



The plight of rhinos in Kenya has captured international media attention. This ranger in Ol Pejeta Conservancy, an important habitat for rhinos, watches a rhino and calf graze. With USAID support, Internews is helping to tell more stories of wildlife trafficking and conservation, and to deconstruct the impact of those threats on East African citizens. Photo Courtesy of Ol Pejeta Conservancy.

EAST AFRICA

INCREASING EAST AFRICAN MEDIA COVERAGE OF CONSERVATION AND WILDLIFE ISSUES

East Africa's remarkable biodiversity and natural resources fuel national economies and improve the lives of local communities. Yet, many people are unaware of its positive impact or of the steps they could take to conserve and protect their natural capital. USAID is trying to change this through its *Increasing East African Media Coverage of Conservation and Wildlife Issues* project, supported under an inter-agency agreement with the U.S. Department of the Interior and partner Internews. This project empowers East African journalists to cover the environment more effectively. Greater coverage expands East African awareness of the importance of conservation, and of what individuals and groups can do to stop environmental degradation and wildlife trafficking.

OUR WORK

Internews' Earth Journalism Network builds the capacity of journalists and editors through workshops, training, fellowship programs, and story production and distribution support. Under the *Increasing East African Media Coverage of Conservation and Wildlife Issues* activity, promising journalists receive story production stipends that allow them to spend time

researching and investigating important conservation pieces. Internews senior staff provide them with guidance throughout their assignments and connect them to a network of passionate journalists and conservationists that can broaden their stories and their opportunities for distribution. East Africans gain from improved news quality and from greater awareness of issues that directly impact their lives.

ACHIEVEMENTS

Since May 2019, the project has:

- Increased the capacity of East African journalists to investigate and report on threats to conservation and wildlife and promote solutions to those threats.
- Expanded awareness in East Africa of the importance of conservation and the threats to it, with a particular focus on wildlife trafficking, through both virtual and in-person knowledge exchange events.
- Produced a series of investigative reports on wildlife trafficking and on the corruption and cronyism that allows it to thrive, to emphasize the need for stronger environmental governance standards across East Africa.
- Encouraged transboundary cooperation on conservation by curating a series of regional webinars for East African journalists on best practices in environmental investigative reporting.
- Partnered with journalism organizations in Uganda, Tanzania, Rwanda, and Kenya to further increase local investigative capacity and advance the development of innovative information-sharing platforms.
- Supported talented, early-career journalists through story grants, providing aspiring writers with guidance and networking opportunities as they developed their stories.
- Strengthened regional coordination on wildlife conservation by collaborating with East African partners, including WWF, IUCN, TRAFFIC, Kenya Wildlife Service, Uganda Wildlife Authority, Rwanda Development Board, and The East African Association of Prosecutors.

BUDGET: \$400,000

DURATION: 2019 - 2021

ACTIVITY LOCATIONS

Kenya, Tanzania, and Uganda

KEY PARTNERS

U.S. Department of Interior
Internews
Kenya Environment and Science Journalists Association

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