



Journalists for Human Rights

Monitoring & Evaluation 2020



2nd February, 2021



Contents

1. Introduction
2. Program Success
 - a. Success Stories
 - b. By the Numbers
3. Feature: Elevating Women
4. Reach, Influence, and Growth
5. Organizational Success
6. Conclusion

Introduction

2020: A Look Back

This report highlights some of JHR's key achievements of 2020 – a story of continued growth of both organizational scope and social impact in terms of story reach, despite the significant challenge of navigating a global pandemic.

On top of pivoting programming worldwide online while sustaining grants and contracts, JHR secured \$1million in new domestic programming in March, piloted effective programming to fight misinformation and disinformation on covid-19 in Canada over March-June and, on the strength of that work, secured a new \$1.5million 12-country program with Global Affairs Canada in July.

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 2021. Data is further included in Reach, Influence, and Growth, which includes detailed metrics measuring JHR's increasing earned 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 2021.

Monitoring and Evaluation: How and Why

JHR's Monitoring and Evaluation (M & E) plan provides an overview of all programs and tracks key organizational metrics 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 share JHR's impact in numbers and stories.

Program Success

Success Stories

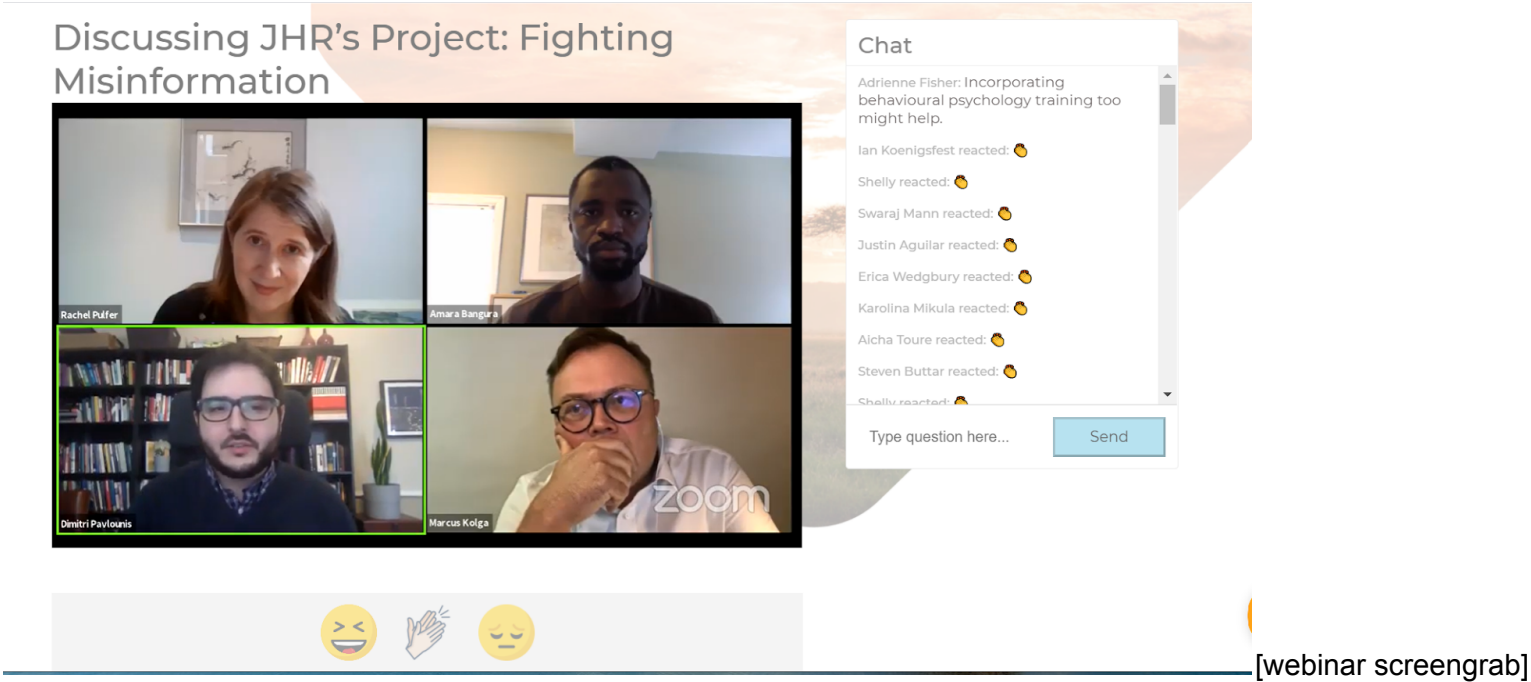
Fighting Disinformation and Misinformation on Covid-19 in Canada

	2020
Journalists trained or engaged	297
Women trained or engaged	145
Stories produced	27

Audience reach	250,000
----------------	---------

Story Highlight

Piloting a Way to Fight Misinformation and Disinformation on Covid-19



From February to April 2020, JHR ran a pilot training initiative providing Canadian journalists and social media users with tools to identify and safely debunk misinformation and disinformation about covid-19 online.

In total, the project trained 279 journalists, of whom 96% reported the training had been of significant help to them in understanding how to report on and navigate misinformation and disinformation safely. It also trained over 1000 members of the general public, double the original project target of 500.

