



ACCURACY
Press Institute

Better Journalism Leads to a Better Syria.

An independent nonprofit dedicated to strengthening professional, ethical and sustainable journalism in Syria.



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ORGANIZATION

LEGAL NAME

Accuracy Press Institute

ESTABLISHED

2016 · Virginia, United States

LEGAL STATUS

Nonprofit under Section 501(c)(3) of the US Internal Revenue Code

PROGRAMS SINCE

2017

FOCUS

Syrian journalists and independent media organizations, inside Syria and across the region

WORKING LANGUAGES

Arabic and English

This profile sets out who we are, the need our work answers, what we deliver, and how partners can work with us.

We equip journalists with practical skills, support media organizations in raising their standards, and create opportunities for learning, collaboration and institutional development.

By investing in journalists and the organizations in which they work, API contributes to a more accurate, responsible and trusted media environment inside Syria.

600+

Journalists trained

30+

Media outlets supported

15+

Specialized training topics

6

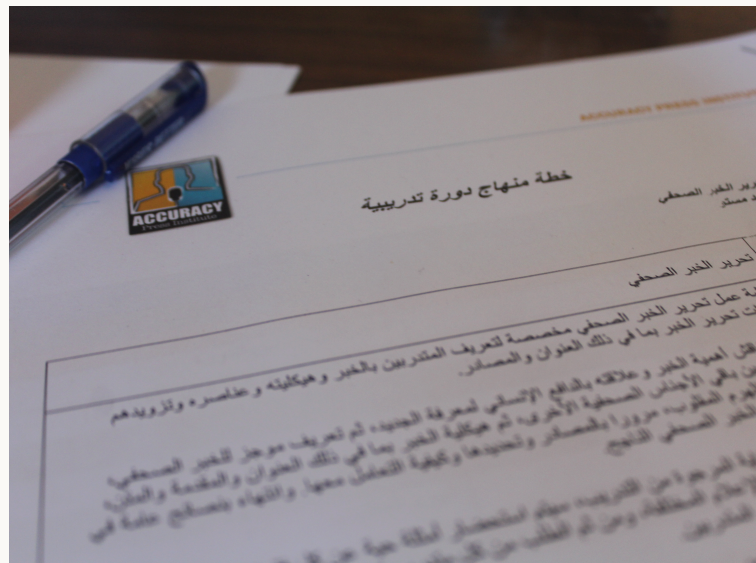
Cities reached

9

Years of experience

2016

Established in Virginia





WHO WE ARE

Journalism is more than the production of news.

Accuracy Press Institute was established in Virginia, United States, in 2016, and is recognized as a nonprofit under Section 501(c)(3) of the US Internal Revenue Code.

API began delivering programs in 2017, answering an urgent need for professional development, institutional support and stronger journalistic standards in the Syrian media sector.

Since then we have worked with journalists, trainers, editors, media managers and independent outlets operating in complex, rapidly changing environments.

Our work has supported participants and institutions in Syria and neighbouring countries, connecting local expertise with international professional practice.

Professional journalism enables people to make informed decisions, strengthens accountability and supports social dialogue. Strengthening journalism is an investment in the wider public good.

Syrian media professionals, governed by international experience.



FOUNDER · CEO · BOARD MEMBER

Zaid Mastou

A Syrian-American investigative journalist, media executive, trainer and filmmaker with two decades of experience. Founder and Executive Producer of Accuracy Productions; former Editor-in-Chief of IranWire Arabic and reporter for Middle East Broadcasting Networks and Al Arabiya. He has trained more than 300 journalists across the Middle East and North Africa, and holds a master's in Journalism and Public Affairs from American University alongside degrees in journalism and in law and political science.



CO-FOUNDER · BOARD CO-CHAIR

Karen Volker

An American diplomat and civil society leader with more than 35 years in international development, human rights, peacebuilding and violence prevention. The first woman Executive Director of the United Religions Initiative, and previously Vice President of Cure Violence Global. Across 25 years in the US Foreign Service she led the Middle East Partnership Initiative and served as US Coordinator for the Stability Pact for Southeast Europe.



CO-FOUNDER · BOARD MEMBER

Qusai Aljamous

A media executive, business journalist, financial analyst and trainer with more than two decades of experience. Editor of AsharqBusiness.com, and previously in editorial and broadcasting roles with Al Roeya Al Iqtissadiya, the Saudi Research and Publishing Company, CNBC Arabia and Alhurra Television. He holds an MBA from the University of Leicester.

