of Emphasis
Virtually all of the center’s emphasis is on international training. We are continuing to build our reputation in Latin America and elsewhere

C. 2000-2001 ANNUAL ACCOUNTABILITY REPORT

Goal 1: (Addresses University Goal 1). Expansion of training. The IMC will continue to expand its training of midcareer professionals in journalism, assist governments in public awareness campaigns and provide training through distance learning techniques and Internet programs

Assessment Criteria: Increase in numbers of participants and in training events:

Measurable Outcome: Trained judicial sector, including all member of the supreme court, in El Salvador. Trained all journalists regularly covering the judiciary in Paraguay on coverage of new judicial procedures. Ten workshops in Paraguay.
Use of Results for Program Improvement: Evaluations of workshops showed improved investigative reporting in Paraguayan news media. This led to expansion of the program to embrace more training for journalists and members of government.

Goal 2: (Addresses University Goal 2) Strengthen Civil Society in developing countries
Assessment Criteria: Develop IMC into a major resource for those whose aims are to strengthen civil society around the world.
Measurable Outcome: Joined MSI, Inc. of Washington, DC in global proposals to USAID for training in the development of civil society and for anti-corruption training worldwide. Started the first task order, training in Paraguay, in November, 2000.
Use of Results for Program Improvement: Successful work in Paraguay led to other training

Goal 3 (Addresses University Goal 3) Increased development of press freedom issues
Assessment Criteria: Exposure of journalists and others to free press issues and how to work for a free press
Measurable Outcome: Increased “how to” information for Latin American journalists through our on-line magazine, Pulso del Periodismo at www.pulso.org, and through our media directory at www.mediaguia.com
Use of Results for Program Improvement: The center conducted a successful educational program for Cuba’s independent journalists.

Goal 4 (Addresses University Goal 4) Increase reputation of IMC abroad
Measurable Outcome: Increased respect of IMC reflected in requests by Washington firms for partnering or subcontracting agreements.
Use of Results for Program Improvement: Requests from private sector for seminars and workshops.

D. 2001-2002 ANNUAL GOALS

2001-2002 Goal 1 (Addresses university goal 1) Expansion of training. The IMC will continue to expand its training of journalists and government employees, assist governments in public awareness campaigns and provide training through distance learning techniques and Internet programs. We hope to increase private-sector funding for this activity.
Measurable Outcome: More seminars and workshops funded by the private sector

2001-2002 Goal 2 (addresses university goal 2): Strengthen Civil Society in developing countries
Measurable Outcome: Project, workshops and seminars on the role of the free press in democratic societies. Increased training in countries outside Latin America.

2001-2002 Goal 3 (Addresses University Goal 4): Increased reputation for IMC in the US and abroad
Measurable Outcome: Increased sales of media directory; increased requests for participation in international events.

E. EXECUTIVE SUMMARY (1-2 page Summary)

1. Major Activities - Prior Year
Activities in the past year included the start of what appears to be a major training effort in still another area of Latin America – Paraguay. A small project started in November 2000 to give 20 journalists who cover the judiciary special training in coverage of the country’s new penal system. This developed into training in investigative reporting and led to a request for proposal from USAID for a much larger 18 month training project focused on anti-corruption efforts in Paraguay.

The center organized training activities for three groups of Haitian journalists, for two groups of German journalists, organized an annual conference for the public relations staff of companies working in Latin America, organized and delivered two workshops for Cisco Systems and launched the Internet site of the popular IMC media directory. Center staff organized, negotiated and prepared the contract for a master’s degree program in Spanish language journalism with the Chihuahua campus of Monterrey TEC and negotiated a possible similar arrangement with the journalism training center in Quito, Ecuador.
2. Major Activities - Coming Year
The International Media Center expects to expand its educational program for Cuban independent journalists. We now offer five mail courses. We expect to expand those if funding permits, put some of the Cuban course work on the Internet, and continue working with independent journalists in Cuba to improve the quality of their reporting and writing.

We hope to expand the Paraguayan anti-corruption campaign into Bolivia and other countries. We hope to open training programs in Eastern Europe.