In November, JHR ran a webinar ‘Fighting Misinformation in Canada’ with disinformation expert and curriculum advisor [Craig Silverman](#), journalism and media literacy trainer [Aphrodite Salas](#) from Quebec, journalism trainer [Geoff Leo](#) from Saskatchewan, journalism trainer [Amara Bangura](#), disinformation expert [Marcus Kolga](#), Dimitri Pavlounis, a media literacy expert from [CIVIX Canada](#), and JHR executive director [Rachel Pulfer](#).

The webinar coincided with the release of JHR’s new microsite jhr.ca/truth-matters: a free tool with resources for journalists and the general public including videos, academic studies and disinformation expert and media literacy trainer Marcus Kolga’s report unpacking the results and implications of JHR’s initial pilot fighting misinformation and citizen preparedness in Canada.

Click [here](#) to watch the recording and click [here](#) to visit the JHR Truth Matters microsite. More information on the webinar can also be found [here](#).

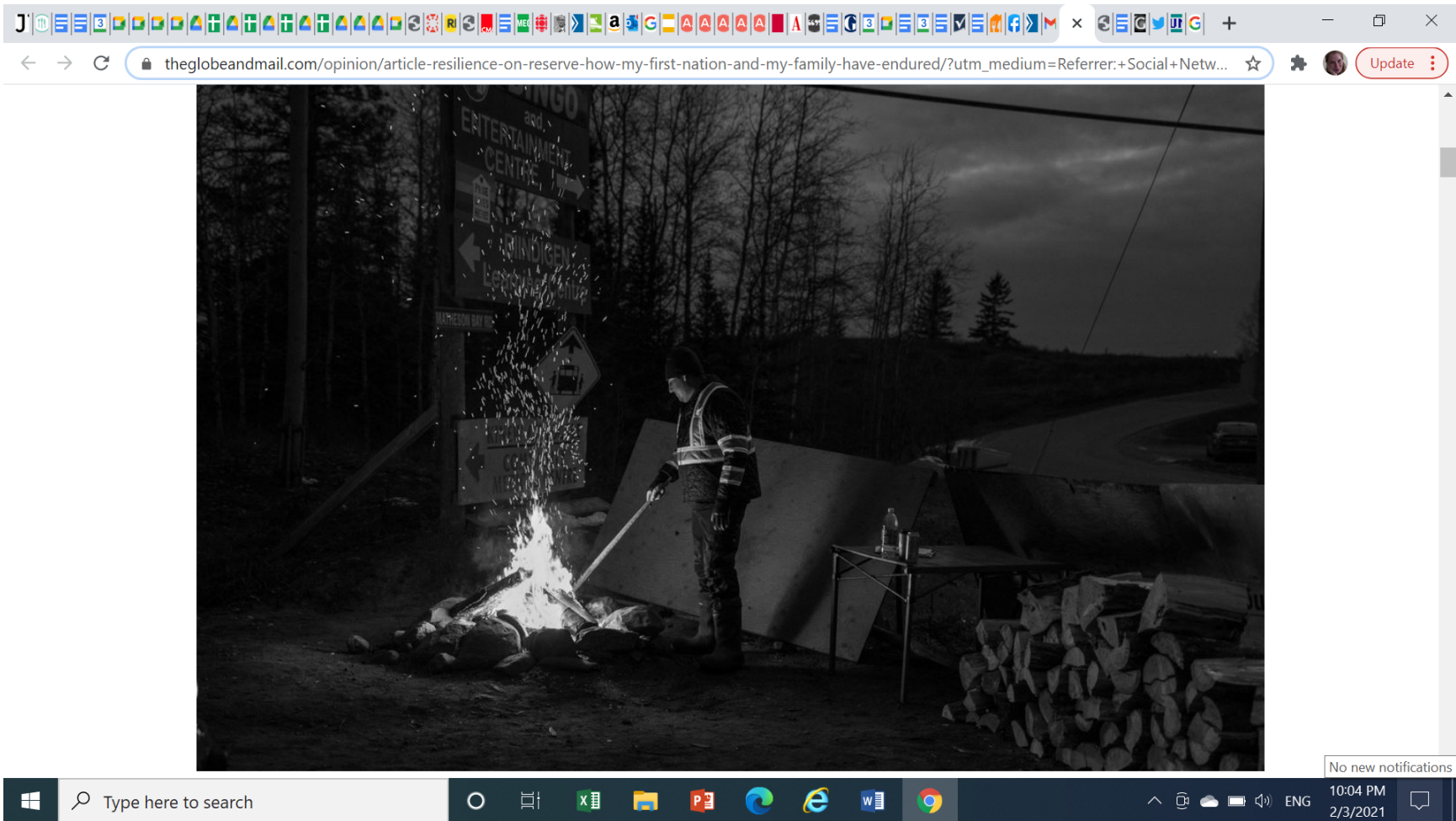
Indigenous Reporters’ Program

	2020	2019
Journalists trained	58	75
Stories published	26	125
Audience reach	750,000	500,000



Story Highlight

In the Globe and Mail on Nov. 27, IRP mentee Zachary Skead outlines the impact of Covid-19 on his reserve



JHR trainee **Zachary Skead** documented how his community of Wauzhushk Onigum First Nation responded to Covid-19. His was one of 28 stories published in 2020, the majority of which were published in the fourth quarter as a result of the online training.

