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Focus on the Media

2010 Annual Report

DW-AKADEMIE

At a Glance

DW-AKADEMIE is Deutsche Welle's international center for media development, media consulting and journalism training. It offers its partners and clients around the world a broad range of training and consulting projects.



MEDIA DEVELOPMENT

Training for journalists, technicians, managers and instructors in radio, television and the Internet. Experienced instructors train media specialists from developing and transition countries, and provide consulting services to managers from foreign broadcasters.



INTERNATIONAL MEDIA STUDIES

An interdisciplinary, bilingual and internationally-oriented Master's Degree. The curriculum combines the disciplines of media and development, journalism, communications and media management.



MEDIA TRAINING

Customized courses for specialist and management staff from the worlds of business, science, politics, administration and non-governmental organizations. The courses prepare participants for public appearances at home or abroad and convey practical, intercultural knowledge and country-specific information.



TRAINEESHIP

Cross-media international training for young journalists. In addition to the classic traineeship for native German-speakers, Deutsche Welle also offers an international traineeship, conceived specifically for young journalists from regions to which it broadcasts.



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Professional multilingual media services

By Erik Bettermann



“All human beings are born free and equal in dignity and human rights”. More than 60 years ago, the United Nations used these simple but meaningful words to proclaim that each person is entitled to fundamental rights. The reality, however, is different. Even today many governments around the world disregard Article 19 of the Universal Declaration of Human Rights, a document anchoring everyone’s right to freedom of expression – and therefore to freedom of the press. In many countries, media professionals suffer repression. If their reporting is perceived as too independent or critical, they may even face imprisonment or death.

Internationally, Deutsche Welle stands for democratic values and has made it a mission to draw more attention to these values. We do this through our radio and television programs and, of course, online. As an independent, public broadcaster we communicate to the world a picture of our culture, our economy and our values. With our professional multilingual information services and analyses we contribute to closing gaps and to deepening mutual understanding. The primary target groups for our programs are people who are involved in decision-making processes, those seeking information, and those interested in a German perspective. We also aim to reach those who have no access to objective reports and information, and those who live in countries where no free media or freedom of expression exist.

With Deutsche Welle’s Akademie we have an internationally recognized and leading center for media development and journalism training. Our instructors, consultants and coaches are active in many parts of

the world – especially in countries lacking training possibilities for journalists and media executives. Our experts help in establishing broadcasting stations. They coach managers and professionalize journalists. They help in developing new programs and in creating networks for local broadcasters. In short, DW-AKADEMIE projects give concrete support to media makers in many regions across the globe. By doing this it makes an important contribution to strengthening the media, and ultimately, in implementing the right to freedom of expression.

A handwritten signature in black ink, appearing to read 'Erik Bettermann', written in a cursive style.

Erik Bettermann

Director-General, Deutsche Welle

A sense of spring

By Gerda Meuer

Was there really a “Facebook Revolution?” Media representatives are divided when it comes to the role the Internet played during the upheavals in North Africa. Some say the protests could only achieve their impact because of the myriad voices on the Internet. Others say that in the critical phase of the Egyptian revolution, traditional media – and above all television – had a much greater influence.

I, personally, am convinced that Internet activists and bloggers played a significant role in the Arab revolutions. In countries where state-controlled media had previously monopolized freedom of expression, they gave protestors a strong voice. In countries where individuals had previously fought single-handedly against the ruling class, they helped them forge an alliance within civil society.

A sense of spring could perhaps already be felt in autumn 2010 when DW-AKADEMIE organized the first Young Media Summit in the Egyptian capital. Arab and German

bloggers came together in Cairo to discuss topics including responsibility, transparency, and the possibilities and limits of online reporting. A short time later most of the participants were themselves at the center of the upheavals – first in front of their computers and then out on the streets.

Have the bloggers in North Africa and the Middle East now shown us that Twitter and Facebook can affect more change than newspapers, television broadcasters and radio stations? No. In fact, it is just the opposite. The bloggers’ revolution was ignited because a free and independent media landscape did not exist in the region. With their own means they showed the world the prerequisite for democracy and the realization of human rights: the possibility for everyone to freely and independently form their own opinions. But this cannot be achieved with blogs and social media alone. In addition to committed bloggers we need experienced journalists – professionals who do not judge but who report objectively, professionals who arrive



promptly at the scene but who put quality above quantity. Professionals who can distinguish facts from opinions.

That is why we will continue to organize blogger conferences, but also – and above all – training workshops, consulting services and coaching for media professionals throughout the world.

A handwritten signature in black ink that reads "Gerda Meuer". The script is cursive and elegant.

Gerda Meuer

Director, DW-AKADEMIE



Kenya FilmAfrica!

The idea is compelling - giving talented young Africans an opportunity to shoot a feature film that can attract the attention and interest of an international audience. The filmmakers receive support from a celebrated German film director: Tom Tykwer, and his production company One Fine Day Films.

Promoting and supporting young African filmmakers in making films that reach a wide, international audience is an idea that Tom Tykwer and the DW-AKADEMIE have put into practice. Primary funding for the long-term FilmAfrica! project comes from Germany's Federal Ministry for Development and Cooperation (BMZ). Additional funding is provided by the North Rhine-Westphalian Film Foundation (Filmstiftung NRW) and the Nairobi Goethe Institute.

The target group comprises aspiring movie makers from all over the African continent. "Our participants should be able to stir excitement not just in Africa but on the international market as well," says DW-AKADEMIE project manager Michael Tecklenburg. "To do this, they need professionalization in the various elements of filmmaking." This includes scriptwriting, directing, cinematography, sound recording, lighting, film editing and production.

The initial workshop modules took place in Kenya in September 2010. Up-and-coming Kenyan director Jim Chuchu was one of the participants. "I'd never attended a director's workshop before. We'd never had anything like that here," he says.

The trainers gave special focus to artistic aspects. Film editor Job Maina says, "I realized that film editing isn't just technical.

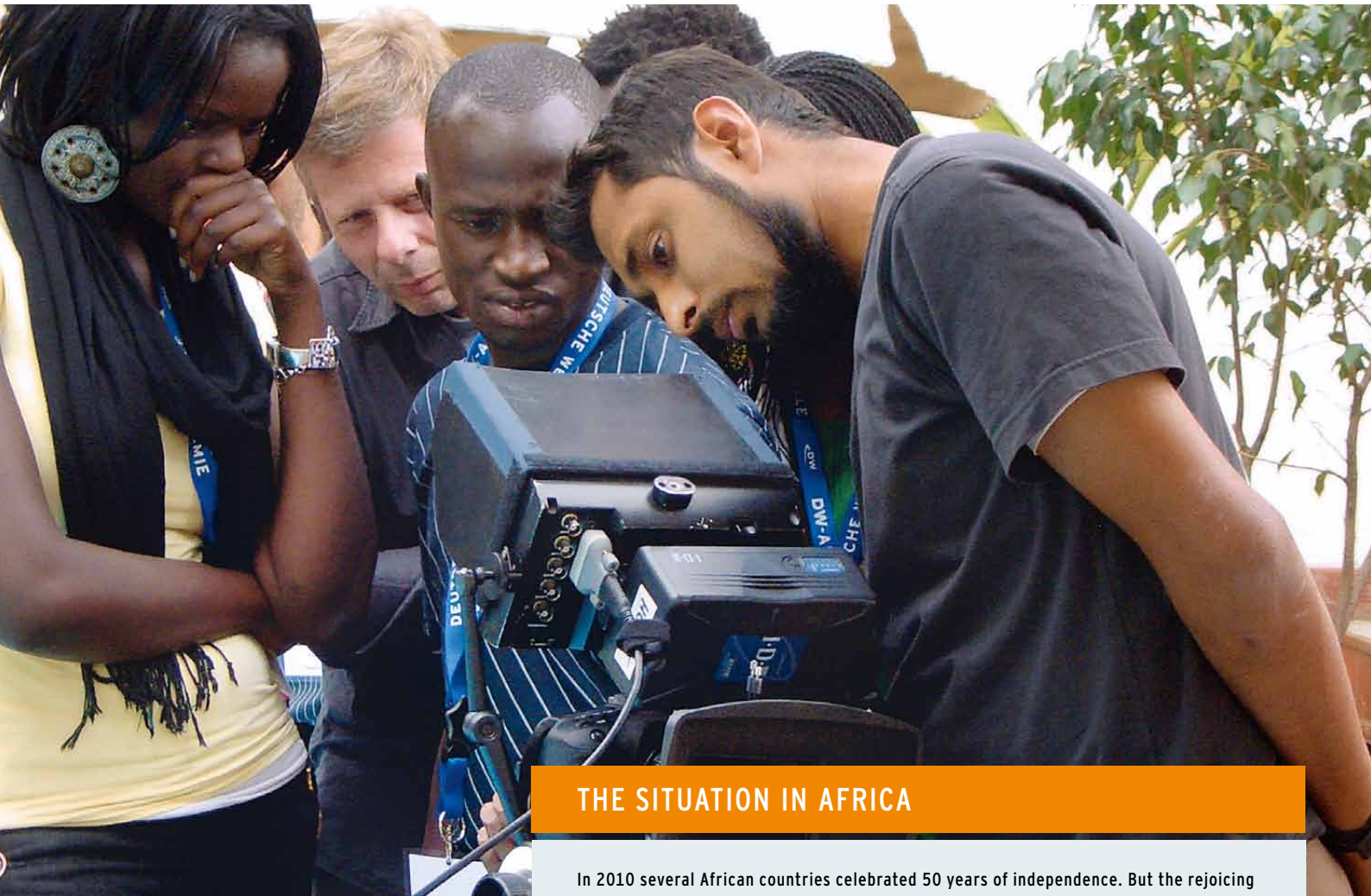
I can be creative with it and produce something new."

