



Journalists for Human Rights

Monitoring & Evaluation 2019

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Introduction

2019: A Look Back

This report highlights some of JHR's key achievements of 2019 - focusing in particular on the growth of the programs and JHR as an organization. 2019 was a breakout year for JHR: we secured Canada World, an \$11.7 million program and the largest grant yet, in October.

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 2020. 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 2020.



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

Indigenous Reporters’ Program

Journalists trained	50
Stories published	125
Audience reach	500,000

Story Highlight

Youth in Fort Severn First Nation



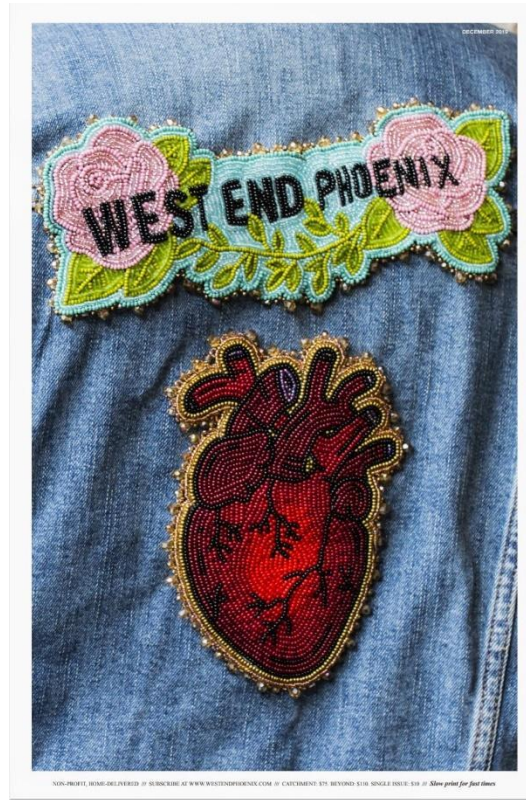
*Chasity Bluecoat and Christyn Koostachin from Fort Severn First Nation take turns interviewing MPP Sol Mamakwa.
Photo Credit: Karli Zschogner*

Chasity Bluecoat and Christyn Koostachin are members of the [Mushkego Lowland Advocates](#), this year's winner of the first ever JHR-RBC Award for Outstanding Work by Indigenous Youth Reporters.

JHR partnered with Carleton University's Indigenous Youth Futures Partnership (IYFP) and Fort Severn First Nation to deliver a summer media training program in Fort Severn that provided the opportunity for seven youth to report on and cover issues that matter in their community.

"I am proud of the work the students did over the summer. Hearing the youth journalism group's points of view is especially important because it's their future I'm working on...They have real issues they want to see happen like access to mental wellness programs and employment opportunities that don't force them to leave their home..." - Chief Paul Burke, Fort Severn First Nation

Urban Indigenous communities



Cover, December issue of the West End Phoenix, in partnership with JHR's Indigenous Reporters Program (Photo credit: West End Phoenix)

JHR also works with urban Indigenous communities. This month, JHR partnered with a Toronto-based west-end community newspaper, the West End Phoenix, to offer two bursaries for emerging Indigenous reporters to gain valuable leadership experience as the editors-in-chief of the publication. This issue focused on Indigenous voices in the city, featuring art, stories and profiles of urban Indigenous life.

Mali

Journalists trained or engaged	77
Women trained or engaged	25
Stories produced	21
Audience reach	42,532 via radio forums on women's participation

Story Highlight

Addressing Scarcity of Women's Voices in Public Life in Mali



On air forum on women in public institutions. Photo credit: JHR

On December 18th, 2019, JHR Mali hosted an interactive radio forum on the role of women in public policy. The show was broadcasted on 3 local radio stations covering 3 regions (the commune of Mandé in Koulikoro; urban commune of Sikasso; and the rural commune of Sitakily in Kayes) reaching approximately 42,530 listeners. The focus ? The lack of women in public life.

Although they constitute the majority of the population in Mali, women are glaringly underrepresented in public institutions and public life in the country. Economic and financial hardship, as well as discrimination, are some of the biggest obstacles to women's access to public life and elected positions.

The scarcity of women's voices in public institutions means that women's rights and issues are often overlooked and neglected.