Listen to the Podcast 'Nshiime'



Kristina Nodin, 12, is producing Nshiime Voices, a weekly webcast, in Thunder Bay

Kristina Nodin, 12, is sharing stories in her community and beyond in a weekly webcast.

Nshiime Voices - Nshiime meaning “my sibling” in Anishnaabemowin - is a space to share experiences and find out more about some of the interesting people doing great things in and around Thunder Bay.

Kristina's podcast caught the attention of Globe and Mail reporter (and JHR program alumna) Willow Fiddler, who subsequently profiled her as an introduction to a feature on the Indigenous Reporters' Program. The [feature](#) ran on Jan 18 in both the Toronto Star and the Globe and Mail.

Listen to the podcast here: <https://soundcloud.com/user-466959563/nshiime-voices-episode-2/s-ikYad4unv3n>

JHR partners with Kewaytinook Internet High School

The Indigenous Reporters Program (IRP) partnered with Keewaytinook Internet High School (KiHS) to develop an introductory journalism course for their Grade 11 students. This course will be embedded in KiHS' course catalogue beginning in the fall. KiHS offers accredited high school courses to 13 First Nation communities in northern Ontario. Keewaytinook Okimakanak, a non-political Chiefs Council, established KiHS to provide students the opportunity to pursue their high school diploma in their community. Students from northern communities are otherwise required to move from their home to a city in southern Ontario and often stay in boarding homes during the school year.

While many school boards and educational institutions have had to quickly learn how to bring their classes online, KiHS has been doing this work since 1999. As IRP has begun pivoting the 8 month, in-person media literacy training that we provide in partnership with First Nation communities, we are motivated by this opportunity to learn from KiHS and continue to offer media training in new, sustainable ways.

Mali


	2020	2019
Journalists trained or engaged	182	77
Women trained or engaged	112	25
Stories produced	79	21
Audience reach	157,000	42,532

Story Highlight

Voting in Mali: Solutions for People with Disabilities



Participants in the roundtable on inclusive democracy in Mali. Photo credit: JDH



Mali held a second round of the legislative elections on the 19th of April 2020. Following that round, the Election Observation Mission (EOM), comprised of civil society organizations and the National Commission for Human Rights of Mali, submitted a post-election report to the government of Mali. It included recommendations stemming from JHR's Mali pre- elections awareness activities and roundtable on the participation of people with disabilities in the elections.

The EOM report reflected feedback from 13 civil society organisations intervening on human rights and good governance. And it featured JHR's roundtable recommendation on practical measures to facilitate access to polling stations for people living with disabilities. JHR recommended measures to increase their ability to vote such as the transcriptions of the names of candidates and political parties in Braille on the ballots were also included in the report.

Three of the member structures of the EOM, the Citizen Observation Pool of Mali (POCIM) , the Youth Association for Active Citizenship and Democracy (AJCAD) and the National Human Rights Commission had actively participated in the Round Table between media, civil society and decision-makers that JDH organized in Bamako on February 20, 2020. The theme: "Voting in Mali: what difficulties and solutions for people with disabilities?" The current president of the EOM, Dr. Ibrahima Sangho, was the facilitator at the Round Table.

In addition, the ELE CONSORTIUM, made up of the Malian Association of Sign Language Interpreters (AMILS) and member of the EOM, managed to implement other recommendation from JHR's February Round Table. These included "to set up citizen assistance throughout the electoral process to facilitate voting for people with disabilities." AMILS managed to raise awareness among people with disabilities, especially deaf people, and made it easier for them to access candidates' messages.

Following the report, the Prime Minister, Head of the Government of Mali, personally addressed a letter of thanks to the Head of the EOM for the entity's valiant efforts to ensure an inclusive electoral process.

JHR's Mali project is supported by the United Nations Democracy Fund or UNDEF.

Access to Information for the Visually Impaired, Deaf and Hard of Hearing in Mali



Panelist on JHR's Radio Show on access to COVID-19 information for the visually and hearing impaired. Photoredit: JHR Mali

On July 16th, JHR hosted an interactive radio show on the issues of access to Covid-19 related information for people who are visually or hearing impaired. During the show, Mr. Mamadou Diallo, a representative of the National Center for Information, Education and Communication for Health, part of the Ministry of Health and Social Affairs (CNI ECS), made a pledge *“to produce and broadcast videos on Covid-19 in collaboration with the Malian Association of Interpreters in Sign Languages”* as a response to the exclusion of deaf and hard of hearing people from the current Covid-19 awareness campaigns in the country. JHR was later informed that the videos will be produced and broadcasted by the end of July.

Also participating in the radio program was Ms. Adam SIDIBE, a representative of the national public broadcaster in Mali, ORTM, and a host of the program SANTE POUR TOUS. Ms. Sidibe committed to featuring and providing more visibility to the concerns and needs of the visually impaired and hard of hearing in her show. She also pledged to *“regularly involve the Malian Association of Sign Language Interpreters in her show”* to increase the representation of people with disabilities in the media and promote their rights.

Moussa KEITA, the President of the Malian Association of Interpreters in Sign Languages (AMILS), explained that in Mali “mass public communication has traditionally excluded the hearing and visually impaired and this has also been the case for Covid-19 awareness campaigns”

Currently there are “more than 7,000 deaf and hard of hearing individuals in Mali; 10 schools for the deaf with roughly 997 students, and 9 associations that specialize on the protection of the rights of the deaf and hearing impaired ”.