"This is about creating a team that dares to develop its own film language."

Tykwer, the high-profile co-creator and supporter of the FilmAfrica! project, attended the initial DW-AKADEMIE workshops in Nairobi with 56 young filmmakers from five African countries. "They were incredibly enthusiastic. Now we need to create a team that dares to develop its own film language and implement its own ideas."

At the end of the two-week workshop the top participants were chosen from each discipline. Teamed up with Tykwer and the trainers they then filmed a 90-minute feature film in October. Its working title, "Nairobi Half Life", is an African story produced by

Africa



THE SITUATION IN AFRICA

In 2010 several African countries celebrated 50 years of independence. But the rejoicing was limited. In many countries, people's essential rights are still withheld and freedom of expression and the press heavily restricted. Elections are often used to sharpen media laws and target media representatives. Examples include the Rwandan presidential election held in 2010 and the final spurt of the election campaign in Uganda. Arbitrary arrests, kidnapping and violence against critical journalists are not uncommon in many African countries. There are, however, positive developments. In Kenya and Ghana - despite difficult political conditions - progress can be observed. And the press freedom rankings of Mali, Tanzania and South Africa are still ahead of those of the former colonial powers France and Italy.

Africans from an African perspective – made at international standards and with an international audience in mind. Tykwer and Kenyan writers co-authored the screenplay.

This endeavor, says project manager Tecklenburg, is not just about professionalizing individual participants. “The goal is to strengthen an independent African film industry. It’s about supporting the local film industry and positioning African films on the international market.” The project’s success, he says, will be measured by whether the participants are able to independently find financial backing to professionally create new film projects and place them on the regional, national and – ideally – international markets.

With the film “Soul Boy” Tykwer has already proven that supporting modern African films in this way can work. The film,

which was also developed, shot and produced by talented young African filmmakers, was a

sensation in Africa. “Soul Boy” was shown in German cinemas in December 2010.



PARTNER

FilmAfrica! is a joint project between DW-AKADEMIE and the One Fine Day Films production company founded by German director Tom Tykwer. FilmAfrica! receives its primary funding from Germany's Federal Ministry for Economic Cooperation and Development (BMZ). Additional funding comes from the North Rhine-Westphalian Film Foundation (Filmstiftung NRW) and the Nairobi Goethe Institute.



Sierra Leone Moving at breathtaking speed

Eight years after the civil war, Sierra Leone has established a public broadcasting service. DW-AKADEMIE is accompanying the restructuring of the former government-controlled broadcaster. The project began in 2010 with workshops for journalists and managers from the new Sierra Leone Broadcasting Corporation (SLBC).

PARTNER



The Sierra Leone Broadcasting Corporation (SLBC) is a public broadcaster and was established in April 2010. Its predecessor was the Sierra Leone Broadcasting Service (SLBS), founded in 1934 as the first English radio service in West Africa. In 1963 SLBS was expanded to include television broadcasts. SLBS ceased broadcasting during the civil war from 1991–2002.

Symbolizing the condition of Sierra Leone’s media is a piece of equipment hanging in one of SLBC’s studios in Koidu in the Eastern Province. “It’s a thoroughly rusty microphone that’s at least 20 years old,” says Christopher Springate, DW-AKADEMIE project manager. “We found it stuck on the wall far away from the studio guests it was supposed to record. It’s hard to believe, but the sound wasn’t all that bad.”

Springate was underway in the country in December 2010 to get an overview of the media situation there. “Ninety per cent of the media are centered in Freetown, the capital,” he says. “In the countryside there are fewer information sources for people and in remote areas there are hardly any sources at all.”

Nevertheless, 2010 was a good year for Sierra Leone’s media. In mid-June, the country’s president, Ernest Bai Koroma, and UN Secretary General Ban Ki-moon launched the new public broadcasting service. Until then, Sierra Leone’s broadcasting landscape had been predominantly shaped by the pro-government Sierra Leone Broadcasting Service, several partisan stations, and the United Nations broadcaster, UN Radio.

In his speech at the opening of the new Sierra Leone Broadcasting Corporation, President Koroma said, “Let us bring to the

microphone all shades of opinion, let no voice be marginalized.” DW-AKADEMIE is supporting the corporation’s restructuring with, for example, workshops for managers and news editors.

“Let us bring to the microphone all shades of opinion, let no voice be marginalized.”

“Sierra Leone is moving at breathtaking speed,” says Christopher Springate. “There was a peaceful transfer of power to the opposition following the elections in 2007. In many parts of Africa that’s not necessarily a matter of course.” And now there is cross-party support to make the former government-controlled broadcaster independent. “Only South Africa has achieved that so far,” says Springate.

DW-AKADEMIE’s goal is clear: “2012 is a big election year in Sierra Leone with presidential, parliamentary and regional elections taking place. Professional, independent and in-depth reporting will be a big challenge for SLBC,” says Springate. DW-AKADEMIE will be supporting the corporation to meet that challenge. The need for informative radio programs is immense. “In areas with SLBC reception, it’s almost a ritual to listen to their evening news,” he says.

DW-AKADEMIE

Africa 2010

More information: blogs.dw-akademie.de/africa

South Africa Reporting the 2010 World Cup

It was the sporting event of 2010: the FIFA World Cup football tournament in South Africa. For six weeks DW-AKADEMIE was on location with 19 participating journalists, producers and camera operators from Africa, Asia, Latin America and the Middle East. With support from DW-AKADEMIE trainers they reported on events revolving around the championship matches. The goal was to capture the football festival's international atmosphere in multicultural teams of reporters. The TV and radio reports and blogs are available online at: africangoals2010.info.



Congo Workshop for peace journalists

Peace journalism is a DW-AKADEMIE focal point in the eastern region of the Democratic Republic of the Congo. At the beginning of June, an additional workshop on conflict-sensitive journalism was held in Bukavu, capital of the on-going crisis province, South Kivu. Twenty radio journalists and technicians from the country participated. This long-term project is to be expanded in 2011. Journalists from the Democratic Republic of the Congo, Burundi and Rwanda are to be invited and training workshops will be offered in all three countries.



Mozambique Combating poverty through journalism

How can people in one of the world's most poverty-stricken countries obtain loans to escape the vicious circle of poverty? In November 2010, DW-AKADEMIE conducted a three-week workshop in Maputo, Mozambique, focusing on microfinance and financial journalism. The European Union financed the workshop in which ten journalists from around the country produced radio and television features highlighting successful entrepreneurs who started their businesses with the help of microcredits. The aim was to provide precise, easily understandable information about the instruments, mechanisms and requirements of microfinance loans.