For an hour and a half, Sory Ibrahima TRAORE the chief of staff of the Ministry of Institutional Reforms and Relations with the Civil Society, Tounkara Sophie Soucko, the Head of the Permanent Secretariat of the National Gender Policy for the Ministry of the Promotion of Women, Children and the Family, and Doumbia Fatoumata DIANE, the President of the Federation of Women's Associations in the Municipality of Le Mandé, debated on the topic of institutional weakness in the country and the need for female representation. The speakers highlighted the need for institutional reforms that would encourage women's participation in public life such as the adoption of non-discrimination policies in public institutions; public policies that could increase women's and girls' access to higher education, especially for women in rural areas; and the enforcement of laws that protect women rights. A listener from the village of Coursale suggested that "this program should be duplicated and broadcasted everywhere in Mali. Women's rights, especially for rural women, should be promoted and defended everywhere in Mali."

South Sudan

Journalists and individuals engaged or trained	1,050
Women trained or engaged	132
Stories published	21
Audience reach	8,000,000 estimate

Story Highlight

Security Sector training in South Sudan



JHR team leader Laura Bain opening the media training for security sector representatives

Over 800 representatives drawn from national security groups in South Sudan participated in media training led by JHR through 2019. Both police and military representatives participated in training on existing media laws, greater understanding of how security officials should work with journalists, greater understanding of the role of the South Sudanese media authority and its ability to arbitrate disputes between journalists and security officials, as well as engaged in discussions with journalists about press freedom needs and accurate reporting. South Sudan remains a fragile and difficult environment in which to work as a journalist: both government and self-censorship remains rife, and an opinion columnist was in jail for more than two months over the course of the summer.

However, the dialogue has helped to reduce direct attacks on journalists - no journalists died in the course of their work in 2019, a fact that has been attributed by independent observers including the Canadian government and UNESCO to JHR's work with the Media Authority. In short, the training created more space for journalism to thrive. One concrete outcome: that journalists no longer need security clearance to participate in training events. Another: JHR has been invited by the Media Authority and security services as well as relevant government officials to participate in reforming the media laws governing relations between the media and other sectors in South Sudan.

Jordan

Journalists trained	68
Women trained	45

Stories published	26
Audience reach	1,000,000 (estimate)

Story Highlight

Women in Jordan Demand Public Transport For Jobs



Getting on public transport in Jordan. Photo credit: Maidanapp.net

Journalist Salam Fraihat wrote about the need for safe and secure public transportation for women in Jordan.

Despite their high level of education in Jordan, women's economic contribution in the Kingdom is limited to only 18% of the total workforce. Public transportation is considered one of the main obstacles. And one of the most affected areas is the poor villages, such as Balila, in the Jerash governorate.

Noor is from Balila. Recently, she was able to get a private car to go to work in Amman. However, previously she had to use two or three different modes of transport to commute.

Balqees, a student of Yarmouk University, was forced to ride in a private car with a stranger, who claimed he was picking up some girls from the same area. Balqees recounts how the driver kept driving to a remote area with no residents, which caused her to panic and ask him to stop the car to get off.

Balila is one of 13 villages that are unserved by public transportation. One study from the Sadaqa Foundation showed that 47% of the women interviewed, refuse job opportunities because of these transportation challenges.

The Public Transport Authority did previously not respond to citizens' calls or initiatives from civil society organizations to change this. However, they have now announced they have plans for Jerash to serve as a model of public transportation for other cities. Two of three stages of development have been finalized. A bus complex has been built and bus stop shelters have been installed along the transport lines. Now all that is needed are buses. JHR journalists will keep track of progress as we move into 2020.

Syria

Journalists trained	95
Women trained	27
Stories published	43
Audience reach	150- 200,000 - online estimate 1,000,000 - on air estimate

For success see Feature below.

Democratic Republic of Congo

Journalists trained or engaged	28
Women trained or engaged	12
Stories produced	4
Audience reach	Unavailable (no data tracking, internet cuts by government)

Note that through much of 2019, the DRC program was in a holding pattern; the final National Endowment for Democracy project ended in April and we then had very minimal programming until the Canada World project started in October.

Story Highlight

Reporting on Pollution in Kinshasa, DR Congo



Photocredit: JDH/RDC. The crew at work

" La ruse des pollueurs Kinois " is the title of a documentary produced by JDH/DRC in 2019.

Kinshasa residents throw their trash into rivers, turning the city's waterways into garbage dumps. The documentary seeks to bring awareness on the issue of river pollution and propel action from local authorities.