As of July 19, there were 2,475 confirmed cases of Covid-19 in Mali and 121 registered deaths based on statistics from the Ministry of Health and Social Affairs. However, according to the President of AMILS, “none of the associations for the visually and hearing impaired have received support to protect themselves against Covid-19 despite their requests to the authorities and the Ministry of Health and Social Affairs. The awareness work that these associations carry out in Bamako and in the rest of the country are only possible thanks to the contributions of their own members and donations from the schools for the deaf and hearing impaired ”.

For Mr. Mamadou Diallo, representative of the ministry of Health and Social Affairs, “this show has helped us connect with an association for the hearing impaired. We need their expertise for the effective inclusion of sign language in the production and dissemination of awareness campaigns and to facilitate people with disabilities’s access to accurate Covid-19 information.”

Since June 2019, JHR has been working in Mali to implement its Project “Strengthening Media to promote an inclusive democracy in Mali” with the support of the United Nations Democracy Fund (UNDEF / UNDEF).

JHR au Mali facilite l'accès des personnes handicapées malentendantes et malvoyantes à l'information sur la Covid-19

Le 16 juillet à Bamako, en direct de l'émission radiophonique interactive organisée par JHR sur la problématique de l'accès des personnes handicapées malentendantes et malvoyantes à l'information sur la Covid-19 au Mali, Mamadou DIALLO, représentant du Centre National d'Information, d'Education et de Communication pour la Santé du Ministère de la Santé et des Affaires Sociales (CNIECS), **a décidé sans délai de « produire et diffuser des vidéos sur la Covid-19 en collaboration directe avec l'Association Malienne des Interprètes en Langues de Signes » afin de répondre à la situation d'exclusion des personnes malentendantes des campagnes publiques d'information et de sensibilisation sur la Covid-19 au Mali.**

Participant également à l'émission radio, Mme Adam SIDIBE, représentante de l'Office de Radiodiffusion Télévision du Mali (ORTM) et Animatrice de l'émission SANTE POUR TOUS, **s'est engagée à inclure les préoccupations et besoins des personnes malentendantes dans les thématiques de son émission** au niveau de la radio. En plus, elle s'est engagée à **« faire participer régulièrement, l'Association Malienne des Interprètes en Langues de Signes à son émission radio »** pour améliorer l'inclusion des personnes handicapées malentendantes dans les programmes médiatiques et favoriser leur protection.

Au Mali « la communication de masse exclut particulièrement les personnes malentendantes et malvoyantes et ces personnes sont les oubliées de la Covid-19 » selon Moussa KEITA, le Président de l'Association Malienne des Interprètes en Langues de Signes (AMILS).

Selon les statistiques du Ministère de la Santé et des Affaires Sociales à la date du 19 juillet, la Covid-19 progresse au Mali avec 2475 cas confirmés dont 121 décès. Au Mali « il existe plus de 7.000 personnes malentendantes ; 10 écoles avec 997 élèves sourds et 9 associations de protection et de défense des droits des personnes malentendantes ».

Selon le Président de l'AMILS, « aucune de ces associations n'a reçu d'appui pour se protéger contre la Covid-19 malgré leurs sollicitations auprès des autorités et du Ministère de la Santé et des Affaires Sociales. Les sensibilisations que ces associations font à Bamako et dans le reste du Mali sont possibles grâce aux contributions de ces mêmes associations ; aux cotisations de leurs membres ainsi qu'à celles des comités de gestion des écoles de personnes malentendantes ».

« Cette émission a levé pour nous les difficultés d'accès à une association des personnes malentendantes. Nous avons besoin de l'expertise pour l'inclusion de la langue de signes dans la production et diffusion des messages de sensibilisation et réduire l'exclusion de ces personnes à l'information sur la Covid-19 au Mali » a déclaré le représentant du Centre National d'Information, d'Education et de Communication pour la Santé du Ministère de la Santé et des Affaires Sociales (CNIECS).

Depuis juin 2019, JHR intervient au Mali et met en œuvre le Projet « Renforcement des médias pour promouvoir la démocratie inclusive au Mali » grâce au soutien du Fonds des Nations Unies pour la Démocratie (FNUD/UNDEF).

Kenya

	2020
Journalists and individuals engaged or trained	26
Women trained or engaged	12
Stories published	20
Audience reach	1,500,000

Story Highlight



In December we introduced **Judie Kaberia**, a multi-award winning journalist and the Gender Media Trainer for JHR's **Voice for Women and Girls' Rights** project in **Kenya**. Since the onset of COVID-19, Judie has been creating awareness through research and reporting on how the pandemic has heightened the existing risk of women and girls becoming victims of human trafficking for sex exploitation, child labour and domestic servitude.

The lack of a safe shelter system and protection for young women and girls who are victims of human trafficking was already a major issue in Kenya but that threat has only increased due to the cessation of movement in response to the COVID-19 pandemic.

Judie has worked with Civil Society Organizations and government agencies to rescue and counsel the huge number of young girls looking for safe houses and shelters amidst the pandemic.

[Click here](#) to read Judie's piece in Kenya's *Capital News* on the urgent need to create new rescue shelters for victims of human trafficking.

