**Theory of Change “No News is Bad News”**

- **IO1: An enabling environment for the media** is established, conducive to freedom of expression, pluralism and diversity.

- **IO2: Media serve the interests of the public and act as a watchdog on their behalf.**

- **IO3: Journalists and media-actors work professionally and are effective and sustainable.**

**A just, inclusive and peacefull society**

- Impunity for violence against journalists is ended and media can operate without interference of governments.

- Free, pluralistic and independent media raise public scrutiny of corruption, foster transparency and accountability.

- Capable media and journalists disseminate relevant information to the public and set the agenda for dialogue and debate.

**Main Intervention Strategies**

- Monitoring press freedom and violence against journalists
- Providing training and tools for security
- Implementation of diversity policies for inclusiveness of media
- Strengthening capacity of media to relate to civil society
- Training for data and fact-based journalism; investigative journalism grants program
- Advocacy for Right to Information, open data and transparency
- Training and program development for media-literacy
- Training media for balanced elections reporting
- Connect local media and journalists to innovative tools and platforms
- Assistance to implement ethical codes and self-regulation of the media
- Develop strategic capacity for media management and audience research
- Connecting media to knowledge platforms and South to South exchange
- Monitoring content of media landscapes

**Legenda**

- Impact
- Long Term Outcome
- Intermediate Outcome
- Short-term Outcome
- Assumption
- Strategies
- Problem Analysis

**Absence of regulatory framework, governments and non-state actors hostile to media, impurity of violence against journalists, decline of press freedom, impediments to foreign media covering conflicts, clamp down on internet based freedom of expression, concentration of media-ownership, decisionmakers not aware of importance media freedom.**

**Media don’t represent all sectors and issues within society (marginalized groups, women, environment, safety), media don’t hold governments accountable, media aren’t defending the interest of the citizens, media are biased (e.g. state-owned).**

**Weak public service orientation, no reliable information, lack of trust in media, damage to ability and principles of fact-based journalism, lack of media-literacy, social media networks erode traditional business models.**

**Decision makers and power elites value the role of media.**

**Civil Society and marginalized communities participate in media and have increased media literacy.**

**Media are networked with Civil Society and connected to best practices and innovation in the media industry.**

**Media and journalists capacity increased in professional and organisational aspects.**

**A diverse and professional media landscape creates an environment in which interest groups have an increased ability to communicate goals in an open and secure manner. Media offer a platform for multiplicity of voices and public discourse. Media can set the agenda through editorial choices and reporting on under-reported issues.**

**Knowledge of diversity counterbalances of voices of diversity.**

**Knowledge and access to innovative technologies enhance sustainability of the media.**

**Ethical journalism will increase the trustworthiness of media for audiences and attract advertisers.**

**Inclusion and diversity of voices contribute to sustainable development.**

**A free flow of information contributes to sustainable development.**

**Media practitioners can operate in freedom without censorship or fear.**

**Civil society is capacitated to defend media practitioners.**

**Regulatory framework for media promotes diversity and protects media practitioners.**

**Media have access to government data and foster transparency of decision processes.**

**Media practitioners can operate in freedom without censorship or fear.**

**Representation and media literacy foster participation, credibility and trust in media.**

**Inclusive programming increases the public outreach of media.**

**Media can initiate or implement technical innovation and best practices of content development.**

**Civil Society and marginalized communities participate in media and have increased media literacy.**

**Media and journalists, as independent players in civil society, constitute a diverse and professional media landscape and function as change catalysts.**

**A just, inclusive and peaceful society.**