The documentary is a part of JHR DRC's documentary program and was produced by **Hénoch Etete**, journalism student at the Faculty of Sciences and Information Institute, **Tantia Sangata**, journalist for the newspaper, " La Tempête des Tropiques " and **Francois Mukanda**, radio journalist for "Trinitas FM "in Kinshasa. The production team are all members of the JDH/ DRC Clubs and recipients of the JDH 2019 grant. The documentary was broadcasted on Africa TV, a local TV station on August 15, 2019.

JHR awards - The Ninth Edition of the Prix JDH

JHR proudly announced the winners of the Prix JDH-DR Congo on Human Rights Day, December 10, at the Memling Hotel in Kinshasa. In attendance: JHR Board Chair Michael Cooke, Ambassador Lisa LaFlamme, newly minted country director Prince Murhula, project coordinator Munor Kabondo, the Minister of Information of the Democratic Republic of Congo and Michele Sarrazin from the Canadian Embassy in Kinshasa.

The Best Blogger Award went to **Prisca Lokale** for "Out-of-court settlements: An insidious practice that should be banished," a feature on how well-off men abuse settlements to silence victims of sexual violence. **Ronely Ntibonera** won the Award for Best Journalist for "Sexually transmitted grades in Universities in Goma", writing about professors demanding sexual favors from female students in return for grades, limiting their opportunities to pursue higher education.

The Awards were given out by JHR Chair of the Board Michael Cooke and JHR Ambassador Lisa LaFlamme. "All over the world, it is the media that fights corruption. Journalists in DR Congo are doing this as well. I am proud to call these journalists my colleagues," says Michael Cooke.

JHR total by the numbers

	2019	2018
Numbers of individuals/journalists trained	1797	1081
Number of women trained	241	432
Number of stories published	353	459
Audience reach	10,542,532	10,000,000

Analysis:

The total numbers of journalists trained went up year over year, and those journalists are reaching more people. The numbers of stories produced and women trained dropped significantly. This is partially due to projects, including Jordan, DRC and Syria, not requiring such an explicit focus on women's engagement, and partially due to gaps in funding. For much of 2019, JHR was working to re-engage funding for both the South Sudan and DRC programs, while working to secure the funding for Canada World. The Canada World contribution agreement was signed on October 11, 2019.

Feature: Elevating Women

In 2019, JHR secured the Canada World project. This strengthens JHR's commitment to empowering women across the globe.

Syria: JHR prioritizes gender in all projects. The strategy is simple: mentor women, like Reem Haleb of Nasaem Souria TV and Radio, into leadership roles, while emphasizing gender equity and gender equality at the heart of coverage.

Story Highlight

How Syrian journalists took on sexist violence – and won change, through a fatwa

RACHEL PULFER
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED MAY 3, 2019

In some cultures around the world, “honour killings,” perpetrated by men who believe they have the right to kill a woman who is maintaining an “inappropriate” relationship with a man – for reasons ranging from having a boyfriend to being “overly friendly” with a man she is not related to – remain all too common. In 2000, the United Nations Population Fund estimated that approximately 5,000 women and girls are murdered this way each year, as these men try to restore “honour” to the family name.

Canada is not immune to this. In June, 2009, four members of the Shafia family – three sisters and their father's first wife – were found in a car at the bottom of the Rideau Canal near Kingston, Ont. The car had been driven there by Mohammad Shafia, who had enlisted his second wife and son in a plot to kill the four women. An Afghan emigré to Montreal, Mr. Shafia was moved to act by rage against the so-called Western lifestyle he felt his daughters were pursuing. All three were sentenced to prison.

Syria is also no exception to this horrific practice. Recently, a brother murdered his sister in Northern Syria and live streamed the crime on social media. And yet, change is coming, in perhaps the strangest of ways. The Syrian Islamic Council recently issued a fatwa – a broadly defined religious decision made by Islamic scholars, often stigmatized because of the infamous fatwa that sentenced author Salman Rushdie to death – forbidding this crime. And it couldn't have happened without the work of journalists.

In 2017, Journalists for Human Rights, Canada's leading media-development organization, implemented a program with Syrian journalists across the Middle East, working with our network of Syrian journalists across the diaspora to co-ordinate coverage and shine a light on this horrific crime. The project – a pilot, funded by the United Nations Democracy Fund – assesses whether or not such an initiative is even feasible in an environment with such limited press freedom. But the outraged reaction and calls for redress from the Syrian community and its diaspora had to be highlighted.