South Sudan

	2020	2019
Journalists and individuals engaged or trained	165	1,050
Women trained or engaged	58	132
Stories published	86	21
Audience reach	8,000,000	8,000,000

Story Highlight

Keeping Partners Safe Through the Pandemic



Siyabulela Mandela, team leader in South Sudan, distributes masks and gloves to JHR media partners.
Photo credit: JHR

JHR's #InformationSavesLives campaign raised money to support journalists around the world to cover Covid-19 while fighting misinformation about the disease with truth and facts. This support extended to providing our media partners in South Sudan with PPE so they can report on the pandemic safely.

Human Rights during Lockdown

Impact of Lockdown on School Children. By Elia Joseph Loful, Juba Monitor

Eye Radio's afternoon show –“The Sundown Program” hosted by **Emmanuel Okot** from 4:00pm-5:00p, on May 11, focused on the status of human rights during this pandemic, and spotlighted rights being violated as a result of prevention measures.

In South Sudan, the COVID-19 pandemic is playing out in the near total absence of a viable national social safety net. This poses multiple protection challenges and threats to human rights. The discussion highlighted possible human rights violations that could occur under circumstances of pandemics in which lockdown and confinement measures are implemented. The discussion was also meant to inform decision makers and stakeholders that while responding to the pandemic, human rights should be respected.

Guest speakers were **Eugene Nindorera** - the United Nations Director for Human Rights in South Sudan, **Muhamad Ayoyo** – UNICEF's Country Representative in South Sudan, **Rama Hansraj** - Save the Children's Country Director in South Sudan and **Elizabeth Otieno** - Assistant Director for Community in Need Aid -CIA.

They described how such policies can be enforced in strict accordance with human rights standards, to ensure that they are proportionate to the evaluated risk. The goal is for the restrictions to keep people safe without restricting those seeking safety from violence and persecution. They also spoke about how restrictions need to be applied in a nondiscriminatory way.

The JHR coronavirus special program also discussed children's rights in the context of such pandemics. Speakers outlined key human rights risks to children in relation to the COVID-19 crisis.

The knock on effect of the pandemic poses the greatest risks to children where health systems are already strained and routine health care access such as maternity care and immunization is reduced due to Covid-19. Safeguarding access to nutrition, water, sanitation and hygiene for vulnerable children is key. Supporting families to cover needs and care for their children and protecting them from violence exploitation and abuse are some of the main ways to prevent long term impacts of the pandemic. Read more at <https://www.unicef.ca/en/press-release/covid-19-devastates-already-fragile-health-systems-over-6000-additional-children>.

They also discussed steps that the government and its partners should take to protect children's rights in the pandemic, mitigate its devastating effects, and benefit children after the crisis is over. In a nutshell, this second segment (COVID-19 and Children's rights) focused on child protection, education, and nutrition.

Jordan

	2020	2019
Journalists trained	57	68
Women trained	41	45
Stories published	27	26
Audience reach	1,189,435	1,000,000 (estimate)

Story Highlight

JHR-Trained Journalists' Investigation of Labour Conditions in Textile Factories in Jordan Sparks Action



Photo credit: Ahmad Hamdan

As part of JHR's mentorship program in Jordan, journalists **Shifaa Al-Qdaa** and **Ansam Bani-Ismail** recently published an investigation about textiles factories in Ajloun. They looked into the working circumstances of female workers in these factories and found many challenges and legal violations. Some of the workers had not had a proper day off for two years.

In a response to the publication, the Spokesperson of the Ministry of Labour, **Mohammad Al-Zayod**, stated: "The Ministry is aware of the investigation, following up on the cases, and encouraging victims to reach out to the ministry for claims of any violations through the available mechanism." JHR Jordan and the two journalists will meanwhile keep a spotlight trained on the situation.

Regrettably, the Jordanian government refused to provide JHR Jordan with a Letter of Cooperation indicating that we could move ahead with the Canada World programme there. The effort to secure the letter took several months, and delayed the Canada World programme from starting; unfortunately once we started to do additional fundraising in Jordan it was clear that the climate for media development and human rights work in Jordan had changed dramatically, with donor support drying up for this kind of activity. JHR pivoted the Canada World work to Tunisia, a programme that will launch in 2021, but has had to close the Jordan office.

Syria

	2020	2019
Journalists trained	32	95
Women trained	16	27
Stories published	20	43
Audience reach	17,781 print 1,000,000 on-air	150- 200,000 - online estimate 1,000,000 - on air estimate

JHR Profile in Courage - Nisreen Anabli, Syria



Nisreen Anabli. Photo credit: Nisreen Anabli

Nisreen Anabli is a Syrian human rights journalist. She has reported on human rights in Syria and Syrian communities in neighboring hosting countries for pan-Arab newspapers. Currently reporting for Geroun Media Network in Istanbul, Turkey, Nisreen has been a leading journalist in efforts to stop gender-based violence within her community.

Syria ranks 174th out of 180 countries for press freedom, according to the 2020 World Press Freedom Index. According to the report issued by the Syrian Center for Press Freedoms, 22 violations against women in media have been documented in Syria since the start of the Syrian revolution. This includes six female journalists who were killed, 12 cases of arrest and kidnapping, and six other violations that include wounding, beating, threats, violence, and pressure to prevent them from working in the media.

