

FOR YOUR INFORMATION

Internews Strategy 2024-2026

Today's world is starkly divided by information.

Trust in media has *plummeted*.

People have *retreated* to the isolation of their filtered realities.

Information is polarized and *weaponized*.

Internews was founded to bridge information divides.

At the time of our founding in 1982, this mission was important. Today, it is essential – to the survival of democracy, the race against the climate crisis, the toughest challenges facing humanity.

At Internews, we are determined to meet this moment with a degree of innovation and tenacity that matches its urgency. That is why we have developed a new strategy to guide us over the next three years.

FOR YOUR INFORMATION is not just a blueprint to guide our work. It is a *statement of purpose*, so that your information – the one that shapes the choices and aspirations of communities in 100+ countries where we work – can be independent, fair and fact-based.

OUR MISSION

We help quality news and information thrive so that people everywhere can make informed decisions, participate in their communities, bridge divides and hold power to account.

OUR VISION

We envision a just and peaceful world in which healthy information ecosystems advance human dignity, enable broad opportunity and spark meaningful civic engagement.

Our Five Strategic Pillars

PILLAR 1

DYNAMIC & ADAPTABLE PROGRAMMING

Communities engage with inclusive, dynamic, and resilient information ecosystems to meet their needs and advance a just and peaceful world.

PILLAR 2

EXPERIENCE & EVIDENCE-BASED THOUGHT LEADERSHIP

Understanding of, and support to, healthy information ecosystems reflects insights from our work and that of our local partners.

PILLAR 3

GENUINE LOCAL PARTNERSHIPS BASED ON MUTUAL TRUST

Information ecosystems are strengthened by partnerships built on deep respect for local agency and local solutions.

PILLAR 4

PEOPLE-CENTERED ORGANIZATIONAL CULTURE

Organizational progress happens when our people thrive.

PILLAR 5

SCALABLE OPERATIONS IN COMPLEX ENVIRONMENTS

We are able to work wherever information solutions are needed most amid escalating, concurrent, and protracted crises.

The 7 Elements of a Healthy Information Ecosystem

At the core of our strategy is the drive to build healthy information ecosystems, defined by seven elements:

1 *Open, Affordable* **ACCESS**

We work to ensure that everyone, everywhere is able to access the news and information they need online or offline. We support an Internet that is open, reliable, accessible, and affordable to everyone.

2 **DIVERSITY & PLURALITY**

of Information Producers

In addition to journalists and the news media, we work with the full spectrum of content creators producing inclusive, high-quality information that meets the needs of diverse audiences and fosters open dialogue among different communities.

3 **ACCURATE** & *Locally Relevant News and Information*

We invest in partners to produce accurate and locally relevant news that people need and value, in the languages they understand. Our support is rooted in the time-tested principles and practices of independent journalism: accuracy, fairness, inclusion, transparency, and accountability.

4 **RIGHTS-AFFIRMING** *Legal & Regulatory Environment*

We work with policy groups, legal and regulatory bodies, governments, civil society organizations, platforms, and technology companies to foster the transparency, accountability, legal protections, and healthy market conditions needed for independent media, an open Internet, and freedom of expression to thrive.

5 **VIABLE BUSINESS MODELS**

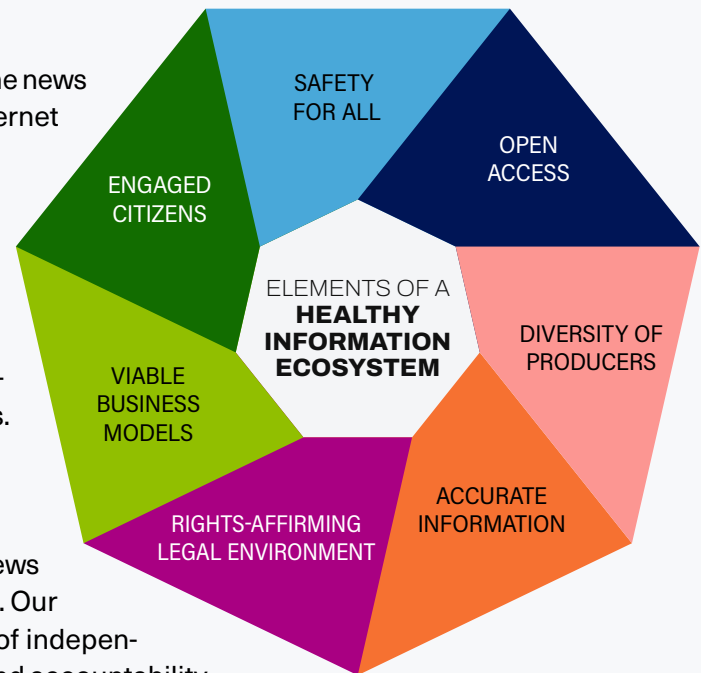
We support producers of trusted, relevant news and information to expand and deepen their relationships with their audiences, make data-driven decisions, develop business capacity, and attract revenue so they can thrive and serve their communities.

6 *Informed* & **ENGAGED CITIZENS**

We prioritize community-engagement approaches which focus on listening, rooted in a deep understanding of how people access, trust, value, need, share, seek out, and add their voice to the news and information that is relevant to them. We also strive to improve media, information, and data literacy so people are better able to discern the validity and integrity of the news and information they consume.

7 **SAFETY FOR ALL** *Who Produce & Engage With Information*

We work to address the physical, psycho-social, legal, and digital security threats facing all those who take great personal risk to bring information to their communities: technologists, journalists, content producers, filmmakers, and their subjects and sources. We prioritize online and offline security, safety, and privacy for everyone who engages with the information they need and value.



ABOUT INTERNEWS

Internews is a nonprofit that supports independent media in 100 countries — from radio stations in refugee camps, to hyper-local news outlets, to filmmakers and technologists. Internews trains journalists and digital rights activists, tackles disinformation, and offers business expertise to help media outlets thrive financially. For 40 years, it has helped partners reach millions of people with trustworthy information that saves lives, improves livelihoods, and holds institutions accountable.

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