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The Kenya Wildlife Services-sanctioned burning of 100 tons of elephant and rhino ivory in Kenya was a big story, but thousands of other conservation stories never reached an East African audience. 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/USAID

## **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* activity, supported under an inter-agency agreement with the U.S. Department of Interior and partner Internews. The activity 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 through workshops, trainings, 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 provides them with guidance throughout their assignments and connects 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.

## OBJECTIVES

Since June 2019, Increasing East African Media Coverage of Conservation and Wildlife Issues has:

- Built the capacity of East African journalists to report on threats to conservation and wildlife, and on solutions to those threats.
- Built awareness in East Africa of the importance of conservation and the threats to it, with a particular focus on wildlife trafficking, through the spread of quality news and information by local media.
- Produced a series of investigative reports on wildlife trafficking, and on the corruption and cronyism that allows it to thrive.

### 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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