The people who run the programs.



DIRECTOR OF PROGRAMS & MEL

Jelena Savić Strong

An international development, research and programme management specialist with more than 25 years of experience across Europe, the Middle East and East Africa. She has led media development, governance and humanitarian programmes for funders including USAID, the EU, FCDO, UNICEF and Internews. A qualified psychologist, she specialises in monitoring, evaluation and learning, mixed-methods research and trauma-informed community engagement.



TRAINING MANAGER

Mazhar Alboushi

Oversees API's training programs, coordinating workshops and curriculum for Syrian journalists working in Syria, Turkey and neighbouring countries.



SOCIAL MEDIA MANAGER

Ahmad Saloum

Manages API's social media and digital communications, carrying the institute's training programs and impact to journalists and partners across the region.

OUR TRAINERS

More than thirty trainers who know the Syrian context first-hand.

Specialisms span broadcast, radio and social media, investigative and financial journalism, peace-building, fact check, conflict reporting, photojournalism, gender, ethics and human rights.



OUR MISSION

To contribute to the development of a professional, independent, ethical and sustainable media sector serving Syrian communities.

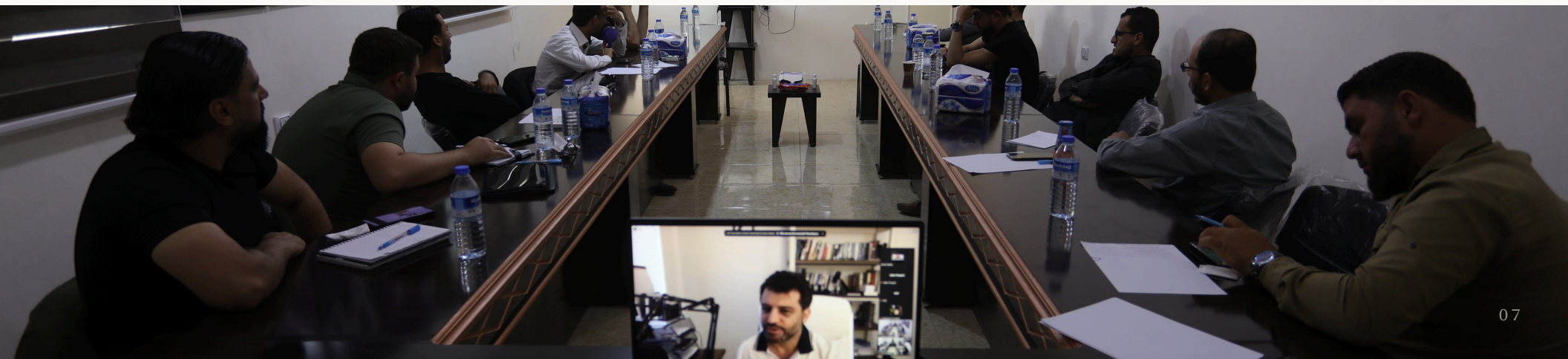
We pursue this by building journalists' professional capacities, supporting the institutional development of media organizations, promoting information integrity, and expanding opportunities for cooperation and knowledge exchange.

OUR VISION

A Syrian media sector with the skills, standards, independence and resilience to provide accurate, responsible, public-interest journalism.

We seek a future in which trustworthy media contributes to informed communities, meaningful public dialogue, accountability and a more inclusive society.

Capacity in people. Standards in institutions. Integrity in the information.



Short-term training alone cannot meet the challenge.

What journalists face

Political and social pressure, physical and digital security risk, limited resources, fast-changing technology, and the spread of misinformation and disinformation.

They need continued development, mentorship, reliable tools and real opportunities to apply what they learn.

Meanwhile, Syrian communities need reliable information about economic conditions, public services and governance — the decisions shaping their daily lives.

What institutions face

Limited access to specialized expertise, weak internal systems, financial uncertainty, gaps in editorial policy, and difficulty retaining qualified journalists.

They need clear standards, effective editorial systems, qualified managers and sustainable models.



Where the work has landed.

Nine years of programming have produced more than a participant count — a body of relationships, materials and institutional knowledge.

Who we have trained

Reporters, editors, media managers, trainers, researchers and multimedia producers — from journalists in their first year to newsroom leaders responsible for editorial standards.