When we started the program, JHR's team was told that honour killing was a red-lined, taboo area of coverage. But led by Syrian broadcast journalist Tammam Hazem, JHR's team of journalists worked with lawyers affiliated with the Independent Bar Association of Aleppo, local

judges, 85 staff members of women's rights organizations and a network of Muslim religious leaders who opposed the crime. The alliance worked together for three weeks, sharing information, resources and sources, including access to local authorities, religious leaders and key decision-makers.

The result: nine pieces on honour killing through February and March of this year. These included four online or on-air forums open to the general public to weigh in on these kinds of crimes and discuss what the community's reaction to them should be. Areas of focus included legislation, religion, culture, the response of local authorities, the role of law and who is responsible.

Journalists trained by JHR in the art of the follow-up also questioned authorities, both religious and secular, about why these crimes too often go unprosecuted while women die, and highlighted the relative absence of the rule of law in northern Syria, a casualty of the ongoing conflict.

Despite a near-complete lack of press freedom in Syria itself, these stories, produced in Arabic from neighbouring Turkey, reached an audience of approximately 100,000 Syrians across the diaspora.

After the coverage, a network of local imams stepped up. In on-air forums, they explained to the public that the practice of honour killing is actually against Islam – that Islam considers honour killing, indeed killing of any kind, a grave sin.

Then, in March, the Syrian Islamic Council issued its religious fatwa, explicitly identifying the act of honour killing as un-Islamic – and hence forbidden.

Local and regional reaction to the fatwa has been explosive. Some respondents are angry. But a vocal majority are calling for a new fatwa that goes further, laying out terms for prosecution, as well as calls for secular courts to prosecute men committing honour crimes – using the full force of Syrian law.

This story is a timely reminder on this World Press Freedom Day of why journalism, and the press freedom that allows quality journalism to thrive, matters so very much.

The story is far from over. But what we are seeing is communities broken by war starting to work together – on their own terms, using their own resources, within their own leadership circles and institutions – to find solutions.

Even in Northern Syria.

<https://www.theglobeandmail.com/opinion/article-how-syrian-journalists-took-on-sexist-violence-and-won-change/>

Reach, Influence, and Growth

Gala

The 2019 Night for Rights raised a total of **\$323,205**; the Fund-a-Need in support of the Indigenous Reporters Program raised **\$53,805** and Live Auction raised **\$20,400**. This compares favorably with 2018, which raised a total of **\$279,049**, but was less than our breakout 2017 gala year, in which we raised **\$373,425**.

Voice for Impact Campaign

The Voice for Impact Holiday campaign raised **\$15,000**. Our second Peer to Peer fundraising campaign was not as successful as our first, Shared Voices, which raised \$25,000 for JHR. Our year-end annual fundraising results went from \$9,000 in 2016 (John O'Leary) to \$ 21,000 in 2017 (John O'Leary) to \$25,000 in 2018 (Beth Borody); in 2019 we dipped back down to \$15,000.

Analysis: We ascribe this outcome to the proximity between the gala and the start of the campaign: by the time we got to our campaign in December, our community (not to mention our staff!) was experiencing fundraising fatigue. We will work with the Board, deputy director and community to bring these numbers up in 2020.

Total Revenue

In 2019, JHR raised \$2,775,586 in revenue from all sources and spent \$2,692,994. (Non-audited numbers; still awaiting final revenue figures from Q4.)

In 2018, JHR raised \$2,304,691 in revenue from all sources and spent \$2,309,430.

Total Core Revenue

In 2019, JHR raised \$487,160 in core revenue from non-grant sources. While a healthy outcome, this represents a dip down from 2018, at \$579,743 and 2017, at \$612,818.

The reduction in revenue can be attributed to the loss of one major donor, the Flatley Family, who decided, after the government came in to support us, that we had no further need of their support. Also factors: the departure of our staff fundraiser Beth Borody, and Bobby Walman, a key fundraiser and fundraising strategist at the Board level.

