



Journalists for Human Rights

Monitoring & Evaluation 2018

8th February, 2019

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Introduction

2018, A Look Back

This report highlights some of JHR's key achievements of 2018 - focusing in particular on the growth of the programs and JHR as an organization.

Program Success outlines success stories from each program that encapsulate the success of JHR's work, and also includes data that visually demonstrate the growth of stories produced by JHR-trained journalists.

This report also includes a feature on elevating women through our programs - a priority that will continue for JHR in 2019. Data is further included in Reach, Influence, and Growth, which includes detailed metrics measuring JHR's increasing media presence.

Organizational success highlights the increased recognition JHR has garnered throughout the year. Finally, the conclusion offers us a look forward to JHR's activities in 2019.

Monitoring and Evaluation: how and why

JHR's Monitoring and Evaluation (M & E) plan provides an overview of all programs as well as tracks our organizational highlights such as fundraising goals, brand, profile growth and awards. We have developed indicators that track data at the individual, organizational and society level in the short, medium and long term. The goals are:

- Organizational learning and improvement
- Essential input for Development and Communications, so we can tell our supporters what real impact JHR has in numbers and stories.

Program Success

Success Stories

❖ Syria - Creating Real Change

The JHR-supported Network of Syrian Journalists for Human Rights published 11 stories on October 16 about the horrific conditions in the Al Rukban refugee camp. One day later, the Syrian regime of Bashar al-Assad agreed to open a humanitarian corridor the camp. By early November, convoys of aid were going through. **These JHR-trained journalists got Bashar al-Assad to act to save lives.** View the Al Jazeera [coverage](#).



❖ South Sudan - Media Landscape Forum

The forum, held April 24, 2018, engaged media stakeholders in South Sudan working for a better understanding of the Media Laws. Organized by AMWISS, under the auspices of the Media Authority of South Sudan and supported by the Canadian Embassy and JHR. View the [Twitter Moment](#).





❖ Jordan - Trans Rights & Visibility

In June, JHR Jordan supported local journalist Hiba Abu Taha in producing an in-depth story on transgender rights in the country. Abu Taha spoke with two transgender individuals about the challenges of transitioning in Jordanian society. Both have faced abuse, discrimination and persecution for identifying as transgender. View the [Globe & Mail coverage](#).

❖ DRC - The Power of the Documentary

École Technique du Journalisme in Bukavu, Democratic Republic of Congo produced a documentary entitled “Kavumu cité aux viols d'enfants, le temps de dire non.” The documentary exposed the serial rape of children, leading to the trial and conviction of a militia leader committing the rapes. Watch ETJ leaders Prince Murhula and Sandra Bashengezi talk about how they supported their students in making this [story](#).



❖ IRP - Youth's Ambitions

“We are More than Mercury.” These powerful words in the Toronto Star are from the Asubpeeschoseewagong First Nation (Grassy Narrows) youth. The spread included several personal stories highlighting the tribulations, yet incredible optimism and solidarity of the Grassy Narrows community. View the Toronto Star [coverage](#).

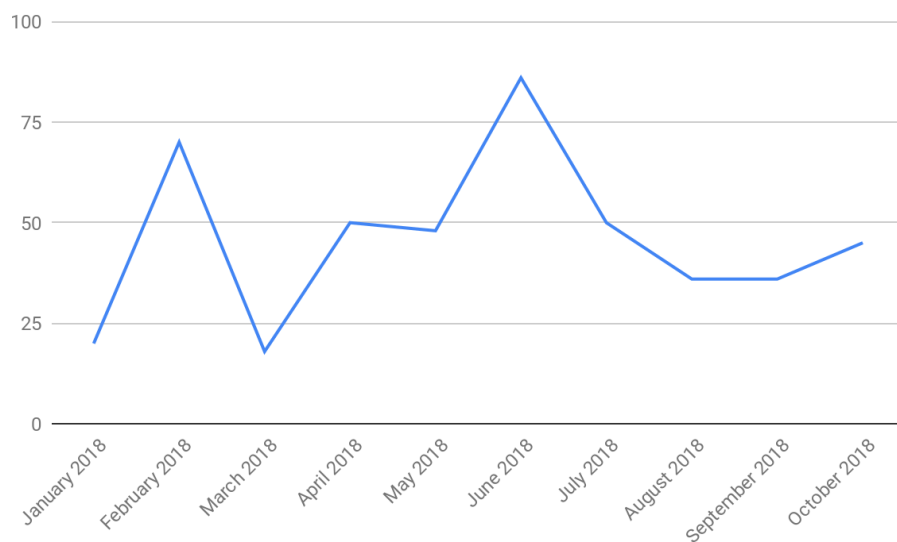
- Audience reach: 1,76 mln average weekday (print and online),

