



## TMP'S MISSION

*The Media Project challenges and equips mainstream journalists to cover the role of religion in public life.*

## TMP'S OPERATION

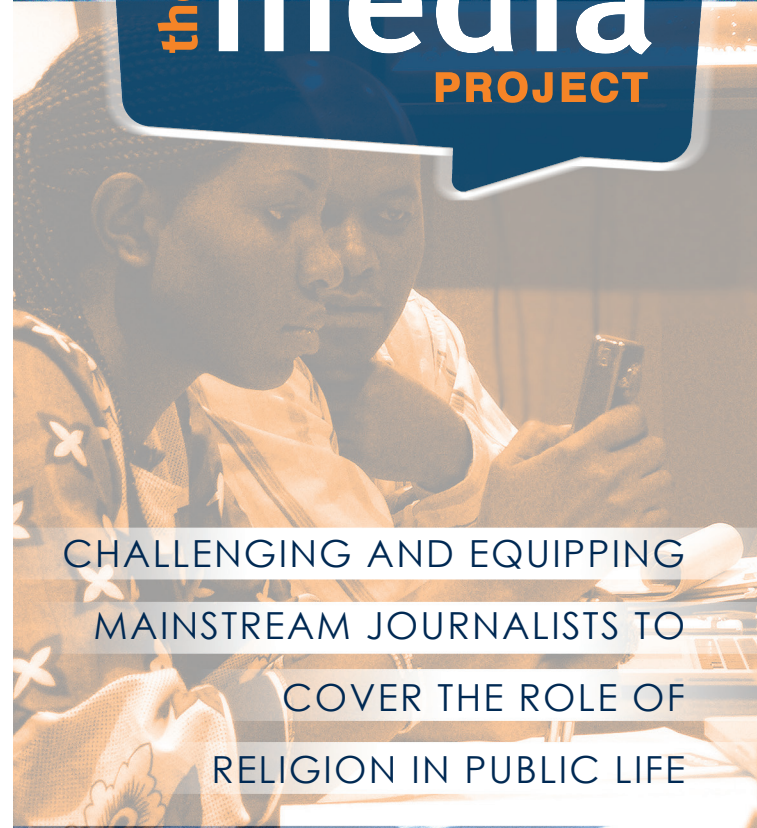
The Media Project operates its world-wide programs from offices in Washington, D.C. and Kristiansand, Norway. The full time staff is supported by part-time consultants, stringers, and an international board of directors that includes journalists from Africa, India, South America, and Europe.

TMP is a California 501(c)3 non-profit and non-partisan educational and research organization that exists to educate and inform journalists about the role and significance of religion in world events.

*The Media Project is run by journalists for journalists worldwide.*

For further information, please contact The Media Project at [info@themediaproject.org](mailto:info@themediaproject.org).

[themediaproject.org](http://themediaproject.org)





**THE MEDIA PROJECT** is the world's only global program offering mainstream journalists the opportunity to develop a deeper and more precise understanding of the role religion plays in the news.



A one-of-a-kind venture, The Media Project (TMP) educates and equips international journalists and editors, journalism professors and students so that every journalist will understand that religion is a critical part of the news.

TMP's guiding principle is that religion shapes the worldview of billions of people around the globe, affecting how they think, how they act, and what morals and ethics guide them. Religious belief plays a vital role in how individuals and societies form their identities and interact with one another. As Michael Gerson, a frequent contributor to The Washington Post and Newsweek, has said,

*A journalism which ignores or dismisses the role of religion in our common life misses the greatest stories of our time.*

The Media Project pursues its goals through educational workshops, conferences, networking, publishing as well as print, broadcast, and social media platforms.

## GET RELIGION BLOG

Since 2004, The Media Project weblog GetReligion.org has provided a forum for serious analysis of religion coverage throughout the mainstream news media. Led by veteran journalist Terry Mattingly, the GetReligion team of journalists seeks out the religious component in current events on a daily basis. The site has consistently drawn more than 100,000 users each month and is read and responded to by major news organizations, such as Time Magazine, Religion News Service and The New York Times. In 2012, GetReligion began appearing on Patheos.com, a web site dedicated to hosting global conversations on faith.

## COACHING & LEADERSHIP FELLOWSHIP

In 2012, The Media Project commissioned The Poynter Institute to create a customized training program for 16 international journalists designed to facilitate the development of coaching and leadership skills. The Media Project's Coaching and Leadership Fellowship seeks journalists dedicated to ethical decision-making and leadership values with a commitment to practice a journalism that informs and inspires citizens of all nations and faiths to think critically about the complex world in which they live.

## AFRICA FILM PROJECT

The Africa Film Project, under the direction of television news and documentary producer Jody Hassett Sanchez, teaches journalists the art of creating short video documentaries. Launched in 2009, the multi-year program involves intensive training sessions for African journalists in Cape Town, South Africa and the United States. In 2012, The Media Project broadened the scope of the program by sponsoring one of the AFP graduates at the international Silverdocs Film Festival and documentary conference in Silver Spring, Maryland.



## CONFERENCES

Since 1997, The Media Project has sponsored four international conferences in Hong Kong, London, Barcelona, and Istanbul as well as dozens of regional and national conferences. Topics include issues such as religious and press freedom, distinguishing fact from rumor, and the media's changing role in society.

With its formal incorporation in 2006, The Media Project has expanded its global activity under the direction of journalist and Media Project CEO, Arne H. Fjeldstad who travels extensively around the world to build a network of mainstream media journalists and editors.

## THE MEDIA PROJECT ONLINE

TMP's web site TheMediaProject.org provides a forum for journalists to write about subjects of common professional interest. It offers news updates as well as articles from TMP seminars and workshops.

## BLIND SPOT PROJECT

Oxford University Press published The Media Project's first major book, Blind Spot: Why Journalists Don't Get Religion in late 2008 (BlindSpotReligion.com). This award-winning collection of essays describes significant news stories that were either missed or misunderstood because the role of religion was left out of their coverage. Edited by Media Project board members Paul Marshall, Roberta Green Ahmanson and Lela Gilbert, Blind Spot was honored as Book of the Year 2009 by the Religious Communication Association. In 2008 the book won the Wilbur Award from the Religious Communicators Council.



## MEDIA STUDIES

The Media Project helps support a semester-long journalism program directed by Terry Mattingly. Based in Washington, D.C., WJC is part of the global BestSemester.com network of off-campus study programs offered by the Council for Christian Colleges & Universities.