ON THE MOVE IN AFRICA



By GUY DEGEN

Children breaking the ice

The children's excitement quickly helped break the ice during our formal introductions to the village elders in Ngiehun. In December 2010 I traveled to the remote regional offices of the Sierra Leone Broadcasting Corporation (SLBC) and conducted in-house workshops there. SLBC's regional radio station in Kailahun broadcasts its programs to Ngiehun. Information and educational radio can play an important role in improving the farmers' cocoa and coffee harvests in the forests surrounding the village.



Vietnam

Reporting on sensitive topics

Environmental protection is a highly political issue in Vietnam and therefore a tricky one for journalists. DW-AKADEMIE, however, offered a radio workshop on environmental reporting there, which included a week of field research.

Phong Nha-Ke Bang National Park is famous for its caves, underground rivers and untouched primeval forests. The Vietnamese national park is located some 500 kilometers south of the country's capital, Hanoi. It is home to more than a hundred different species of mammals thought to live here, including rare primates such as macaques, langurs and gibbons. Primate researcher Professor Vu Ngoc from Hanoi says poaching and the expansion of tourism are threatening natural habitats. He is worried about the park. "Continued development of

Phong Nha-Ke Bang bodes danger for the sanctuary's biodiversity," he told the eleven Vietnamese journalists who participated in DW-AKADEMIE's 2010 workshop on environmental reporting.

The first week of training took place at DW-AKADEMIE's partner station, Voice of Vietnam (VOV), in Hanoi. "We began by thoroughly delving into the topic," explains DW-AKADEMIE project manager, Thorsten Karg.

In the second week the participants traveled to Pho Nha-Ke Bang National Park. "Our overall goal was to produce radio features for an entire radio magazine program," says Karg. Participants gathered material on the conflict between conservation and tourism development, on international cooperation for researching and preserving biodiversity, on a rescue center for injured

wild animals and on support for alternative income possibilities for former hunters and poachers.

"The high art of radio journalism"

German organizations such as the Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Cologne and Frankfurt zoos are involved in German-Vietnamese joint projects to help conserve the park. Staff from these organizations were available to give workshop participants interviews and to guide them through the sanctuary.

Back in Hanoi during the third week of the workshop, participants used the facts, statements and natural sounds gathered in the park to produce radio features. "This was about the high art of radio journalism," says Thorsten Karg – reports containing not just scripts and clips, but ones also weaving



THE SITUATION IN ASIA

Asia continues to be characterized by extremes: growth and despair, wealth and poverty, open societies and dictatorships. In some countries the mass media do little to support public awareness, transparency and public participation. The public's access to comprehensive information is often limited. In countries such as North Korea, Myanmar and China, political control and censorship by authoritarian governments is the rule. By contrast, initial moves towards openness can be observed in Vietnam and Laos. There are also developments in public radio and television broadcasting, as can be seen in Bhutan, Thailand, Indonesia and Mongolia. In Nepal, Bangladesh and India, community media are increasingly gaining importance.

in natural sound and report elements that take listeners on an “acoustic journey”. For many participants this was a new experience, says Karg. The individual reports were then linked by a host to produce a complete magazine program.

Participants felt motivated by the workshop. One commented, “The workshop showed me how to produce radio at a very high level – not just concerning the environment, but concerning all other topics as well.”

The aim – to sensitize Vietnamese journalists to environmental protection and at the same time inspire them to explore new radio formats – was achieved, says project manager Thorsten Karg. He adds, “As trainers, we also learned a lot ourselves – about the joy and challenges of international cooperation and about differences between Vietnamese and Western thinking patterns

and approaches. But above all, this was about productive cooperation with the workshop

participants and the unique experience at Phong Nha-Ke Bang National Park.”



PARTNER

DW-AKADEMIE has been working with Vietnam's national radio station, Voice of Vietnam (VOV), since 2000. In the course of technical and political advances, DW-AKADEMIE together with VOV have offered multiple support for editors, technicians, archivists and broadcast management from the areas of radio, TV and online. VOV broadcasts daily almost 200 hours of programming from 70 studios nationwide.



Bhutan For the common good

The Kingdom of Bhutan is in transition as the ruling king aims to restructure the Himalayan monarchy. Also to undergo changes is the media landscape, with the former state broadcaster to become a public one. Gerda Meuer, DW-AKADEMIE's Director, was invited to speak at a conference in Thimphu at the end of 2010.

PARTNER



The Bhutan Broadcasting Service (BBS) resulted from an initiative by the National Youth Association of Bhutan which began broadcasting its own radio program in 1973. There were no television broadcasts in the country until 1999. DW-AKADEMIE has been consulting with BBS since 2000, currently focusing on restructuring the former royal broadcaster to become a public service broadcaster.

“The Challenges of Public Service Broadcasting” was the title of the two-day media conference organized by the Bhutan Centre for Media and Democracy, and the Bhutan Broadcasting Service Corporation (BBS) – the country’s national radio and television broadcaster. Media representatives, politicians and academics – the majority from Bhutan itself – came to the capital, Thimphu, to discuss the challenges. International experts were also invited, including Gerda Meuer, DW-AKADEMIE’s Director. DW-AKADEMIE has been active in Bhutan for more than ten years, with advanced training and consulting services for journalists and managers from radio and television stations.

In her talk, Gerda Meuer looked back on the past 60 years of German public broadcasting and back to 1945 when the aim was to establish a free media system committed to democracy. “At the end of World War II the Allied Powers wanted to create a media system in Germany that was decentralized, politically and economically independent, and that above all represented all levels of society. They wanted an open dialogue for everyone.”

Meuer explained the structure of the German public broadcasting system and described the functions of the various broadcasting boards. But, she warned, “One

cannot simply copy the models of other countries and transfer them to one’s own. The goal is to find a system that best suits one’s own country.”

“The goal is to find a system that best suits one’s own country.”

Bhutan is strategically important, lying between China and India. 800,000 inhabitants live in this kingdom which is about the size of Switzerland. The ruling monarch, Jigme Khesar Namgyel Wangchuck, aims to turn the country into a democracy over the next several years – in harmony with a unique political philosophy. Traditionally, the country’s leader is committed to “Gross National Happiness”, where every political decision has to be in line with the individual’s and society’s well-being.

The two-day media conference in Thimphu developed recommendations on how to transform the Bhutanese state-run broadcaster into a public one. “Now our primary objective is to create our own understanding of public service broadcasting,” said BBS Director, Pema Choden. “At the same time we need to find our own role within a new political context.”

DW-AKADEMIE has been active in Bhutan since 2000.

More information: blogs.dw-akademie.de/asia

Laos Improving journalism training

As the Lao media sector begins to open up DW-AKADEMIE is supporting the transformation with two projects. DW-AKADEMIE has agreed to work with the Lao national university to improve the training of prospective journalists. At the core of this project is the professionalization of the teaching staff there. In addition, DW-AKADEMIE is also working with Lao National Television (LNTV) to develop a new magazine program that can be received nationwide. Project participants are editors, reporters, technicians and broadcaster managers from LNTV and its 16 participating provincial television stations.



Mongolia Strengthening public service broadcasting

Mongolia plans to strengthen its young public broadcasting system. During a visit by a DW-AKADEMIE delegation to Ulan Bator in July 2010 the management of Mongolian National Public Radio and TV (MNB) stressed they would like to restructure the broadcaster along the Western, German model – with support from Deutsche Welle. The focus of this future cooperation project has been discussed with the members of MNB's broadcasting council. The results are scheduled to be fleshed out and implemented in a long-term project.



Sri Lanka, Nepal, Vietnam Supporting South-South cooperation

In Nepal and Sri Lanka DW-AKADEMIE is supporting the restoration of historical audio recordings and the construction of digital radio archives. In Sri Lanka, some 150,000 hours of audio material have been saved since 2010. In Nepal, the first of the technicians have been trained in repairing historical tape recordings. As part of this South-South cooperation project Vietnamese colleagues are supporting the technicians and archivists in both countries. Over the past several years DW-AKADEMIE, in cooperation with the German Centre for International Migration and Development (CIM), has been training archive staff from the Voice of Vietnam (VOV) to become trainers and consultants.