By the Numbers

Number of Journalists trained and/or mentored

Total Journalists Trained/Mentored in 2018: [1081](#)

Number of Stories Produced by Month



Total Stories Produced in 2018: [459](#)

Audience Reach Highs (Single Instance)

Syria - Online readership and engagement is approximately 150-200,000, on air reach is about 1,000,000.

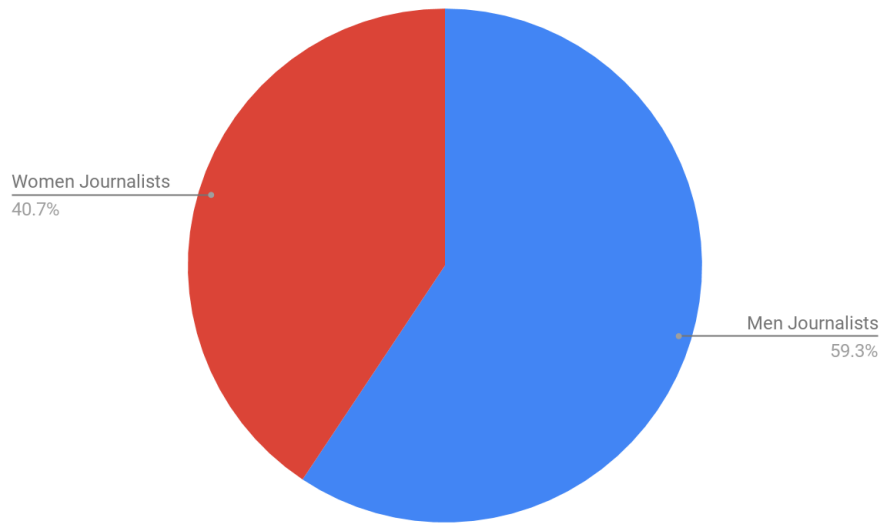
South Sudan - 8,000,000

Jordan - 1, 000, 000

DRC - no data available as of yet



Gender Balance - Journalists Trained



Feature: Elevating Women

In 2018, JHR strengthened its commitment to empowering women across the globe.

South Sudan: JHR prioritizes gender in all projects. The strategy is simple: mentor women, like Juba Monitor editor Anna Nimiriano, into positions of leadership in media. Put women in the driver's seat and things like this happen:




As bullets flew across Juba, journalists Anna and Irene marched off to Juba's notorious Blue House prison. They went to demand the release of sector eminence and editor/publisher of the Juba Monitor, Alfred Taban. Taban was in jail for an editorial calling for a rethink of leadership in South Sudan. He'd been put in jail without his diabetes medication. At the very minimum, the women wanted to make sure he had his meds. They ended up petitioning — successfully — for his release.

Minister for International Development Bibeau took note and tweeted about JHR



Marie-Claude Bibeau  @mclaubibeau · Mar 8

I love reading these stories about the impact of our feminist policy - This is great work by @jhrnews and especially by smart & courageous women in South Sudan. #IWD2018 

March 8, 2018 , “**Putting Women in the Driver's Seat of Development**” - Rachel Pulfer, Toronto Star - [Link](#)

- Audience reach: 1,76 mln average weekday (print and online),

Syria: Nisreen Anabli wrote about the urgent need for family planning awareness in refugee camps for Syrians in Turkey:



Um Zeyad, 29 years old, is mother to five kids. Three of them were born in Syria before the conflict; the rest were born in Turkey. When we asked Um Zeyad how she could manage to support such a big family, she said she would recycle her kids' clothes, and pass them all the way to the youngest, or adjust and fix them to suit their sizes. The family also receives help from welfare associations. Um Zeyad blames her husband on having the two last kids in Turkey. "Since we got married, his dream was to have a big family," she added.

Reach, Influence, and Growth

Shared Voices Campaign

The Shared Voices Holiday campaign met its **\$25,000** goal! Our first Peer to Peer fundraising campaign has raised our annual fundraising result from \$ 21,000 in 2017 to \$25,000 in 2018.