Nisreen Anabli describes the security and social risks that prevent women journalists from performing their duties optimally. “Women journalists wanted to communicate the reality of what was happening on the ground to the outside world. It is a testament to these women that they emerged even from very conservative social environments, which strongly opposed female work. These women wanted to prove themselves and change the prevailing idea that women were useless in crises.”

Some media organizations have increased their numbers of female journalists only to satisfy the funding agencies, and not because they believe in the need for female journalists to participate. This is the case both inside Syria and in countries where Syrian media is working, such as Turkey.

“Most of the opposition media organizations that I worked at were run by men, some of whom had no background in the media profession at all. These leaders often weren’t interested in the issues that women journalists wanted to highlight. For example, I wanted to publish a story on the problem of the lack of menstrual health supplies for women in the camps and the besieged areas in Syria. I tried hard to convince

the editor-in-chief of the importance of this problem. I was ridiculed and bullied by my male colleagues who believed that the issue of menstrual health supplies for women would cross a “red line” according to the standards of our conservative societies. They had a narrow view of the problems and needs of women in wartime, which they summarized as merely lacking food supplies”, Anabli recounts.

“Within Syria and other conflict zones, civic actors, women rights organizations, media organizations, need to advocate for legislative reforms that encourage gender equality when it comes to specializations, positions, and wages for journalists. International organizations have the leverage with those media organizations to require the adoption of codes of ethics, by-laws, and policies that could protect women journalists,” concludes Nisreen Anabli.

Anabli was one of four authors contributing to a major collection of papers published by UNESCO and JHR in November, highlighting threats women journalists face and strategies that newsroom managers and international community actors can deploy to help them. For more on the collection, please see: <https://www.jhr.ca/publications>

Democratic Republic of Congo

	2020	2019
Journalists trained or engaged	13	28
Women trained or engaged	6	12
Stories produced	8	4
Audience reach	8,000,000 (boosted by an on-air radio forum in December on popular DRC outlet)	Unavailable (no data tracking, internet cuts by government)

Story Highlight

JHR Starts Collaboration with Nobel Peace Prize Winner 2018, Dr Denis Mukwege in the DRC



Prince Murhula, country lead for JDH-JHR in the Democratic Republic of Congo (DRC) visited Nobel Peace Prize Winner [Dr. Denis Mukwege](#) last week to seek advice and discuss collaboration. Dr. Denis Mukwege is Nobel Peace Prize Winner of 2018, together with Yazidi activist Nadia Murad, a survivor of sexual violence by the Islamic State.

“We came to see Dr. Denis Mukwege because he is the standard bearer for the fight for women’s rights in the DRC. We want to learn his views and give our support for his fight against impunity for the sexual violence and crimes comitted here. We are here to present our program to train

journalists on issues aimed at combating violations of the rights of women and girls in the Democratic Republic of the Congo,” explains Prince Murhula.

Dr. Mukwege thanked JDH-JHR for their involvement in the fight against sexual violence against women. “I encourage the training of journalists who can investigate and research the massacres that have taken place in forgotten corners and that have not been mentioned in the UN [“Mapping” report](#). It is time people start to realize we need to act,” says Dr. Mukwege.

“We are planning to take multiple actions and Dr. Mukwege has agreed to work with us. We will follow his recommendations to improve and strengthen the work for women’s rights and journalists in the DRC,” said Murhula.

Dr. Mukwege has expressed the wish that “journalists should investigate these crimes to establish evidence for judgments, because the perpetrators need to be judged while still alive.”

JHR by the numbers

	2020	2019	2018
Numbers of individuals/journalists trained	830	1797	1081
Number of women trained	390	241	432
Number of stories published	293	353	459
Audience reach (global)	20,864,216	10,542,532	10,000,000



Analysis:

The total numbers of journalists trained in 2020 went down substantially, but the numbers of women trained went up. Story production also dipped, yet JHR-trained journalists' stories are reaching almost double the number of people, compared to 2019.

The lower numbers of journalists trained in 2020 is a direct consequence of the extended period of inactivity brought about by the coronavirus lockdown and its aftermath. All programs bar the misinformation pilot lost an average of 6 months of activity from March to August. (In all cases we negotiated 3 to 8 month no-cost extensions to ensure we have sufficient time to catch up with our deliverables in 2021 and beyond. We have negotiated a 12 month extension for the Canada World program, given we faced a triple constraint in that project: coronavirus lockdowns, a much delayed process of approving our project plan, and the loss of the Jordan program.)

The numbers of stories produced dropped slightly, again due to the above. However, the number of women trained has picked up. This is largely due to projects, including Kenya, Mali, DRC and Syria, that require an explicit focus on women's engagement. The most interesting output of 2020, however, is the considerable expansion in total audience reached: over 20 million people. This represents a jump of almost 50% over 2019.

Feature: Elevating Women

In 2020, JHR formally launched the Canada World project, which emphasizes training in gender equality and inclusion across the DR Congo, with Syrian journalists in Turkey, in Tunisia and in Kenya. JHR has also institutionalized gender equality as a cross cutting priority across all programming. This strengthens JHR's commitment to empowering women across the globe.

The below analysis, from executive director Rachel Pulfer, lays out how empowering women's voices in newsrooms, and normalizing their presence in public life by being quoted as leaders and experts in media content can help facilitate women taking on prominent roles in peace-building efforts in conflict states.