ON THE MOVE IN ASIA



By **THORSTEN KARG**
Cotton candy vendor

In the maze of alleys in Delhi I came across this cotton candy vendor. It was my first trip to India to give a DW-AKADEMIE workshop there. Beforehand I was worried about what I might encounter – destitution, disease and despair. But while in Delhi I had a very different experience. What impressed me most was the friendliness of the people and all the colors! Dazzling saris, brightly painted wooden gates and loud advertising displays. Brimming with details and full of life, it's a photographer's paradise.



Pakistan and Afghanistan A new look at the world

A DW-AKADEMIE cross-border project aims at improving the learning opportunities for children and youths in the Pashtun areas of Afghanistan and Pakistan - primarily with television programming for children.

Sohail Ahmad is originally from Khyber Pakhtoonkhwa (KPK), a province in north-western Pakistan bordering neighboring Afghanistan. The young journalist is an editor with a local television station and now lives in Pakistan's capital, Islamabad.

"People in the KPK province are suffering from the region's problems," he says. Poverty and underdevelopment have intensified due to military conflicts and the advance of radical Islamists. Particularly areas bordering Afghanistan have become more dangerous, he reports. "Journalists

have been especially affected by this. And so have the children."

"Many children in the Pashtun areas can't go to school because of security problems. In both countries there's the additional problem that schools are continually destroyed," says DW-AKADEMIE project manager Florian Weigand. In October 2010 he spent two weeks in Islamabad training Pakistani journalists. With the project "Knowledge is Fun! – Children's Television for the Pashtun Areas" DW-AKADEMIE will continue to support the media in Pakistan and Afghanistan in 2011.

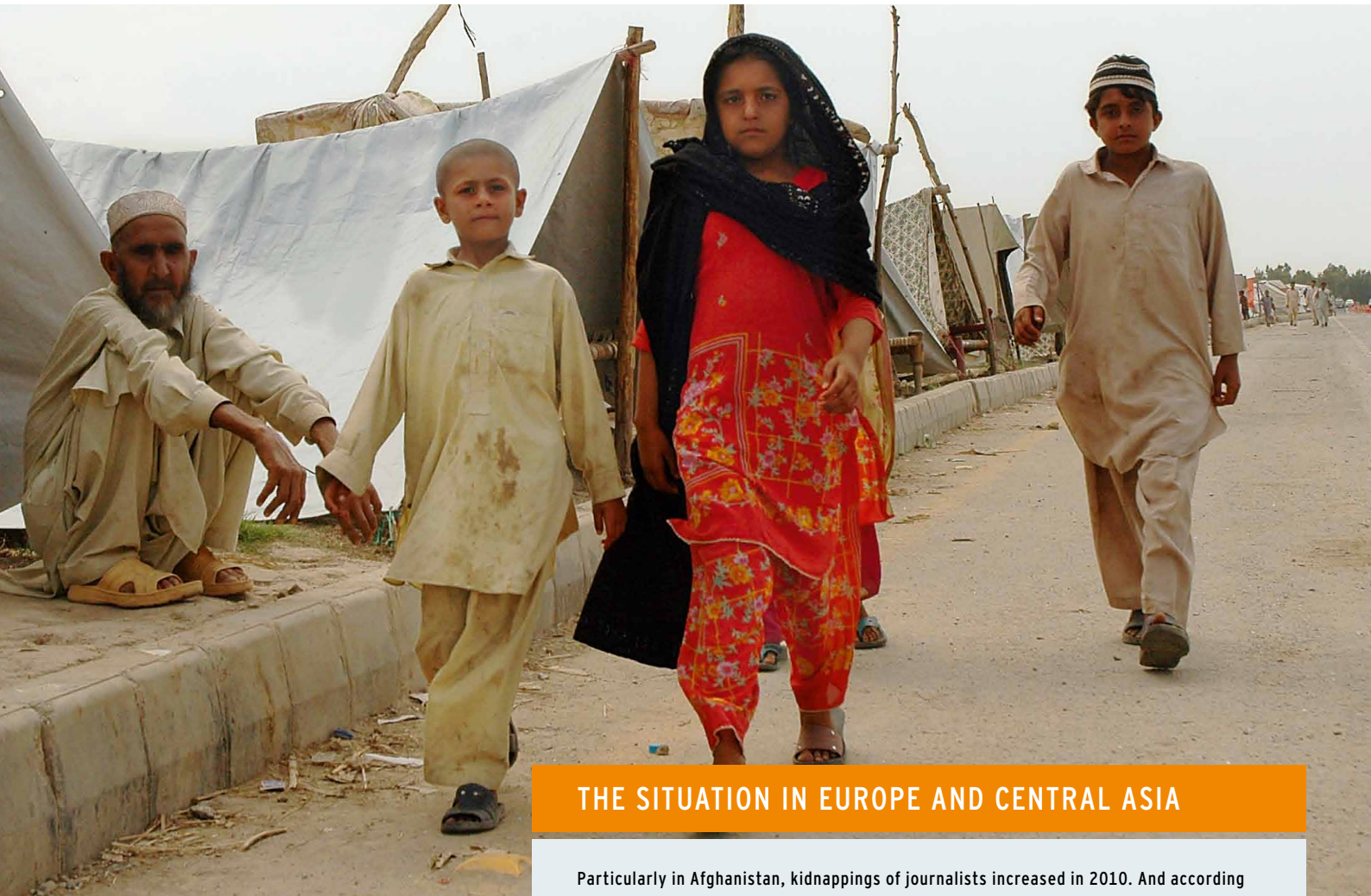
"Television is very popular on both sides of the border. It can be the window to the world, especially for children," Weigand says. But the reality is currently different. The children's programs shown there are mainly cartoons. That, however, could now change.

Weigand and trainers Kay Andersson, Maja Wakili, Shafagh Laghai and Veronica Picmanova have begun working with local journalists in the Afghan capital, Kabul, and the Pakistani capital, Islamabad, to produce children's magazine programs. "We're using some of the successful German shows as examples," says Weigand. "We're not replacing school itself or producing a type of school television. We're offering a supplement to that and a new look at the world outside."

"It's only when we journalists are well-trained that we can offer children something worthwhile."

At the beginning of the project, the Afghan and Pakistani participants came to Germany to attend the Munich children's film com-

Europe/Central Asia



THE SITUATION IN EUROPE AND CENTRAL ASIA

Particularly in Afghanistan, kidnappings of journalists increased in 2010. And according to Reporters Without Borders, Pakistan is now one of the most dangerous countries for representatives of the media. Worldwide, 57 journalists were killed in 2010, eleven of them in Pakistan alone.

The year 2010 did not end well for the media in Belarus. At least 20 media workers were arrested following mass protests against the controversial re-election of President Alexander Lukashenko. Editorial offices were searched and broadcasting equipment was confiscated. The situation also deteriorated in the Balkans. Journalists there are increasingly under censorship from their financial backers.

petition “Prix Jeunesse” and to take part in a workshop module conducted by media trainer Dani Leese. The first workshops held in Kabul and Baragali in northern Pakistan took place in summer 2010. Participants filmed short reports in the Pashtun areas on the different worlds children live in. “They then produced entire magazine programs around these clips,” says Florian Weigand.

Bakht Zaman took part in one of the Islamabad workshops. He is a journalist and a lecturer with the University of Peshawar’s Department of Journalism and Mass Communication. “This is all about young people,” he says, “and this means our future. It’s only when we as journalists and lecturers are well-trained that we can offer something worthwhile to the children and youth.” The project offers even more than that. It brings together journalists from both sides of

the border and contributes to more understanding. Children’s television, says Weigand, lies beneath the political threshold. “It is an

area where colleagues from Pakistan and Afghanistan can get together regardless of the political climate between the two countries.”



PARTNER

The children’s television project for Afghanistan and Pakistan is being conducted in Kabul and Islamabad with support from the University of Peshawar and Shamsad TV. The Pashto-language television station can be received in Afghanistan as well as in Pakistan’s border region. The University of Peshawar’s journalism department has been a DW-AKADEMIE partner for many years.



Kyrgyzstan Summer Academy despite unrest

Twelve journalists, four countries, three types of media and one conflict. From May through August 2010, DW-AKADEMIE and the OSCE jointly offered talented journalists from Kyrgyzstan, Kazakhstan, Tajikistan and Uzbekistan the opportunity to develop their knowledge in the areas of print, radio and online journalism.

