

# Michelle Betz

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*I am a senior media development specialist and researcher with experience designing, implementing, managing and evaluating US, European and UN-funded projects in conflict, post-conflict and transitional countries.*

## **EXPERIENCE**

### **Betz Media Consulting (2004 – present) – Selected contracts include:**

- *UNDP Oslo Governance Center (November 2016 – April 2017)* – Consulting researcher for a background paper on media and conflict prevention for a joint UN-World Bank study on development and conflict prevention.
- *Near Media LLC (August 2014 – present)* – Project administrator for U.S. State Dept.-funded media development projects in Pakistan.
- *International Media Support (December 2013 – present)* –Advisor. Defined CVE strategy and Africa strategy. Formulate, manage and assess rapid response media assistance interventions in the Central African Republic, Burkina Faso, Nepal, Ghana and Burundi. Conducted appraisal of organization’s rapid response mandate and developed new strategy. Assist with strategy development and conducting research on countering violent extremism.
- *United Press International (July 2012 – Sept 2013)* – Director, UPI Next, UPI’s media development division. Oversaw transition to and redevelopment of UPI Next and all activities including US-government grants (Pakistan project) and other contracts and partnerships.
- *International Center for Journalists (July 2011 – July 2012)* – Senior Project Director, Middle East programs. Program Manager, Reporting Climate Change Adaptation in Africa. Funded by UNDP.
- *International Media Support (Sub-Saharan Africa, 2006 – October 2011)* – Regional Media Advisor, Africa - Assess, formulate and implement media development interventions in conflict/post-conflict and transitional states.
- *UNESCO Nairobi Office (2008, 2010-2011)* – Developed media assistance strategy and full proposals for Great Lakes region. Conducted assessment of safety of journalists and developed training modules for safety and human rights reporting, ethics and professional practices and management.
- *Open Society Institute (Democratic Republic of Congo 2010)* - External evaluation of

Radio Okapi in the DRC.

- *Institut Panos Paris (Democratic Republic of Congo 2010)* - External evaluation of IrishAid and DFID-FCI funded media assistance program in the DRC.
- *UNESCO - Division of Freedom of Expression, Democracy and Peace (Paris 2009-2010)* - Consultancy to develop and implement strategies and programs for conflict, post-conflict and post-disaster states.
- *International Development and Research Centre and Carleton University's Center for Media in Transitional Countries (Rwanda 2009)* - Facilitated roundtable for development of research program on radio and ICTs in Africa.
- *IMS/Danida (Benin 2008)* – Member of formulation team (responsible for media component) for Danida's Governance and Rule of Law Program, 2009-2011. Media component approved for \$1.5 million.
- *SIDA/DDC (Great Lakes 2008)* – Evaluation of SIDA-funded IPP Media des Grands Lacs Project, 2005-2008.
- *Academy for Educational Development (Nigeria, Ghana 2007)* – Led workshops for journalists on covering avian influenza. Adapted training manual for West African context.
- *UNESCO (Rwanda 2005 - 2007)* – Set up and launched university radio station (Radio Salus) and led ongoing training of student and professional journalists; assisted School of Journalism and Communication with curricular revision.
- *US Embassies in Dar es Salaam, Accra, Lome, Cotonou and Abidjan (2006-2008)* - Trained journalists in election reporting and covering HIV/AIDS.

**University of Central Florida – Orlando, FL (1999 – 2005)**

**Lecturer, Nicholson School of Communication, Division of Radio - Television**

Taught primarily electronic journalism courses. Launched and advised award-winning college radio station. Faculty adviser for RTNDA chapter. Produced weekly television newsmagazine program.

**Knight International Press Fellowship (2005)**

Assignment: Morocco (and Algeria)

Conducted print and broadcast journalism training and coaching.

**Next Generation Radio Training Projects, National Public Radio (2000 – 2005)**

**Mentor/Trainer**

Trained and mentored college students during week long radio news boot camps at diversity journalism conferences.

**Knight International Press Fellowship (2003)**

Assignment: Rwanda (and Uganda)  
Conducted broadcast journalism training and coaching.

**Middle Tennessee State University, Murfreesboro, TN (1998 – 1999)**

**Instructor, Department of Radio/TV-Photography**

Taught variety of communication and journalism courses.

**Canadian Broadcasting Corporation – Newsworld, Halifax, Canada (1995 - 1998)**

**Segment Producer, The CBC Morning News**

Produced 1-2 segments daily including research, booking and writing for national morning TV news program (6 hours live daily).

**CTV News, Lillehammer Olympics, Norway (1994)**

**Production Assistant**

Assisted the news team by conducting interviews, booking guests, doing research for the 1994 Winter Olympics.