Story Highlight

When half the story isn't told: Why it matters that women journalists report on conflict and fragile states.



Photo Credit: Open Canada

Why should we care that women journalists in politically fragile environments confront violence and harassment in the course of their work? Who voices and reports the news, and who gets quoted as leaders and experts in the news, matters. It can contribute to building greater expectations about women's potential, and it can lay the groundwork for women to lead in peace-building processes.

Read **Rachel Pulfer's** article *'When half the story isn't told: Why it matters that women journalists report on conflict and fragile states.'* in Open Canada [here](#).

Reach, Influence, and Growth

Gala

For reasons of public health and safety, JHR did not hold a gala in 2020. Instead, JHR devoted efforts to securing sponsorship for online webinars and two online fundraising campaigns. Outcomes of these efforts are below.

For comparison, 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**. In 2018, the gala raised a total of **\$279,049**; in 2017 we raised **\$373,425**.

Webinars

For reasons of public health and safety, JHR pivoted public engagement efforts to securing sponsorship for online webinars and two online fundraising campaigns. JHR was able to adapt and deliver a program of online webinars within two months of lockdown; our webinar series has been very well attended, regularly attracting audiences of between 80 to 100+ people. (An average webinar audience in 2020 is 35 people).

Highlights included the early June launch webinar, in which Lisa LaFlamme interviewed Siyabulela Mandela, team lead in South Sudan, on the work he was doing helping journalists help communities protect themselves from covid-19. Shortly afterwards JHR ran a webinar featuring International Development Minister Karina Gould to kick off JHR's new Global Affairs Canada project Mobilizing Media to Fight Covid-19. Also timely and well-attended: a webinar unpacking the issue of systemic racism in Canadian media, featuring JHR trainer Brandi Morin, now Board member Adrian Harewood and ambassador Karyn Pugliese; a webinar hosted by the British Consul-General in Toronto Jenny Young with Board member Peter Donolo and South Sudan staff Mustapha Dumbuya and women's advocate Irene Iraya unpacking results from JHR's South Sudan program, and a webinar discussing the importance and process of our pilot program fighting misinformation and disinformation in Canada with misinformation expert trainer Craig Silverman.

The webinar program also attracted the attention of Global Affairs Canada, which has commissioned JHR to run two webinars for its staff during the upcoming International Development Week 2021.

Celebrate the Disruptors + Information Saves Lives Online Fundraising Campaigns

The Celebrate the Disruptors Holiday campaign raised a record **\$74,000**. This was a quantum leap up from both the \$15,000 raised through 2019's campaign and our first campaign, 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; with Kate Gardner and Janine de Vries we raised \$74,000 in 2020.

In the spring we also ran the online Information Saves Lives campaign, with offline fundraising assistance from Derek Fisher, Michael Cooke and Peter Donolo. The May Information Saves Lives Campaign raised \$56,000. In total, we raised **\$130,000** through on- and off-line peer-to-peer private fundraising efforts.

Analysis:

We ascribe this outcome through peer-to-peer online and offline fundraising, to work done all year to build our profile with earned media while keeping our donor base close to the cause by sending out a regular weekly newsletter. We conducted beta testing with outreach on Facebook and Twitter to support the online fundraising campaign Celebrate the Disruptors. Early results indicate to us that there is more opportunity to be had in targeting earned media and online fundraising and will work with the Board, deputy director and community to bring these numbers up in 2021.

Total Core Revenue

In 2020, JHR raised a total of **\$348,521** in core revenue from non grant sources.

This represents a dip of approximately **\$219,236** in core from 2019, which raised \$567,757. The outcome can be attributed to retrenchment in private giving that occurred in 2020 as a result of the coronavirus pandemic, combined with JHR's shutdown of in-person fundraising events.

The reduction in revenue can be attributed to the above factors, in particular the loss of the annual gala, which in 2019 raised a net \$323,000 for core resources.

In good news, JHR saw a significant increase in online and peer-to-peer offline giving alongside some new major donors; also several major donors increase their annual contributions in 2020. The Delaney Family increased their annual pledge from \$50,000 to \$70,000; Bill Young increased his annual pledge from \$25,000 to \$50,000 and the Flatley Family, who had dropped us in 2019, came back with a total of \$43,000 in 2020. JHR is planning to invest more in online fundraising techniques in 2021.

Social Media

Facebook Audience Growth + Fan Demographic

January 2018: 7,442 followers

January 2019: 8,264 followers

December 2019: 9,027 followers

December 2020: 9,672 followers

In 2020 our Facebook following increased by: 645, a 7% increase

Twitter Followers and Growth

January 2018: 8,068 followers

February 2019: 8,478 followers

December 2019: 9,566 followers

December 2020, 10.1K followers

In 2020 our Twitter following increased by 534, a 5% increase.