“With the Summer Academy project we wanted to strengthen quality journalism in Central Asia by reaching out to young journalists in their capacity as multipliers and also with the longer view to prepare them as trainers for their colleagues in their own editorial offices,” says Mathis Winkler, head of DW-AKADEMIE’s Europe and Central Asia division.

The project was overtaken by political events in Kyrgyzstan. In early April 2010 the opposition violently overthrew President Kurmanbek Bakiyev. Three months later heavy conflicts between Uzbeks and Kyrgyz in the country broke out – partly inflamed by the media.

“The unrest in Kyrgyzstan certainly overshadowed the Summer Academy,” says Winkler. “On the one hand, some of the journalists from neighboring countries cancelled ahead of time. They didn’t want to come to Bishkek after former President Bakiyev was overthrown. On the other hand, the unrest became a major topic during the Summer Academy, and in the first module we looked specifically at inter-ethnic conflicts.”

Asyl Osmonaliev, an editor with the Institute for War and Peace Reporting, participated in the DW Summer Academy. “During the unrest representatives from the

Uzbek minority criticized the Kyrgyz media for what they perceived to be one-sided reporting. And it’s true, the conflicts were reported in a very careless way. The journalists here simply weren’t able to report about the events professionally.”

“The conflicts were reported in a very careless way.”

Within this context, the Summer Academy was primarily a long-term investment in the future. “With the training ahead of the Kyrgyz election on October 10th, 2010, and an additional workshop held in November on conflict-sensitive journalism with the same participants, we’ve made a contribution to objective reporting,” Winkler says. “When the project finished participants agreed on Best Practice Rules for conflict-sensitive reporting. This document is to be circulated in as many editorial offices in Kyrgyzstan as possible.”

The Summer Academy’s six best participants came to Germany at the end of 2010. Asyl Osmonaliev was among them. She and her colleagues took part in a follow-up workshop called “Reporting Germany” that took place in Bonn and Berlin.

The Summer Academy is to be offered again in 2011.

PARTNER



The OSCE Academy was established in Bishkek in 2002 as a regional study center and forum for dialogue by the Organization for Security and Cooperation in Europe. The Academy focuses on research and education in areas including security issues in Central Asia, information exchange, and workshops for experts from the fields of human rights, development, conflict prevention, and the media.



More information: blogs.dw-akademie.de/eurasia

Caucasus Conflict-sensitive reporting

Bringing together journalists from Georgia, Armenia and Azerbaijan around one table is not easy. It is even harder when there are sensitive topics to discuss, such as reporting about the war in Georgia and the conflict between Armenia and Azerbaijan. The project “Conflict-sensitive reporting and journalism standards” held in Tbilisi was a highlight of DW-AKADEMIE’s work in Southern Caucasus in 2010. Despite the participants’ initial reservations, journalists from radio and TV stations in the region began talking with one another and became sensitized to the ethical and professional standards required.



Turkmenistan Agreement on first cooperation project

Together with the British BBC World Service Trust, DW-AKADEMIE in 2010 took its first steps towards media development in Turkmenistan. DW-AKADEMIE supported a government initiative to reform Turkmenistan’s existing media law which dates back to the Soviet era. A DW-AKADEMIE trainer was also involved in providing additional training to documentary filmmakers. The media sector in Turkmenistan is strongly controlled by the state. International cooperation projects have to date been rare.



The Balkans Facing the credibility crisis

Investigative research as well as journalistic and ethical standards were the focus of several DW-AKADEMIE workshops for journalists from the western Balkan states Montenegro, Kosovo and Bosnia-Herzegovina. Due to a swamped media market and tabloid-oriented reporting, journalism in the region is facing a credibility crisis. The project’s goal was to train the responsible handling of information and sources, and to reinforce the role of journalists as a political, economic and social control mechanism.



ON THE MOVE IN EUROPE AND CENTRAL ASIA



By **NABILA KARIMI-ALEKOZAI**
Faces of a country

I’m a German-Afghan. Every year I travel to the country of my birth, each time with mixed feelings. While I was there in 2010 I took new photos to add to the “Intercultural Media Training” activities for the German armed forces. Pictures often speak louder than words. I wanted to give the participants a deeper sense of the people and the country. It’s not easy for a woman to be on the road with a camera in Afghanistan. It was often dangerous and I was harassed. But this didn’t stop me from taking as many pictures as possible.



Colombia Long-term outreach

The situation for journalists in Colombia remains tense. Again and again journalists are violently prevented from doing their work. Within this context DW-AKADEMIE is continuing its long-term project for journalists, focusing on improving journalistic programs and strengthening the democratic media.

The situation in Colombia is ambivalent. For more than 40 years the country has been in a civil war-like state, in which drug cartels and armed gangs have been fighting one another. Both sides are guilty of serious human rights violations. The victims of these disputes are mostly members of the civilian population. Trade unionists, human rights activists and journalists have also been affected.

On the other hand, Colombia is the second oldest democracy in the Americas,

just after the United States. Its constitution guarantees freedom of the press and freedom of expression. Since the early 1990's the Colombian media law has allowed the establishment of community and non-commercial radio and television stations. These have a special function in rural areas, largely because they report on local political topics that would otherwise be ignored.

However, "The local media in Colombia are badly equipped and their staff has very little training," says DW-AKADEMIE project manager Matthias Kopp. They also have very limited possibilities for freely investigating and reporting. The media are not limited by the state or by law, adds Kopp, "but by armed persons in the country who carry out their own conflicts". Matthias Kopp supervises the DW-AKADEMIE's Colombian program.

Since 2002 DW-AKADEMIE has been conducting projects in the Latin American country. 2006 marked the beginning of the long-term project "Media assistance in Colombia". Staff from twelve community radio and television stations and the national broadcaster have since received training and consulting.

"The possibilities to report and investigate freely are very limited."

"We offer the journalists advanced training so that they can offer their audiences improved productions," Kopp says. Information is, of course, the prerequisite for citizens to participate in social and political processes.

With their limited local transmission range, non-commercial radio and television stations play an especially important role. They

Latin America



THE SITUATION IN LATIN AMERICA

A positive example in Latin America is Brazil. In 2010 the situation for media workers there improved and attacks on journalists declined considerably. By contrast, pressure on the media in several South and Central American countries increased, according to Reporters Without Borders. In 2010 reporting in Latin America was affected by strong media consolidation, censorship, massive threats and attacks against members of the media. Investigative researching in the region often involves high risks. Still, the Internet is very much on the rise, offering new possibilities for researching and reporting.

provide important information on the listeners' and viewers' immediate environment. DW-AKADEMIE's media assistance in this regard is unique in Colombia, says Kopp. "The feedback we get on what we're doing here is extremely positive," he says. The practical aspect of the training gets particular praise. "While we're training the journalists we're also consulting with the stations' management. In this way we want to strengthen the democratic media in the country."

For journalists and media producers in the provinces this offers great opportunities. Yesenia Bayona works for Canal 2 in the district capital of Yopal in eastern Colombia. She has participated in DW-AKADEMIE workshops and says that, "Outside the big cities there are hardly any possibilities for journalists to get advanced training in Colombia. An important aspect of this joint

project between DW-AKADEMIE and the Universidad del Norte in Baranquilla is that

it allows us to report from the regions about our own reality".



PARTNER

One of DW-AKADEMIE's most important partners in Latin America is the Universidad del Norte in the Colombian city of Baranquilla. Cooperation increased in 2010 within the framework of the long-term project "Media assistance in Colombia". As of 2011 an expert from the Centre for International Migration and Development (CIM) will coordinate DW-AKADEMIE projects at the Universidad del Norte.



Guatemala Giving youth a voice

Their program should sound fresh, alive and informative, said the young participants of a workshop in Guatemala. It should be different than “adult radio”. With its long-term Youth Radio project in Guatemala, DW-AKADEMIE aims to help the young generation have a say.

PARTNER



DW-AKADEMIE is conducting the Youth Radio project with support from the Federación Guatemalteca de Escuelas Radiofónicas, an umbrella organization for cultural and educational radio stations in rural Guatemala, and the Instituto Guatemalteco de Educación Radiofónica, an association of local radio stations. Both partners are involved in supporting children and youths and in empowering civil society.

