CRISIS READY MEDIA
SAFER JOURNALISTS. STRONGER STORIES.

IMPACT AND EVALUATION | 2026

Impact statement and evaluation plan

Our mission is to empower journalists and advance press freedoms by providing industry-leading journalism safety education and resources to media professionals and news organizations, and to conduct research and publish reporting about the hazards and risks facing journalists.

1 The need

Risk is not limited to war zones

Journalists are injured at protests, in crowd surges and on roads after hurricanes, as well as in conflict. When a journalist is hurt while on assignment, the first person to respond is usually a colleague, and professional help can be minutes or hours away.

Safety training exists, but many of the journalists who face these hazards most often have no safety budget behind them.

2 Who we serve

All journalists and newsrooms

Our training is open to every journalist and newsroom. Our focus is on the people who most often go without:

- Freelance journalists
- Student journalists and journalism programs
- Nonprofit and under-resourced newsrooms

Grants, sponsors and individual gifts keep cost from being the barrier to safety training.

3 Results to date

Founded in 2023 by working photojournalists

300+	15+	13	4.5 of 5
journalists trained	courses delivered	cities	average participant evaluation of 2025 courses

Courses have been hosted on campus by the University of Minnesota and Southern Illinois University Carbondale. Six practical safety guides and the Crisis Ready Report, our original reporting on hazards facing journalists, are free to every journalist.

4 What we do

Four cornerstones, taught together in every course

PHYSICAL SAFETY
Situational awareness, civil unrest, severe weather and protective gear.

DIGITAL SECURITY
Protecting devices, accounts, communications and sources.

TRAUMA-FOCUSED FIRST AID
Bleeding control, chest injuries and airway care until help arrives.

MENTAL WELLNESS
Psychological first aid, resilience and peer support.

The Domestic Hostile Environment and First Aid Training program (D-HEFAT) and our other courses are designed for journalists, by journalists. Every course is discussion based and hands-on, with at least half the time spent on practical exercises.

5 How training leads to safer journalists

Our theory of change

RESOURCES	ACTIVITIES	OUTPUTS	NEAR-TERM CHANGE	LASTING CHANGE
Instructors who are working journalists with emergency response backgrounds. A 21-module curriculum. Grants, sponsors and gifts.	Courses at newsrooms, on campuses and in open sessions. Free guides and original reporting.	Journalists trained. Courses delivered. Seats funded for those without a safety budget. Resources published.	Journalists gain knowledge, practiced skills, the right gear and the confidence to use them.	Fewer preventable injuries. Newsrooms that plan for risk. Journalists who stay in the profession.

"I feel a thousand times more prepared for treating injuries, recognizing hostile environments, wearing the right gear, tightening digital security and creating support networks."

Large-market print reporter, course participant

Crisis Ready Media
Safer journalists. Stronger stories.
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Support this work: donate.crisisreadymedia.org

6 What we want to know

Four evaluation questions

REACH
Are we reaching the journalists who most often go without safety training?

LEARNING
Do participants leave with more knowledge, skill and confidence in all four cornerstones?

PRACTICE
Do participants use what they learned on later assignments?

CULTURE
Do newsrooms and programs change how they plan for risk?

7 What we measure

Indicators, tools and targets

Outcome	Indicator	Tool	Target	Status
Reach	Journalists trained, courses and cities. Share of participants who are freelance, student, or from nonprofit and under-resourced newsrooms.	Registration records	Reported every year	**In use**
Course quality	Average participant rating of the course and instructors.	End-of-course evaluation	4.5 of 5 or higher	**In use**
Knowledge and confidence	Change in self-rated confidence in each cornerstone, before and after the course.	Pre- and post-course questionnaire	A gain in every cornerstone	**Planned**
Practical skill	Participants who demonstrate tourniquet use and wound packing to the instructor's standard.	Instructor skills checklist	Every participant	**Planned**
Use on assignment	Participants who report using a skill, changing the gear they carry, or completing a pre-assignment risk assessment.	90-day follow-up survey	A majority of respondents	**Planned**
Newsroom practice	Host newsrooms and programs that adopt or update a safety plan, check-in procedure or equipment standard.	Six-month follow-up with the host	Baseline set in first year	**Planned**
Free resources	Downloads of safety guides and readership of the Crisis Ready Report.	Website analytics	Baseline set in first year	**Planned**

Targets marked as baselines will be set after one full year of data. Targets are reviewed by the board each year.

8 When we collect it

One cycle for every course

AT REGISTRATION
Role, employment type and newsroom type.

START OF COURSE
Pre-course confidence questionnaire.

DURING COURSE
Instructor skills checklist for hands-on drills.

END OF COURSE
Post-course questionnaire and course evaluation.

AFTER 90 DAYS
Follow-up survey. Host follow-up at six months.

9 How we use what we learn

Evaluation feeds the curriculum

- **After every course:** instructors debrief and review evaluations within two weeks.
- **Ongoing:** findings inform regular curriculum updates, so content reflects the hazards journalists face now.
- **Every year:** results are reported to the board of directors and summarized for funders and the public.
- **Responsibility:** the executive director oversees data collection and reporting.

10 Privacy and limits

What this plan can and cannot show

- Evaluations and surveys are anonymous. Results are reported in aggregate, including where we fall short of a target.
- We limit what we publish about who we train and where, to protect the journalists we serve.
- We do not share or sell participant information.
- Most measures are self-reported. A safe assignment has many causes, so we report what participants learned and did, and do not claim credit for injuries that did not happen.

Figures are cumulative since founding in 2023 unless a year is given. The 2025 evaluation average is drawn from end-of-course participant evaluations. This plan is reviewed annually. November 2026.