What institutions gained

Editorial policy, newsroom systems, quality control and staff development — support shaped to each outlet's size, capacity and operating context.

Where we have worked

Damascus, Aleppo, Idlib, Gaziantep, Istanbul and Beirut, alongside online delivery that reaches journalists unable to travel for reasons of cost, visas or security.

What we have built for reuse

Curricula, practical guides and learning resources in Arabic that continue to serve journalists long after a given course has ended.

How programs are delivered

In person, online and blended — specialised courses, mentorship, editorial follow-up and Training-of-Trainers cycles that leave capacity behind in the sector.



The work is measured by what it changes for people.

“

I attended more than six training sessions with the Accuracy Press Institute. These sessions transformed my understanding of journalism and the important role we play as journalists.

IBRAHIM AL KHATIB

“

I benefited from API with a grant that contributed to my life and gave me strong support to continue. API has had a positive impact on my life.

OBAIDA ALUMAR

“

Thank you from the bottom of my heart for your help and cooperation — first with wonderful courses, and then when I was injured, by standing by my side and connecting me with organizations that support journalists.

MOHAMAD AYMAN

Alongside training, API has helped dozens of journalists at risk relocate or obtain emergency financial support, and connected hundreds more to jobs, fellowships and scholarships.

Five connected areas of work.

- 01 Professional training and mentorship
- 02 Information integrity
- 03 Media institutional development
- 04 Media research and professional dialogue
- 05 Networks, opportunities and recognition

Each area reinforces the others: skills learned in training are applied in newsrooms, tested against research, and carried further through professional networks.



Skills that hold up in the newsroom.

We design and deliver practical training that helps journalists develop the knowledge and skills required for accurate, ethical and effective reporting. Our approach emphasises participation, exercises, real-world examples and direct application — supported wherever possible by mentorship, follow-up, peer exchange and opportunities to produce published work.

Our objective is not only to transfer knowledge, but to build the confidence to use it.

KEY AREAS OF PROFESSIONAL DEVELOPMENT

Investigative and accountability journalism

Economic and financial journalism

Multimedia and visual journalism

Journalism ethics and professional standards

Data-informed reporting

Media law and journalists' rights

Physical, digital and professional safety

Interviewing and source development

News writing, editing and storytelling

Training-of-Trainers programs



Verification as a working habit.

False, misleading and manipulated information is a serious challenge to journalists and the communities they serve. API supports journalists in verifying information, evaluating digital sources, investigating online content and explaining complex claims to the public.

- | | |
|---------------------------------------|-------------------------------------|
| Fact-checking methodologies | Monitoring information trends |
| Verification of photographs and video | Identifying mis- and disinformation |
| Source evaluation | Ethical use of digital tools |
| Open-source research | Responsible reporting in crises |

Systems that outlast a single project.

Strong journalism requires more than skilled individuals; it requires institutions with effective systems, clear responsibilities and professional editorial cultures. Support is shaped around each organization's needs, size, capacity and operating context.

- | | |
|--|---------------------------------------|
| Editorial policies and standards | Strategic and operational planning |
| Newsroom structures and workflows | Internal training systems |
| Editorial quality control | Ethical guidelines |
| Staff development and performance | Audience understanding and engagement |
| Organizational resilience and continuity | |





Evidence before programming.

Through research, consultation and dialogue, API deepens understanding of the Syrian media environment — identifying emerging needs, documenting sector developments and encouraging evidence-based approaches.

Assessments of professional needs

Analysis of media-sector developments

Research on information integrity

Consultations with journalists and outlets

Policy dialogue and expert roundtables

Practical guides and learning resources

Fewer journalists working alone.

API creates spaces where journalists, trainers, editors, researchers and media organizations connect around shared professional interests — reducing isolation and supporting cooperation across the sector.

Peer-learning networks

Professional events and roundtables

Cross-border collaboration

Opportunities to publish or present

Awards and recognition for excellence

Connections with experienced specialists

Programs built around documented needs.

Needs-based design

We start by understanding the participants, institutions and challenges involved — designing around documented needs, not predetermined packages.

Local knowledge, international standards

We combine the experience of Syrian media professionals with internationally recognised journalistic principles and methods.

Practical learning

Exercises, case studies, newsroom scenarios and production assignments keep learning tied to professional application.