In Guatemalan, the average age of the population is about 20. Forty percent of all Guatemalans are younger than 15. Although youth make up the majority, they are not society’s focal point. Lacking education and facing poverty and few prospects, youths often feel resigned. Over the past several years hundreds of thousands have turned their backs on society and joined what are known as “Maras”, criminal youth gangs that have created a climate of fear and insecurity in the country.

“We want to give youth a voice.”

The police categorically classify “Maras” as criminal organizations. Youth and social welfare associations on the other hand say that young people use them to gain a sense of identity and establish social rank. That’s why youth support is one of the focuses of Germany’s development cooperation in Guatemala. “It’s important to take young people seriously and give them the sense of belonging that their families and society can’t offer them,” says DW-AKADEMIE project manager, Vera Möller-Holkamp.

DW-AKADEMIE concentrates its work here by helping youths create and produce their own radio programs. “In Guatemala there are just a few programs for children

and adolescents, but they’re not produced by young people. We want to give youth a voice and in this way help shift them towards the center of society,” says Petra Berner, head of DW-AKADEMIE’s Latin America division. In 2010 young workers from radio stations and youth projects were trained in a series of three workshops. “Our goal was to enable participants to produce professional youth-related radio reports that could really reach their audience,” says DW-AKADEMIE trainer Elena Ern. It is important that the productions differ from regular formats – from “adult” radio. But Youth Radio is not just intended to be an entertainment medium but also one that can broadcast professionally researched news.

Central topics include youth violence, equal opportunities, cultural diversity and dialogue between the generations. In the initial two modules the participants concentrated on journalistic work. In the third module they looked at radio dramas and specifically at developing fictional youth heroes. In 2011 the focus of DW-AKADEMIE’s work in Guatemala will be to set up a youth program or a youth station. To that end a journalist will be on assignment there over a three-year period, providing consulting services to develop and supervise the Youth Radio project.

Latin America 2010

More information: blogs.dw-akademie.de/america-latina



Ecuador Workshop following the attempted coup

In 2010 DW-AKADEMIE coached staff from Ecuador's public service TV station, ECTV. The initial focus was to improve the broadcaster's news programs. The training module was marked by current events in the country. Four days prior to the start of the workshop, however, rebellious police took the Ecuadorian president by force and held him in a police hospital. He was released ten hours later. During the workshop participants therefore focused primarily on the role of the media during the unrest.



Brazil From the Amazon for Amazonians

In two workshop modules held in Brazil DW-AKADEMIE trained radio journalists and presenters who are members of the Amazon radio network. The workshops were aimed at enabling participants to report with a stronger focus on environmental problems and resource protection in the Amazon region. These local stations had until then received their information from national broadcasters. Particularly the news programs are to have more regional content, true to the motto "From the Amazon for Amazonians".



Re-visto Beyond borders

The network project "re-visto" for investigative journalists continued in 2010. In the Colombian city of Cartagena, 15 journalists from Colombia, Ecuador and Panama took part in a workshop on "Latin America's population with African roots". Their research results were posted on a blog called "Somos Afro". The main sponsors of the project were the Fundación Nuevo Periodismo Iberoamericano – a foundation established by the writer Gabriel García Márquez – and the United Nations Development Program. The "re-visto" project continues in 2011 in Central America.



ON THE MOVE IN LATIN AMERICA



By STEFFEN LEIDEL The hard work of a fisherman

Many Afro-Americans in Cartagena are hired out as simple fishermen. They cast their nets from small boats close to the coast and then haul them ashore using only their own muscle power. It's hard work. I photographed this fisherman during a multimedia workshop in which the participants were conducting research for reports on Afro-Americans. This ethnic group is still often discriminated against in Colombia, and more than 90 percent live in poverty. Our workshop's goal was to tell multimedia stories about the situation of Afro-Americans there.



Egypt | Arab World

Blogging is taking sides

With their online reports and commentaries they are contributing to freedom of opinion and democracy, but for Arab bloggers this can involve great risk. DW-AKADEMIE invited bloggers from the Middle East and Germany to Cairo to discuss their experiences. The first Young Media Summit (YMS) took place just a few months before the Egyptian government was overthrown.

For three days 18 bloggers from the Middle East and Germany discussed their concerns, their role in society and intercultural dialogue on the Internet. German blogger Teresa Bucker reports that, “The similarities outnumbered the differences. The Internet is an autonomous cultural space.” The conference was in fact less a meeting of Arabs and Germans than a meeting of dedicated

individuals driven by their desire to communicate and exchange ideas.

The Young Media Summit made it clear that common interests are what bring people together on the Internet, and not social conventions or cultures. “Blogging is a personal thing, it’s taking sides,” says Asmaa Al-Ghoul from Gaza. It is a credo but one that has different interpretations. One example is anonymity on the Internet. Can and should one remain anonymous? “It depends on the purpose of the reports,” says online journalist and blogger Julia Seeliger. Bloggers often have to protect themselves by staying anonymous. Egyptian feminist Eman Hashim sees it differently. “I can’t ask my readers to get more involved if I, myself, am hiding behind a pseudonym.”

Although Germans can write freely on almost any topic, their Arab counterparts

have to be aware of political and social taboos. “Talking with the Arab bloggers I realized that freedom of opinion is a real privilege,” says German blogger Stefan Laurin.

“Similarities prevail. The Internet is an independent cultural space.”

The German and Arab participants agreed that social networks like Facebook and Twitter can have a democratic effect by creating a public sphere. Still, these were a long way from making a breakthrough. In fact, just the opposite can occur when governments use social media as instruments of control. That is one reason, says Syrian Yassen Al-Hussen, why Arab “cyber activists” tend to work individually instead of in organized groups.

Middle East/North Africa



THE SITUATION IN THE MIDDLE EAST/NORTH AFRICA

For journalists in the Middle East and North Africa, 2010 was another difficult year. According to Reporters Without Borders' current Press Freedom Index, three Arab countries - Yemen, Sudan and Syria - are listed among the bottom ten. Media freedoms there have continued to decline due to censorship, the arbitrary closing of media organizations and arrests and trials of journalists. Libya, Tunisia and Morocco have slipped on the list as well, as has Bahrain, where authorities have been leaning harder on bloggers and online journalists. Conditions improved slightly in countries including Egypt, Algeria and Iraq. Self-censorship is widespread throughout the region due to reprisals or threats thereof.

Dozens of blog posts and hundreds of Tweets regarding the YMS were proof of the huge need for dialogue. More than 150 students from Cairo University attended the closing podium discussion where the bloggers presented their results. The topic: do the 'Orient' and 'Occident' exist on the World Wide Web? The lively discussion showed how large the interest is - in the Middle East, and especially in Egypt where the blogger scene is the most active.

"Communication on the Internet is fast, spontaneous and emotional. It offers opportunities but also risks for intercultural dialogue," says project manager Jens-Uwe Rahe. "We wanted bloggers to discuss their responsibility and also give them an opportunity to get to know each other face-to-face and to network." In this way DW-AKADEMIE can contribute to more

freedom of information and opinion. Networking reinforces and protects the bloggers - as does the public sphere which they seek out every day.

An online platform (yms2010.wordpress.com) was created for the Young Media Summit bloggers. The site was also used repeatedly during the revolution in Egypt.



www.almania.diplo.de

PARTNER

DW-AKADEMIE received support from the German Information Center Cairo in organizing the Young Media Summit. The Center provides information about Germany in the Arab world and concentrates on media professionals, non-governmental organizations, universities and institutes for development cooperation. It also supports the work of the German embassy in this regard.



©: Michael Fürst

Bahrain Women's Football Cup ARABIA 2010

Reporting professionally on an unusual sports event was the focus of a workshop called “Women’s Football Cup ARABIA 2010” that DW-AKADEMIE conducted for Arab women sports reporters. Women’s football is increasingly becoming a social phenomenon in the Arab world.

A year ahead of the women’s football world championship in Germany, the German Ministry of Foreign Affairs and the General Organization for Youth and Sports in Bahrain hosted the “Women’s Football Cup ARABIA 2010 – Heading to Germany” in the Bahrain capital, Manama. Competing in the tournament were the teams from Bahrain, Qatar, Jordan, Egypt, Iraq, Syria, Lebanon and Palestine. And this wasn’t just about playing football – it also involved the Arab media reporting intensively about the event, with coverage by women reporters.