Social Media

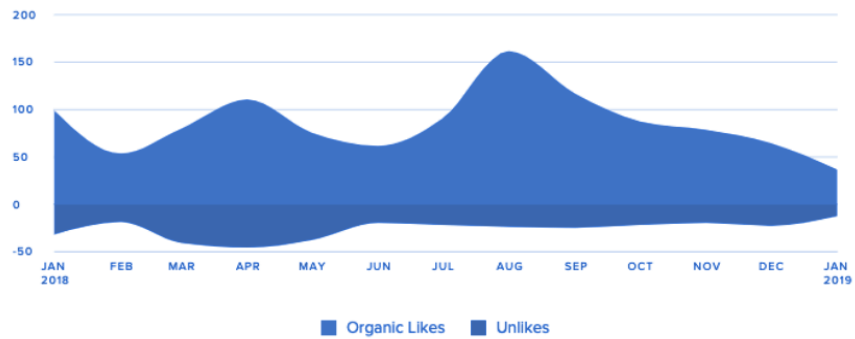
Facebook Audience Growth + Fan Demographic

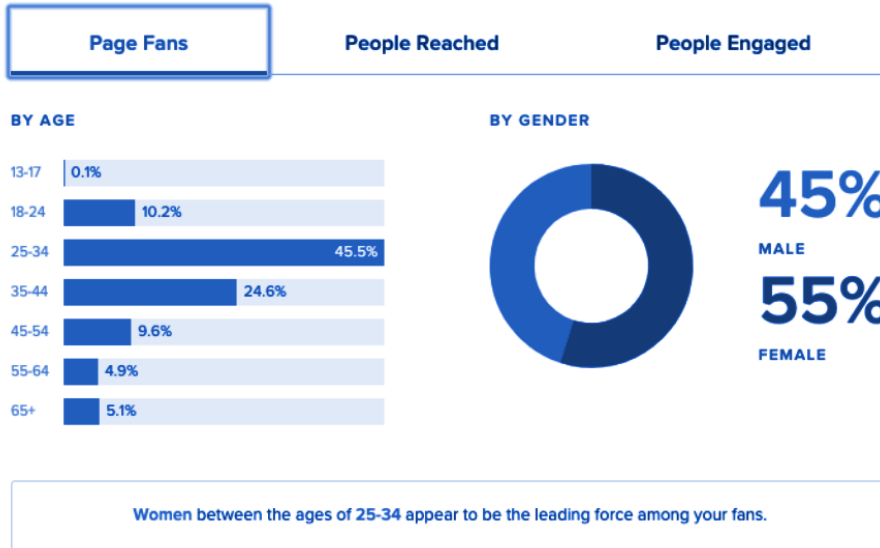
January 2018: 7,442 followers
January 2019: 8,264 followers