Inclusion and accessibility

Programs reach journalists from different geographic, professional and social backgrounds, with environments where women and underrepresented participants can develop.

Continued support

Where resources permit, training is paired with mentorship, follow-up, peer review or institutional support, so knowledge becomes practice.

Learning and adaptation

Participant feedback, evaluation and sector research inform how we adapt as technologies, audiences and challenges evolve.



OUR VALUES

Accuracy

The foundation of credible journalism: careful verification, responsible sourcing, factual reporting and the correction of errors.

Independence

Journalists and institutions must be able to make professional editorial decisions in the public interest.

Integrity

Professional conduct, transparency, accountability and ethical decision-making are essential to public trust.

Public service

Journalism should help people understand the issues affecting their lives and give communities information they can use.

Inclusion

A strong media sector reflects different communities and creates meaningful opportunities for diverse journalists.

Collaboration

Complex challenges cannot be met by one organization alone. We value partnership, peer learning and shared expertise.

Sustainability

Progress must outlast individual activities. We build lasting skills, systems, relationships and local capacity.



Nine years inside the sector we serve.

01

Specialized knowledge of Syrian media

Sustained direct engagement gives us a detailed reading of the sector's needs, operating realities and institutional challenges — the difference between programming designed for Syria and programming adapted to it.

02

People and institutions, connected

Training is never an isolated activity. Individual development is tied to the newsroom around it, so new skills meet systems that can use them rather than conditions that waste them.

03

Commitment to local capacity

Training-of-Trainers work and the involvement of experienced Syrian professionals expand the pool of qualified local trainers and reduce long-term dependence on external expertise.

OUR THEORY OF CHANGE

Journalists learn

Practical knowledge, professional tools, stronger ethical foundations.

Journalists apply

More accurate, relevant and responsible journalism reaches the public.

Newsrooms improve

Stronger editorial practices, internal systems and professional standards.

Audiences benefit

Information that is more reliable, understandable and responsive to need.

The sector strengthens

Networks, local expertise, institutional capacity and public trust grow.





PRIORITIES FOR THE YEARS AHEAD

Where we are deepening our work.

These are the areas where demand is growing fastest and where additional investment would extend what we already deliver.

Economic and financial journalism

Interpreting economic data, examining public spending, and explaining markets and financial systems clearly to the public.

Verification and open-source research

As manipulated content and artificial intelligence reshape the information environment, journalists need sharper methods.

Multimedia and emerging technologies

Responsible use of multimedia tools, data and AI, with editorial and ethical standards intact.

Investigative and accountability reporting

Research, documentation, source management and storytelling for issues of public importance.

Local training capacity

Preparing a larger cohort of Syrian practitioners to design, deliver and evaluate training, so growth in demand can be met from inside the country.



PARTNERS AND INSTITUTIONAL COOPERATION

We work through the sector, not alongside it.

RECENT INSTITUTIONAL ENGAGEMENTS

December 2025

Hosted a dialogue seminar on the future of media legislation in Syria.

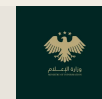
June 2025

Met the Syrian Minister of Information on media training and institutional cooperation, and delivered social media management training for the Ministry.

June 2025

Delivered the first specialized economic and financial journalism training in Syria.

PARTNER ORGANIZATIONS



Collaboration built on shared objectives.

API welcomes partnerships with foundations, development agencies, universities, media organizations, research institutions, professional associations, technology organizations and individual experts who share our commitment to independent, public-interest journalism — relationships based on transparency, mutual respect and measurable results.

Funding journalism and media-development programs

Co-designing specialized training initiatives

Supporting newsroom and institutional development

Conducting media research

Developing educational materials and digital resources

Providing mentorship or technical expertise

Supporting fellowships, awards and production

Expanding access to new technologies and tools

Convening dialogue and knowledge exchange



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ACCURACY PRESS INSTITUTE · EST. 2016



OUR COMMITMENT

Journalism that serves people.

Syrian journalists possess the experience, determination and insight needed to report on their communities and contribute to the future of their country. Given practical skills, professional networks, strong institutions and meaningful opportunities, their impact extends far beyond the newsroom.

WEBSITE

www.accuracypress.org

EMAIL

api@accuracypress.org

TELEPHONE

+1 (804) 869-8577

To discuss funding, a training partnership or a research collaboration, write to
api@accuracypress.org.