This was to change with the Women’s Football Cup ARABIA 2010 in Bahrain – a warm-up to the 2011 World Cup. “This was a production workshop focusing on practical work,” says Tina Gerhäuser. “Each piece the participants produced was different. There were reports ahead of the games and about the games, but also individual and team portraits as well as background reports.” The participants’ TV stations could access the reports from an online platform and then air them.

PARTNER



“I tell the girls here and elsewhere to stand up and say ‘I love football and I’m proud of it.’” Steffi Jones, former German national football player, is president of the organizing committee of the 2011 FIFA Women’s World Cup in Germany. She was interviewed by Landi Gilyana, an Iraqi participant of the DW-AKADEMIE workshop in Bahrain.

DW-AKADEMIE conducted a workshop for women sports and news reporters from Arab television stations during the championship. “This was about arousing curiosity and passion for exciting stories to interest as many Arab viewers as possible for women’s football,” says DW-AKADEMIE project manager, Tina Gerhäuser. She worked together with technical trainer Susanne Ocklitz and sports journalist Niels Eixler. He was a trainer in a DW-AKADEMIE workshop held during the men’s football world championship in South Africa.

“Women’s football raises important social issues.”

“Our aim was for viewers to see and understand what it is that moves the players, coaches and fans in the stadium,” Gerhäuser concludes. Particularly in the Arab world women players represent a young, confident generation that is prepared to accept challenges. “After all, women’s football raises important social issues. And it’s a sign when women football players from the Arab world take part in a championship that is endorsed by FIFA, is held in a national stadium and gets media coverage.”

Sports reporting is very popular in the Arab world but is usually very conventional, conveying goals, results and statistics, and focusing on men’s sports. Women’s football rarely takes centerfield in the coverage.

As for the 2010 ARABIA CUP results, the Jordanians won, ahead of the Egyptian team and the Bahrain hosts.



More information: blogs.dw-akademie.de/middleeast

Palestinian territories Expanding local reporting

DW-AKADEMIE is supporting the development of economically independent and listener-oriented radio stations in the Palestinian territories. Managers from select stations initially received training in 2009. In 2010 radio journalists then took part in workshops focused on expanding local reporting. This three-year project aims to increase the number of partner stations to include all important regions throughout Palestine.



Syria Listener-oriented programs

Economic, environmental and youth topics were at the center of a long-term project called "Listener-oriented programs" for Syrian radio and television journalists. The focus in 2010 was again on developing new formats. A new magazine program on Syrian state television went on air, looking at environmental questions from the consumer perspective. Radio workshops focused on strengthening national radio youth programs. DW-AKADEMIE also trained journalists from private television and radio stations.



Sudan Workshops preceding the referendum on independence

The people of Southern Sudan voted for independence in a referendum held in January 2011. In the run-up to the referendum DW-AKADEMIE trained journalists from local radio stations in all parts of the country to report responsibly in conflict situations and help counter escalations. At the same time, local information ministry directors from the country's primary states were trained in establishing professional standards for working with the media.



ON THE MOVE IN THE MIDDLE EAST/NORTH AFRICA



By MARTIN HILBERT Waiting at the Kalandia checkpoint

Every day thousands of Palestinians pass the Kalandia checkpoint marking the border between East Jerusalem and Ramallah. It is one of two crossing points in the cement wall surrounding the West Bank. Many wait here every day for a ride or for colleagues. For years I've been working as a project manager with the Birzeit University and regional television and radio stations on various projects. For workshop participants the arduous journey from various Palestinian cities is part of their daily routine.

New Cooperation Projects

HANOI VIETNAM



In a cooperation project with the German Centre for International Migration and Development (CIM), a DW-AKADEMIE expert has been stationed in Hanoi, Vietnam, since 2010. Heidrun Speckmann, a DW-AKADEMIE engineer and technical project manager, has been supporting the Voice of Vietnam (VOV) broadcaster as it restores and digitally archives its historical broadcast material. As part of the project she is also training Vietnamese professionals to be consultants for broadcasters in Nepal and Sri Lanka as they build their own digital archives.



LA PAZ BOLIVIA



As a GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) development worker, journalist and trainer Peter Deselaers has been representing DW-AKADEMIE in Bolivia since July 2010. From his office at the Universidad Andina Simón Bolívar the former Deutsche Welle journalist plans and coordinates workshops for local journalists. DW-AKADEMIE is focusing primarily on staff from those local radio stations which are members of national networks.



TBILISI GEORGIA



DW-AKADEMIE is now represented in the Georgian capital, Tbilisi. Located in the Deutsches Haus, DW-AKADEMIE has been sharing the representation together with GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), KfW (Kreditanstalt für Wiederaufbau) and CIM (German Centre for International Migration and Development) since July 2010. Eberhardt Sucker heads the DW-AKADEMIE Tbilisi office, and from there coordinates training modules and workshops for Georgia, Azerbaijan and Armenia.



Events



BRUSSELS BELGIUM

In December 2010 participants of the East4South project's second cycle convened in Brussels. These ten students from the new EU countries in eastern and southeastern Europe will have the chance in 2011 to work together with senior African journalists from countries south of the Sahara. As part of the preparations, the European-African teams of journalists attended the European Development Days convention, held December 6th and 7th in Brussels.

EAST4 SOUTH



BOGOTÁ COLOMBIA

As part of his trip to Latin America in November 2010, Germany's Federal Development Minister Dirk Niebel visited a DW-AKADEMIE project in Colombia. He met with journalists from local radio and television stations who had previously received DW-AKADEMIE training. They gave him a sense of the difficult situation facing the Colombian media. Journalist Yesenia Bayona was the winner of a DW-AKADEMIE and Colombian Universidad del Norte contest for outstanding local journalism. Niebel presented her with the prize.



BONN GERMANY

Engagement *fairbindet*

Gemeinsam für Entwicklung
Bonn | 03. September 2010



Dialogue between development practitioners was the focus of "Engagement fairbindet – Gemeinsam für Entwicklung" ("Development, together"). The one-day event in Bonn was organized by Germany's Federal Ministry for Economic Development and Cooperation (BMZ). DW-AKADEMIE presented examples of media development projects and also gave an impression of their budding journalists' know-how, reporting on the event live via their multimedia blog.

A successful export model

2010 was a successful year for the International Media Studies (IMS) Master's Program. Now in its second year, the students are pleased, the academic portfolio continues to grow and an increasing number of foreign universities want to become involved.

At the end of 2010 the DW-AKADEMIE International Media Studies Master's Program welcomed its second year of students. Currently 44 young men and women from 22 countries are studying in Bonn. "It's been successful," sums up Professor Christoph Schmidt, head of the IMS graduate program. Just how successful will become clear in summer 2011 when the first 21 students graduate. "I'm confident all students will pass their final exams," says Schmidt.

That alone, however, does not determine IMS's success story. "In 2010 we evaluated the program for the first and second-year students. Initial results show that overall student satisfaction has risen even further. We also introduced some changes to the syllabus," says Schmidt. Topics are now more closely tied to case studies and practical modules and additional tutorials have been added.

"Evaluation results show that overall student satisfaction has risen even further."

An online application process was also introduced in 2010. Schmidt calls it much more practical, especially for candidates in developing and transition countries. Those interested in the program can also ask representatives from the German Academic Exchange Service (DAAD) in their countries for help in putting together their application documents. The IMS program has been working more closely with the DAAD since 2010. "We are now part of the DAAD program on graduate studies related to developing countries," reports Schmidt. "We hope to attract even more applicants this way."

The number of applications did not change noticeably from 2009, says Schmidt. The academic and journalistic levels of the candidates



Professor Christoph Schmidt is the head of DW-AKADEMIE's International Media Studies Master's Program. His appraisal of 2010 is a positive one

varying for placement in the Bonn program also remained steadily high, he adds. What has changed is that DW-AKADEMIE's academic arm is branching out. In 2010 it introduced the Media Dialogue, a regular series of media-specific academic symposia. "We also released new publications and are in the process of working on others," says Schmidt.