Increased by: 822 with most likes in August

Facebook Audience Growth

LIKES BREAKDOWN, BY MONTH





Twitter Followers and Growth

January 2018 8,068 followers

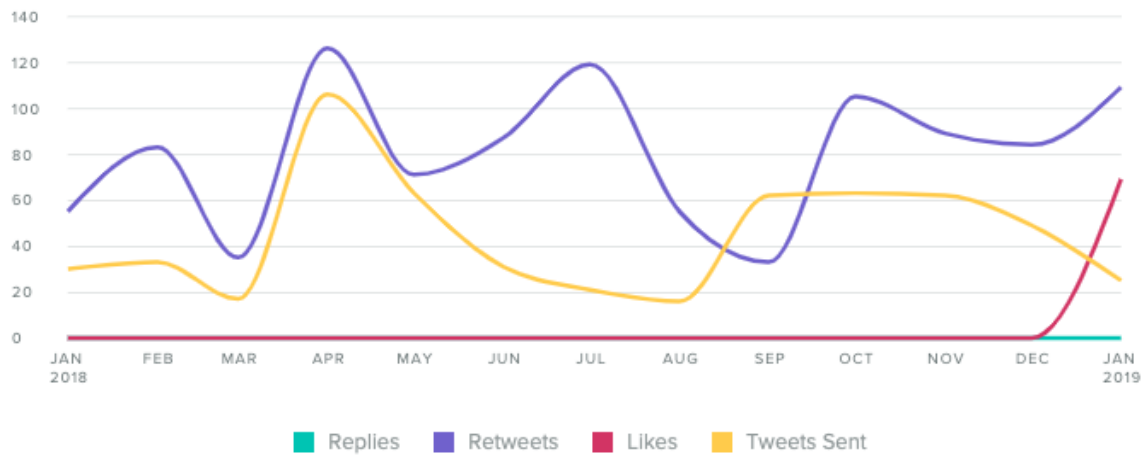
Feb 2019 8,478 followers

Increased by 410 followers

Average profile visit: 1656.92, most in October 2018; 3984

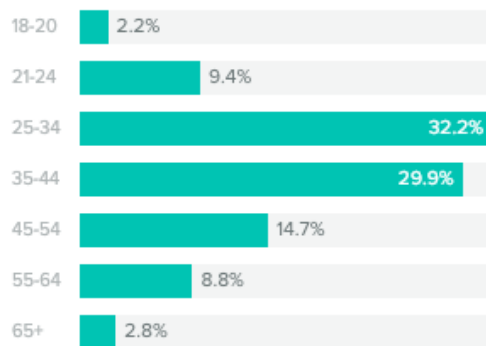
Twitter Engagement

ENGAGEMENT COUNT

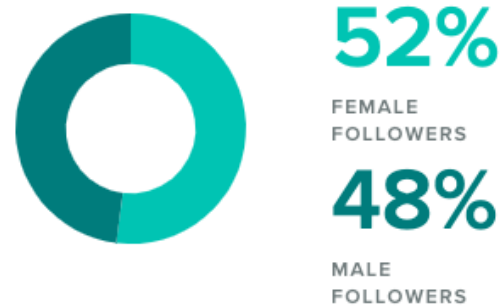


Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



Women and people between the ages of **25-34** appear to be the leading force among your followers.

May 3, 2018, "In this grim time, a breakthrough in South Sudan", - Rachel Pulfer , The Globe and Mail, [Link](#)

- Audience Reach: 4,9 mln weekly readership (all platforms) , approximately 0,7 mln on a daily basis.

Global Affairs Canada Highlights JHR's South Sudan Program



Global Affairs Canada's website featured JHR's work in South Sudan right through the month of August. Working with the Embassy of Canada in South Sudan, JHR supported the Media Authority of South Sudan, the professional body overseeing media in the country, to better engage with stakeholders and protect the rights of journalists. Global Affairs Canada celebrated JHR's work in building trust with this key government stakeholder and creating a more "predictable, rights-based

media environment."

Global News Presenting Sponsorship leads to a dedicated microsite for JHR's main stories. check out the Global News JHR microsite here - [Link](#).

- Audience reach: 100,000 (annual, microsite starting in August)

Organizational Success

Rising Profile

Bill Hutton Award of Excellence

On May 25th, JHR's Executive Director Rachel Pulfer accepted this year's RTDNA Bill Hutton Award of Excellence. RTDNA Canada chose to give this prestigious industry award to JHR this year in recognition of our work in media development in Canada and around the world. RTDNA Canada is the voice of electronic and digital journalists and news managers in Canada. The members of RTDNA Canada recognize the responsibility of broadcast and digital journalists to promote and to protect the freedom to report independently about matters of public interest and to present a wide range of expressions, opinions and ideas.



June 20, 2018 **“How Truth and Facts Can Change the World”** - Rachel Pulfer, Toronto Star - [Link](#).

- Audience reach: 1,76 mln average weekday (print and online),
-

Lieutenant Governor's Ontario Heritage Award

On February 23d JHR received the Lieutenant Governor's Ontario Heritage Award. The Award recognized the success of JHR's Indigenous Reporters Program, which aims to improve the quality and number of Indigenous voices in Canadian media.





Conclusion

In 2018, JHR continued to grow through its programs and through its activities as a leading human rights media organization.

Key Takeaways:

- ❖ Learn who is most dedicated to JHR on social media and why, they are the most likely group to get involved or financially contribute
- ❖ Meaningful stories that make people care
- ❖ Maintain focus on increasing organizational recognition

Looking forward to 2019:

- ❖ Launch of the Mali program, and scaling programs in Kenya, Jordan, Syria and DR Congo as well as expanding Indigenous. Investigating disinformation work here in Canada.
- ❖ The Real News Campaign 2019
- ❖ Empowering Women, Youth, and Indigenous Peoples

