

Initiative for Media Freedom

Supporting an independent and free press to counter disinformation, promote political inclusion, and enhance democratic governance.



Journalists light candles in Quezon City to kick off the month-long commemoration of the November 2009 Ampatuan, Maguindanao Massacre in which 32 journalists and media workers were killed.

Enshrined in the Philippine Constitution, freedom of expression and the press have underpinned the development of a largely independent media capable of conducting high quality investigative and public interest reporting on controversial social and political subjects. In its re-emergence following the collapse of the repressive Marcos regime, the media sector thrived while establishing a healthy tension with subsequent governments as it performed its watchdog role and cemented itself as a critical democratic institution in Philippine society.

In 2019, the Philippines slipped to 134th out of 180 countries in the Reporters Without Borders World Press Freedom Index (down from its 2017 ranking of 127) due to a number of challenges: increasingly dangerous environment for journalists, information disorder, regulatory obstacles and exceptions, and weak self-governance.

Despite the myriad challenges confronting the media sector, Internews and its partners note a number of opportunities that exist to preserve and widen the space for healthy, pluralistic, democratic discourse in the Philippines: history of holding the line, diverse coalitions in place, youth potential, and openings on self-regulation.

Partners

University of the Philippines College of Mass Communication (UPCMC) Department of Journalism, a local academic Center of Excellence for Journalism.

National Union of Journalists of the Philippines advances the interests of the Filipino working press while promoting free expression and free press.

Philippine Center for Investigative Journalism (PCIJ) trains media/CSOs in investigative and data journalism.

PECOJON - The Peace and Conflict Journalism Network is a network of journalists working together to mainstream conflict-sensitive reporting.

VERA Files advances journalism excellence in content production, syndication, and training.

Foundation for Media Alternatives (FMA) supports citizens and communities to use ICT for democratization and popular empowerment.

Lyf Solutions, Inc. is a multimedia production, campaigns, and events company that tells stories to connect people and to inspire meaningful conversations and social action.

EngageMedia uses the power of video, the internet, and open technologies to create social and environmental change.

RIWI Corp. is a global survey technology and sentiment analysis firm with significant expertise documenting public attitudes, behaviors, and observations through polling.

IMF's three-pronged approach

Internews and its partners will work collaboratively to enhance democratic governance that provides economic, political, and social inclusion and advances social stability.

Objective One

Improve the environment for a free press

Strengthen media stakeholders' understanding of the laws that protect freedom of expression and build coalition capacity to support the enabling environments

- Understand the issues and developing coalitions
- Build community ownership and trust in media
- Promote safety of journalists

Objective Two

Bolster capacity of media and other organizations to address disinformation

Confront information disorder at critical points on both the supply and demand sides of information dissemination

- Map disinformation ecosystem
- Build awareness and report disinformation
- Hold media outlets and platforms accountable
- Improve access to quality content

Objective Three

Strengthen self-regulation

Mobilize media stakeholders to update the industry code of ethics and design an auditable accounting mechanism, while targeted capacity building will increase awareness of and adherence to the code of ethics

- Develop agreed standards and reporting mechanism of ethical violations
- Empower community on digital rights



Internews, an international nonprofit organization, empowers people worldwide with the trustworthy, high-quality news and information they need to make informed decisions, participate in their communities, and hold power to account.



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