**CTV News, London, England (1993)**

**Researcher**

Researched both news and feature stories for European bureau of Canadian Television as well as a series of nationally broadcast Olympic-related documentaries

***EDUCATION***

**Carleton University, Ottawa, Canada**

**Master of Journalism (Broadcast stream), 1994**

Thesis: “A Different Channel: The Role of Television in International Conflict Resolution”

**University of British Columbia, Vancouver, Canada**

**Bachelor of Arts (International Relations), 1990**

***RESEARCH AND SCHOLARSHIP***

**Selected Publications:**

Betz, M. “Commitment amid conflict: The experience of Central African journalists covering their country’s war,” in Media and Mass Atrocity, Allan Thompson, ed. Expected publication 2018.

Betz, M. “Whither Local News? A shift to hyperlocal,” in International Media Development: Historical Perspectives and New Frontiers. Peter Lang Publishing. Expected publication 2018.

Betz, M. “Media Noise and the Complexity of Conflicts: Making Sense of Media in Conflict Prevention.” Background Paper for UN-WB Flagship Study, Pathways for Peace: Inclusive Approaches to Preventing Violent Conflict, World Bank, Washington, DC. 2017.

Betz, M. “The relevance of journalism in a post-truth era,” in [Reflections on Media Environment Trends: IMS Annual Report 2016-2017](#). International Media Support, 2017.

Betz, M. [Constraints and Opportunities: What role for media development in the countering violent extremism agenda](#). IMS, 2016.

Betz, M. [ABC du journalisme audiovisuel](#), Nouveaux Horizons, ARS, United States State Dept., 2015.

Henrichsen, J., Betz, M. & Lisosky, J. [Building Digital Safety for Journalism: A survey of selected issues](#). Paris: UNESCO, 2015.

Betz, M. [Challenges in Providing Psycho-Social Support to Local Journalists During and in the Aftermath of Conflicts, Crises and Disasters](#). 2015. (unpublished)

Betz, M. “Capacity building, institutional change and theories of change: Creating an enabling environment for journalists in post-conflict environments,” in [Communication and Peace: Mapping an Emerging Field](#). Routledge, 2015.

Betz, M and Papper, H. “UN Peacekeeping Radio: The Way Forward,” in [Communication and Peace: Mapping an Emerging Field](#). Routledge, 2015.

Betz, M. [Radio Silence: Burundi’s Media during the 2015 Election Crisis](#). International Media Support. May 2015.

Betz, M. [From Crisis to Transition: Media in Burkina Faso](#). International Media Support. December 2014.

Betz, M. and Moll, S. [The Central African Republic: Media in a Complex Emergency](#). International Media Support, January 2014.

Betz, M. [Conflict Sensitive Journalism: Moving Towards a Holistic Framework](#). International Media Support, Denmark, 2011.

Betz, M. [Covering Elections in Sudan: A toolkit for trainers](#). Sudan Media and Elections Consortium, 2010.

Betz, M. [Journalism Training in Sudan: A Move towards Enhanced Cooperation](#). International Media Support, Denmark, 2009.

Betz, M. “A Different Channel: The Role of Television in International Conflict Resolution” in [Media in Conflict Situations: Roles, Challenges and Responsibility](#), Fountain Publishers (Distributed by Michigan State University Press), 2006.

Betz, M. [“Radio as Peacebuilder: A case study of Radio Okapi in the Democratic Republic of Congo”](#). [Great Lakes Research Journal](#) vol. 1, Dec. 2004, 32-43.

Betz, M. "Chapter 13: The Responsibility Test" in Alan, Jeff, Responsible Journalism: A Practical Guide for Working and Aspiring Journalists, Bonus Books, 2001.

**Selected Conference Presentations:**

*"But What About Me? Challenges in providing psycho-social support to local journalists during and in the aftermath of psychologically traumatizing events"*. UNESCO Plenary Session, Global Communications Association, Berlin, July 2015.

*"Radio as Peacebuilder: Theoretical Perspectives, Empirical Reality"*. Community Radio as an Instrument of Peace in Guinea-Bissau. Rhode Island College, Providence, September 2010.

*"The Role of Media as Peacebuilder"*. International Association of Women in Radio and Television, Nairobi, September 2007.

*"Radio as Peacebuilder: A case study of Radio Okapi in the Democratic Republic of Congo"*. International Academy of Linguistics, Behavioral and Social Sciences, Cancun, Mexico, November 2004.

*"The Mentor-Mentee Relationship: A Co-orientation Perspective of National Public Radio Training Projects."* Radio-TV Journalism Division at Association for Educators of Journalism and Mass Communications (AEJMC) Convention, Miami, August 2002.

*"Whither Local Public Broadcasting in America? A National Survey of Local Public Broadcasters in America"* at Public Service Broadcasting: Beyond 2000 in conjunction with the Banff Television Festival. Banff, Canada, June 2000

**Professional Affiliations**

Registered speaker, U.S. State Department.

Partner, International Media Development Advisers ([www.imd advisers.com](http://www.imd advisers.com))

Member: International Association of Media and Communication Researchers; Overseas Press Club

**Languages**

French (advanced), Arabic (conversational), Italian (intermediate), German (conversational), Hebrew (intermediate)

***REFERENCES AVAILABLE UPON REQUEST***