	Events	Media Appearances and Op-eds
January		
February		Rachel Pulfer + Hannah Clifford write feature for Friends of Canadian Broadcasting on pilot Fighting Misinformation and Disinformation in Canada
March	Rachel Pulfer appears in front of the federal Liberal Human Rights caucus in Ottawa March 10	JHR misinfo/disinfo trainer Geoff Leo: Fighting Disinformation , CBC Saskatchewan JHR misinfo/disinfo trainers Paul Karwatsky + Annie deMelt, Fighting Disinformation , The Suburban, Montreal; March 6 Rachel Pulfer on CBC Radio across Canada for International Women's Day March 10 Radio Canada International runs short item on launch of the Canada World project
April		Rachel Pulfer + JHR trainers Mustapha Dumbuya + Amara Bangura op-ed in Toronto Star on responses to coronavirus and learning from Ebola in Africa April 7 Toronto Star
May		Rachel Pulfer on CTV News on World Press Freedom Day May 3 on how governments are using pandemic lockdowns to suppress press freedom

		Michael Cooke +Peter Donolo op-ed in Postmedia papers “When Misinformation is Literally a Matter of Life or Death” May 31 Rachel Pulfer with Angie Seth on CTV News Channel on impact of Covid19 on South Sudan.
June	Launch of the CTV sponsored webinar series #InformationsavesLives: JHR ambassador Lisa LaFlamme + Siyabulela Mandela on Fighting Covid-19 Through Media in South Sudan ; Minister of International Development Karina Gould, Rachel Pulfer + Amara Bangura on the launch of JHR’s new \$1.5million GAC program Mobilizing Media to Fight Covid-19	June 23, Rachel Pulfer, Megan Fowler in Globe and Mail op-ed on Bringing more Indigenous voices into Canadian media
July	Webinar: Diversity & Solidarity in Media with Brandi Morin, Adrian Harewood, Anita Li and Karyn Pugliese	
August		
September	Rachel Pulfer featured with Maria Ressa and Irwin Cotler in World Press Freedom Canada sponsored webinar	

	<p>Growing Threats to Media Freedom: Democracy Under Assault JHR trainer Mustapha Dumbuya featured on CANWach webinar Evidence for Who? Gender Data At The Forefront</p>	
October	<p>Oct 14 – Siyabulela Mandela featured as keynote speaker and on panel with Rachel Pulfer and Karyn Pugliese on Racism and Democratic Inclusion at the DemocracyXChange conference. 2 Webinars on IRP: Journeys into Journalism and Press Freedom and Land Defence.</p>	<p>JHR Mali team lead Moro Siaka Diallo appears on CTV News to discuss Mali coup</p>

<p>November</p>	<p>Nov 12 Webinar on SS results "Strengthening Media in South Sudan" in collaboration with the British Consulate in Toronto</p> <p>JHR expert trainer and disinformation expert Craig Silverman cites JHR program fighting disinformation and misinformation on covid-19 as one of the most useful concrete programs he's aware of to address the misinformation and disinformation problem at the Nov. 16 Global Conference on Media Freedoms</p> <p>November 27 webinar on Fighting Misinformation and Disinformation on Covid-19</p>	<p>Sentinel Project editorial Nov 2 on JHR's work on Int'l Day to End Impunity for Crimes Against Journalists;</p> <p>Op-ed Nov 16 in iPolitics Half the Story is Never Enough with Rachel Pulfer and Shawn McCarthy</p> <p>Karyn Pugliese op-ed in National Observer on racism, discrimination and trauma for Indigenous women journalists in Canada</p> <p>Radio-Canada followup interview w/ Jean LaRose CEO of APTN commenting on JHR collection Half the Story is Never Enough</p> <p>Podcast interview of JHR Jordan team leader and media trainer Mohammed Shamma, Jordan for Dutch Embassy Ottawa November 2020</p>
<p>December</p>	<p>December 2 webinar on When Half the Story Isn't Told with CCUNESCO and World Press Freedom Canada (not recorded)</p> <p>December 10 webinar on Missing and Murdered Indigenous Women and Girls</p>	<p>RP op-ed December 16 in Open Canada: When Half the Story Isn't Told – launching new partnership with Open Canada</p> <p>JHR trainer Brandi Morin radio spot on the future of Indigenous journalism and Journalists for Human Rights</p>

Conclusion


In 2020, 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:

- ❖ JHR worked through the challenges of the coronavirus to consolidate and expand its human rights, democracy-building and media freedoms programming with Global Affairs and UNDEF, as well as growing programming here in Canada
- ❖ JHR adapted both training and public engagement activity to online formats
- ❖ JHR grew its public profile with webinars, conference appearances, op-eds and earned media
- ❖ JHR started a process of growing a policy division and invested more in tracking of impact

JHR's team is looking forward to a new strategic plan in 2021-2024: consolidation and more moderate growth towards becoming the world's best rights-based media development organization, prioritizing strengthened media freedoms and human rights, with a thematic focus on gender equality, racial equality and climate change.

For 2021 this includes work to:

- 
- ❖ Lay groundwork for South Sudan 2.0 and to scale the Mali program
 - ❖ Consolidate programs in Kenya, Tunisia, Syria and DR Congo as well as the Mobilizing Media to Fight Covid-19 program across 12 countries in Africa and the Middle East with Global Affairs Canada
 - ❖ Expand Indigenous and pilot BIOPC work in Canada
 - ❖ Pilot disinformation work in the US
 - ❖ Cultivate support from diverse governments and foundations
 - ❖ Refine government relations and diversify our agency funders
 - ❖ Tell the JHR story more clearly across a broader range of channels, targeting a webinar program plus earned media to get the attention of key audiences of decision makers both at home and abroad

