## Institute/Center Data

<table>
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<th>Directory Information</th>
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<td><strong>I/C Name:</strong> International Media Center</td>
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<td><strong>I/C Code:</strong> 80.0310</td>
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<tr>
<td><strong>I/C Director:</strong> Charles H. Green</td>
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<td><strong>I/C Address:</strong> Academic II-165</td>
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<tr>
<td>Biscayne Bay Campus</td>
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<tr>
<td>North Miami</td>
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<td><strong>I/C Telephone:</strong> 305 919 5672</td>
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<tr>
<td><strong>I/C SUNCOM:</strong> 439-5672</td>
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<td><strong>I/C FAX:</strong> 305 919 5498</td>
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## Mission and Areas of Focus

**Mission Statement:**
The mission of the IMC is to strengthen the free flow of information through education, training and research. All of the program's training, education, research and technical assistance activities are based on the professional standards of the free press operating separately from and independent of the state in the democracies of the modern world. The IMC conducts programs aimed at strengthening the professionalism of journalism, public relations and public information services around the world.

**Key Terms:**

<table>
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<th>(Areas of Focus)</th>
<th>Journalism</th>
<th>Training</th>
<th>Civil Society</th>
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<tr>
<td></td>
<td>Communication</td>
<td>Reporters</td>
<td>Editors</td>
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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 and the legislature in Nicaragua.

B. ORGANIZATION, EXTERNAL TRENDS AND STRATEGIC DIRECTIONS
1. 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, Ileana Marquez, program assistant.

2. Advisory Board Members
   Kevin Hall, Patricia Rose, Bill Adams, Mario Diament, Michael McQueen

3. External Trends
   An increasing acceptance of distance learning, especially distance learning using the Internet, will have an impact on the International Media Center. We are working now to prepare journalism courses in Spanish for Latin America and expect to have the first ones on-line by Spring 2001. Our new partnership with MSI of Washington, DC as a subcontractor will produce training work for the IMC in the areas of civil society, anticorruption and investigative reporting.

4. 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.

C. ANNUAL AND LONG RANGE GOALS
Long Range 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.

   Measurable Outcome (Assessment Criteria and Procedures):
   1999-2000 Objective 1A: Expand judicial sector training in Latin America and other parts of the world.
Use of Results for Program Improvement:
New 2000-01 Objective: Increase this type of training, for judiciaries and for legislatures, in Eastern Europe and Africa.

Long Range Goal 2: (Addresses University Goal 2) Strengthen Civil Society in developing countries
Measurable Outcome:
Develop IMC into a major resource for those whose aims are to strengthen civil society around the world
1999-2000 Outcome: Joined MSI, Inc. of Washington, DC in a global proposal to USAID for training in the development of civil society. This proposal was successful and training task orders are expected shortly. Also joined MSI in a similarly success bid on anti-corruption training worldwide.
Use of Results for Program Improvement:
New 2000-01 Objective: Continue to expand and increase this type of training for media, governmental and civil organizations.

Long Range Goal 3 (Addresses University Goal 3) Increased development of press freedom issues
Measurable Outcome:
Increased “how to” information for Latin American journalists. This will be accomplished through our on-line magazine, Pulso del Periodismo, which is undergoing its second major revamping in three years.

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

D. EXECUTIVE SUMMARY

1. Activities - Prior Year
Recent projects of the IMC include anticorruption training for journalists in Tanzania, Panama, Guatemala and other Latin American countries. These workshops focus on giving journalists the tools they need to understand the dangers of corruption, investigate corruption in the public and private sectors, and to participate in public awareness programs. Center consultants have participated in efforts to increase public awareness recently in Armenia, Venezuela, Tanzania, Bolivia and El Salvador.

2. Activities - Coming Year
Activities in the coming year depend on the speed with which USAID missions around the world activate task orders for development work in civil society and anticorruption. We are revamping our on-line magazine, Pulso del Periodismo, for a better look and more useful content. The magazine already has wide acceptance and use among international journalists. We will put online and start marketing on the Internet our Latin American Media Guide. We will do media training in Eastern Europe and Latin America. Our pending projects include anticorruption training in Albania and Mongolia; media training in Nicaragua; journalism education in Mexico and Nicaragua, and journalism training in Paraguay.