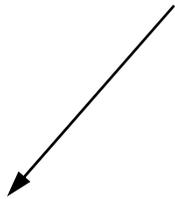


The paths toward freedom

**Growth and support of freedom of expression
comes from working in two directions:**



External:

Focus on the needs of
the **citizenry**:
showing how open
information creates
transparency,
accountability and the
growth of democracy.

This means examining what
you report about, **how** you
do your **job**, how you focus
on the problems, desires
and needs of your
audience.

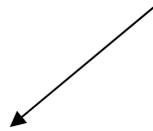


Internal:

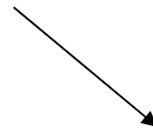
Focus on building an
infrastructure for
media that helps
regulate, protect and
promote and lead to
freedom of
expression.

This means working on
legal and **professional**
improvements to influence
how media operates and is
viewed in your country.

**Working for citizens:
Focus on what your audience needs**



1) Pursue the **STORIES** that will show them why freedom of information and the press are important. This requires explanatory journalism on a variety of topics.



2) Learn **HOW** to tell the stories in the most effective way. This requires developing skills and thinking of reporting in new ways.

Do journalism shows why access to information is important

Choose stories that explain:

- How the judiciary works
- Tax and economic law
- Budget processes at any level: national, regional, local
- How political parties operate
- How elections work
- How policy and decisions are made in social services areas: education, health care, pension programs

Avoid stories that:

- Blame but don't explain
- Say something is wrong with no discussion of solutions
- Create a scandal based on perception instead of fact

When stories focus on developments in these areas:

- open records
- development of laws, rules, regulations
- public hearings
- public money
- public policy decisions

show readers the links between access to information and transparent government.

Improve your skills to make your stories more effective

Answer the Ws and Hs for the 21st century:

- Who is behind this news?
- What really happened?
- What does it mean?
- Why is it important?
- What will happen next?
- How did it happen?
- What can your audience do about it?

Reminders for reporters:

Show, don't tell

Follow the money

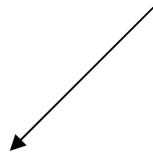
Don't raise questions; answer them.

Explain how things work

Never assume

Make sure your story has a point based on fact, and make sure you show and tell your reader exactly what the point is.

**Working for media:
Build an infrastructure
that supports freedom**



1) Support and work to build legal rights to information, freedom of the press, transparent media regulation and legislation, an independent judiciary.



2) Support and work to develop a professional infrastructure for the media industry that stresses the responsibilities and rights of the press.

Building the public infrastructure



- 1) constitutional rights to freedom of speech and of the press
- 2) transparent media regulation and licensing
- 3) international standards for media legislation
- 4) open records laws
- 5) an independent judiciary

Developing infrastructure for the media industry



Professional associations:

- Develop and build standards
- Demonstrate transparency
- Show the public why freedom is important
- Set national ethical norms
- Create solidarity
- Lobby for legal reform, licensing standards
- Monitoring media