Social Media

Facebook Audience Growth + Fan Demographic

January 2018: 7,442 followers

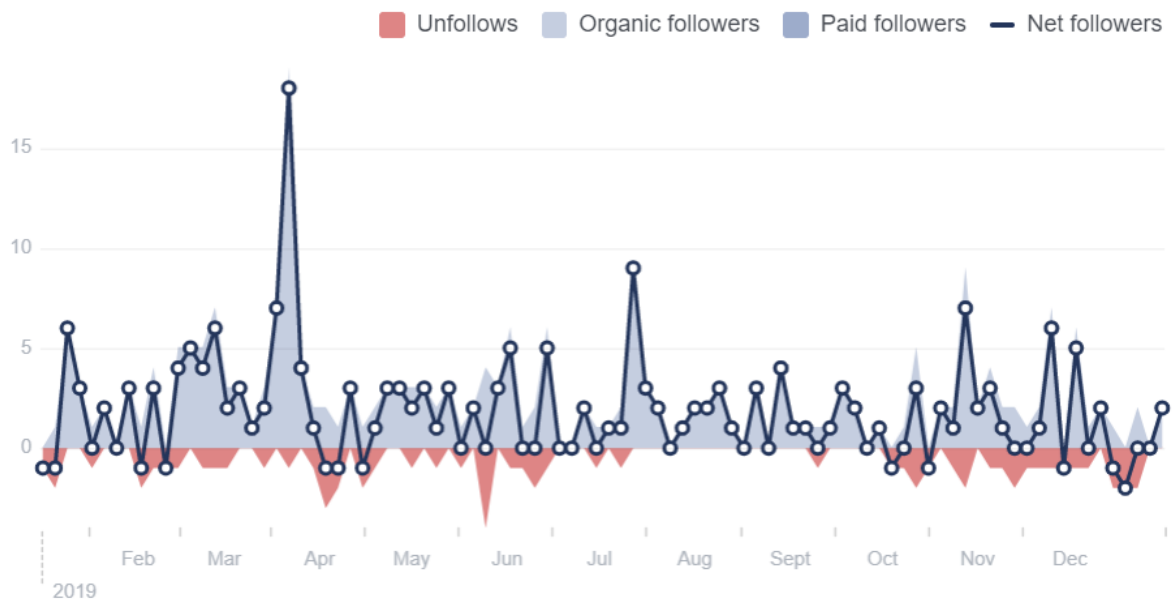
January 2019: 8,264 followers

December 2019: 9,027 followers

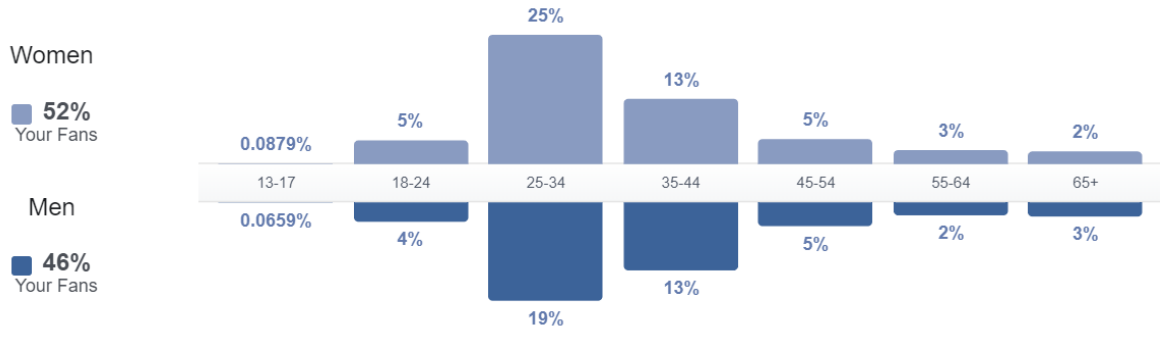
Increased by: 763, a 9% increase

Net followers

Net followers shows the number of new followers minus the number of unfollows.



The number of people who saw any of your posts at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including the age and gender information that users provide in their Facebook profiles. This number is an estimate.



