



Building Media Capacity through Research, Training and Advocacy”
2nd Floor, Adama Conteh House, 48 Siaka Stevens Street, Freetown, Sierra Leone
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Company Profile: Initiatives for Media Development (IMdev)

1. Introduction

The Initiatives for Media Development (IMdev) is not just a participant, but a leader in the transformation of the media landscape in Sierra Leone. Our dedication to fostering a resilient and independent media sector rooted in ethical journalism has been pivotal in the Sierra Leone Media ecosystem.

Since our establishment in 2014, we have supported a media landscape that prioritizes human rights, gender issues, media literacy (<https://salonefactchecker.com>) and excellence in reporting. With deep roots and extensive networks, IMdev operates across all 16 districts of Sierra Leone, reaching approximately 3.1 million Sierra Leoneans weekly through partnerships with 40 community radios, 10 newspapers and two television stations. IMdev also partners with credible influencers and radio listeners in Sierra Leone.

IMdev is committed to empowering media professionals and promoting a free and responsible press in Sierra Leone. Through our comprehensive programs and unwavering commitment to excellence, we play a crucial role in shaping the future of media and fostering transparency, accountability, and social justice across Sierra Leone.

2. Mission

IMdev's mission is strategically crafted to create a sustainable culture of excellence in Sierra Leone's media. Through five- and ten-year interventions, IMdev has cultivated a cadre of dedicated traditional media practitioners and new media influencers who foreground human and women's rights while holding entities accountable for protecting these fundamental principles. A key component of our strategy involves prioritizing trainers' training to ensure the perpetuity of our initiatives.

3. Experience and Expertise

IMdev has a decade of experience, positioning us as one of the few local media development organizations in Sierra Leone. We complement academic, media, and agency efforts through impactful interventions, including capacity building, research, and advocacy. Our successful execution of visibility projects for prominent organizations such as UNICEF, the African Union, the London School of Hygiene and Tropical Medicine, the Ministry of Health and Sanitation, and the European Union in Sierra Leone further underscores our unique qualifications.

4. Approach and Methodology

At IMdev, we maintain a steadfast commitment to professionalism, devoid of any political affiliation. This commitment, along with our high standards of work, ensures that our interventions are not just impactful, but also reliable. We leverage the media multiplier effect, strategically collaborating with chosen local media partners to drive transformative changes in journalistic reporting and audience perceptions. Our interventions are designed to leave behind a talent pool of journalists whose work foregrounds ethical journalism, human rights and women's rights, holding those responsible to account through training, mentoring, collaboration, community engagement, and media partnerships.

5. Key Projects and Collaborations

- a. Visibility Projects for Major Organizations: Successfully supported visibility projects for UNICEF, the Ministry of Health and Sanitation, and the European Union in Sierra Leone amongst others.
- b. Media Collaborations: Reach approximately 3.1 million Sierra Leoneans weekly through impactful media collaborations.
- c. Training and Capacity Building: Over 400 journalists have been trained, and over 40 local radio station partnerships and 100 workshops have been conducted.
- d. Community Engagement: Active involvement in community forums and sensitization programs to address gender and social justice issues, as well as human rights education.

Contact Information

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