Twitter Followers and Growth

January 2018: 8,068 followers

February 2019: 8,478 followers

December 2019: 9,566 followers

In 2019 our Twitter following increased by 1,841 followers, a 12% increase

Media and Outreach

	Events	Media Appearances and Op-eds
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<p>January</p>	<p>Emerging Voices Launch 50-60 attendees; JHR sponsors Maria Ressa to attend the Democracy Xchange conference in Toronto ED moderates panel on women’s leadership at Democracy Xchange conference in Toronto</p>	<p>https://www.thewhig.com/opinion/columnists/panel-sheds-light-on-challenges-women-face-in-journalism</p>
<p>February</p>	<p>ED delivers Walrus Talks Leadership on Fact Based News, Feb 28, 2019</p>	<p>https://jhr.ca/why-fact-based-news-matters-this-election-and-why-you-should-vote</p>
<p>March</p>	<p>Carleton University Women’s Day Gender Report launch event, March 8, 27 attendees Rodney Sieh Book Launch, Massey College 30 attendees</p>	<p>https://carleton.ca/lern/cu-events/jhr-and-lern-womens-and-girls-rights-in-headlines-in-conflict-zones/</p>
<p>April</p>		
<p>May</p>	<p>May 3 Canada World Launch, approx 70 attendees; 100+ pieces of coverage in local, regional and national news RP moderates panel at RTDNA Canada conference on the news of the future http://www.rtdnacanada.com/program-2019/</p>	<p>https://globalnews.ca/news/5233895/journalists-human-rights-federal-government/</p> <p>CP24 - JHR LAUNCHES NEW INITIATIVE IN AFRICA</p> <p>https://www.cp24.com/video?clipId=1675043</p>


		<p>https://nationalpost.com/news/journalists-for-human-rights-gets-11-7-million-to-support-program-focused-on-women-and-girls</p> <p>https://toronto.elmntfm.ca/blog/2019/05/09/moment-of-truth-deanna-dunham-rachel-pulfer-may-9th-2019/</p> <p>https://www.theglobeandmail.com/opinion/article-how-syrian-journalists-took-on-sexist-violence-and-won-change/</p> <p>ED CTV media appearance on Thomson Reuters journalists freed in Myanmar</p>
June	UK High Consulate- JHR event with Maria Ressa, approx 60 ppl; ED represents JHR at Women Deliver in Vancouver; Independent Media Conference in Toronto; approx. 60 ppl.	<p>https://www.theglobeandmail.com/opinion/article-when-we-improve-the-lives-of-women-and-girls-w-e-all-benefit/</p> <p>June 6: ED does CBC regional radio news reports on Australian police raiding ABC offices</p>
July	Media Freedom Conference London, ED attending	<p>https://www.ctvnews.ca/politics/amal-clooney-calls-out-trump-s-media-vilification-at-press-freedom-gathering-1.4501636 ED interviewed</p> <p>Op-ed</p> <p>https://www.theglobeandmail.com/opinion/article-increasingly-we-understand-press-freedom-matters-now-what/</p>
August		
September	Clintons trivia fundraiser, 50 attended, \$2000 raised	
October		

November	<p>Nov 25 Night for Rights, 438 guests; \$379,000 raised.</p>	<p>www.night4rights.com</p> <p>https://www.youtube.com/channel/UCF4FMnodpDgDxpT9JlhNjmA</p>
December	<p>LG panel + reception, 40 ppl; DRC Prix JDH, Kinshasa, DR Congo, 50 ppl; Jordan JHR Awards, Amman, Jordan, 80 ppl; ED represents JHR at Women Rule conference in Washington, DC.</p>	<p>https://www.theglobeandmail.com/opinion/article-information-is-power-and-in-the-drcs-fight-against-ebola-a-matter/</p>

JHR featured at Media Freedoms Conference in London

JHR’s work in South Sudan was a highlight of a round-table coordinated through Global Affairs Canada and the office of the Lieutenant-Governor of Ontario at the 2019 media freedoms conference in London, UK. 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. JHR’s work in building trust with this key government stakeholder helped to ensure a safer “enabling environment” in which journalism could thrive. Minister Freeland re-announced the \$11.7 million funding for Canada World: Voice for Women and Girls for JHR at the conference: it was the largest single envelope of funding to be announced at the two-day event.

Conclusion



In 2019, in line with the 2017-2020 strategic plan, JHR continued to grow its brand and impact through its programs and through its activities as a leading human rights media organization.

Key Takeaways:

- ❖ Grow the fundraising capacity via Board and head office
- ❖ Work to build the brand globally, while more precisely targeting decision makers at donor agencies
- ❖ Learn who is most dedicated to JHR on social media and why, they are the most likely group to get involved or financially contribute
- ❖ Learn which are the most meaningful stories that make people care
- ❖ Maintain focus on increasing organizational recognition through targeted outreach

Looking forward to 2020:

- ❖ Lay groundwork to scale the Mali program
- ❖ Scaling programs in Kenya, Jordan, Syria and DR Congo with Global Affairs Canada as well as expanding Indigenous. Launching disinformation work here in Canada.
- ❖ Cultivate support from diverse governments and foundations
- ❖ Brand-building, targeting key audiences of decision makers both at home and abroad