"The program is developing in the right direction."

An important insight gained in 2010 is that the Master's Program could expand even further. "We're considering exporting the International Media Studies to other countries and we have foreign partners who have already expressed interest." Schmidt's appraisal of 2010 is thus a positive one. "My impression is that the Master's Program is definitely developing in the right direction."



DEUTSCHE WELLE MEDIA DIALOGUE

In 2010 DW-AKADEMIE introduced a new series, the Deutsche Welle Media Dialogue. The focus of these one-day academic symposia is to look at media markets in a specific region or explore specific media topics. Discussions with media experts, journalists and academics look at the labor conditions of media workers, the regulation of print, broadcast media and the Internet as well as the characteristics and understanding of press freedoms. In 2010 the Media Dialogue focused on Russia. The Media Dialogue is to take place at least once a year.



INTERNATIONAL MEDIA STUDIES

The bilingual International Media Studies (IMS) Master's Program is for international up-and-coming journalists who have completed an undergraduate degree to prepare them for a career in communications and the media. It is unique in that it combines the disciplines of journalism, communications, media management and development cooperation. The program lasts four semesters. The University of Bonn offers particularly qualified students the opportunity to continue with doctoral studies. The Master's Program is a cooperation project jointly conducted by DW-AKADEMIE, the University of Bonn and the Bonn-Rhein-Sieg University of Applied Sciences. The application deadline for the next academic year is March 31st, 2012. More information is available online at ims-master.de

How journalists tick

Communicating professionally is becoming increasingly important - not only for companies but also for state-run and non-governmental organizations. Constanze Abratzky is a media trainer with DW-AKADEMIE and an experienced journalist. Here she points out some key aspects of working with the media.

What is the secret behind good media relations?

Firstly, knowing what one wants to say, and then saying it in a way that people will want to listen. This also has an advantage for us as journalists: we get to the point more quickly when people on the other side of the microphone know what they want to say and are able to say it accordingly. Basically, good media relations also go a step further. This means using the various media appropriately, knowing which type of media can be used when, contacting them in time, and cultivating that contact.

What do you see as a confident way of working with the media?

Confident here means being calm, not arrogant. It means working with the media eye-to-eye – not chumming up to them, but not looking down on them, either.

How does one convey this?

Here at DW-AKADEMIE we start by explaining what it is we as journalists want and how we tick. When is a topic a topic? How do journalists decide this? How does an editorial office work? How many dispatches do journalists get every day and what do I, as someone on the other side, need to do to get my press release read? Our media training responds very much to the needs of our clients. Practice is at the core of the training and we make extensive use of our radio and television studios. We analyze practical exercises using video feedback, and look not just at content but also at non-verbal communication.

What is the biggest challenge for you as a trainer?

Attuning myself to the people. I work on a very personal level with



Constanze Abratzky is a TV journalist and a trainer with DW-AKADEMIE. She knows what is important when working with the media

our clients because there's not a standard training recipe. I try to empower each individual. If at the end a client can bring across his or her message in a professional way without holding back his or her personality, then we've both succeeded.

Many people deeply resent the media. How do you dispel that?

In polls, we journalists are regularly perceived as having one of the most unpopular and dubious professions – we're right behind the politicians. Many of our clients have had bad experiences with the media, and there really are colleagues working with methods that I consider to be unpleasant. I try to convey to our clients that not all journalists are unprofessional, pouncing on any dispatch, rushing off without researching properly or going into interviews with a set opinion. Dealing honestly with each other helps. And so does media training!



MEDIA TRAINING AS PART OF THE FEDERAL FOREIGN OFFICE'S ATTACHÉ APPRENTICESHIP

What did the ambassador say when his local employee praised the attack against Coptic Christians in Alexandria in his blog? Did the embassy even know the employee had a blog? Reacting spontaneously to sensitive questions in front of the camera is just one aspect that budding German diplomats practice during DW-AKADEMIE's media training. Other aspects include responding and providing information to the media, organizing press conferences and writing professional press releases. The future diplomats attend two modules, each lasting three days, training their proficiency in dealing with the media.



DW-AKADEMIE'S MEDIA TRAINING

DW-AKADEMIE's media training is aimed at business professionals and executives, political, academic and cultural representatives, and staff from aid organizations and associations. DW-AKADEMIE offers customized training - from classic media training to specialized communication in various cultural settings or crisis situations. In practice-oriented units participants learn how to communicate professionally and competently with journalists. Intercultural training workshops prepare clients for their upcoming assignments with German and native-language trainers. Media training also offers workshops on online presentation and on using social media. More information on DW-AKADEMIE's media training is available at dw-world.de/mediatraining

“That just fascinated me”

Deutsche Welle’s traineeships enjoy a good reputation among aspiring journalists in Germany and abroad. That’s why competition is high. To determine the most suitable candidates, DW-AKADEMIE puts applicants through an extensive selection process. Two trainees report on their experiences.

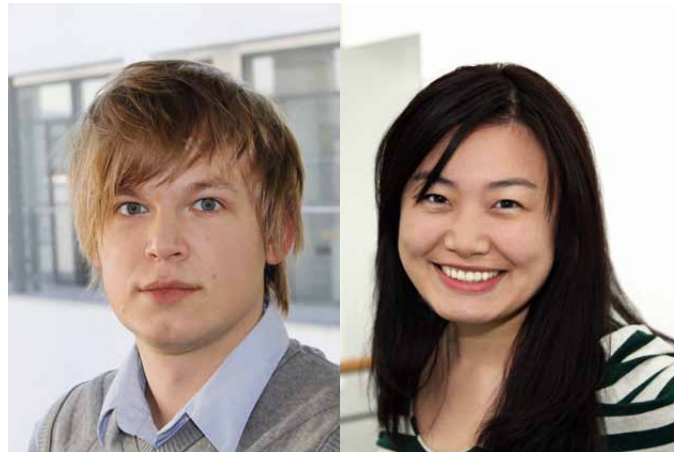
After completing the German traineeship program in February 2011, Benjamin Hammer began working as a producer. Looking back to when he first applied to the Deutsche Welle program he says, “It was hard!” The first step was to submit application forms and write a report. That, he says, was not so bad. But it was followed by two days in an assessment center. “There was on-going tension,” Hammer recalls. “It felt like a strange mix of being on a class trip and being very stressed.” There were knowledge tests, several journalistic exercises and then – notorious among potential trainees – presenting in front of the camera.

“I was very nervous. I spent the evenings in the hotel room practicing, and used roll-on deodorant as a microphone.” Hammer passed the test and proceeded to the personal interview. “We answered questions posed by Deutsche Welle directors and editors-in-chief and had to explain why we wanted to be in the program.”

And why did he? “I had a fair amount of experience with newspapers. But online, radio and television really interested me. With Deutsche Welle I had the chance to learn about all three media, and to do that in an international setting. That just fascinated me.”

Shenjun Liu came to Deutsche Welle and the international traineeship on an indirect route. She had studied film and television in Bochum, had worked for a WDR provincial television broadcaster, and had also worked part-time as a croupier in a casino. She then applied to Deutsche Welle. “I wanted to work as a journalist and it was only at Deutsche Welle that I could fully apply the advantages I brought with me.” Liu comes from Changchun in northern China.

“I started university in China when I was 17 and began studying dramaturgy. But I still felt there was a type of wall and I had to know what was behind it.” Her parents advised her to go to Germany where universities are good and she could get by with English. “The first part was true,” she says, “but the second wasn’t.” She applied to Deutsche Welle’s international traineeship in 2009. “We had to hand in our application documents just like the Ger-



Benjamin Hammer and Shenjun Liu report on their experiences in the Deutsche Welle traineeship program

mans did. In the second round we had to write a report in German. And then we had a short telephone interview – in German and in our own language.” Just as with the German trainee applicants the prospective foreign journalists were then asked to appear before the directors and editors-in-chief. Liu feels that was not enough. “I would have liked to have had the assessment center experience. Then we could have immediately found out where our strengths and weaknesses lie.” That though, she says, would have been difficult with so many applicants from different countries.

Benjamin Hammer adds that, “A selection process using an assessment center makes sense.” This way DW could get a sense of the applicants’ various skills. “The experience was also important for me to get an impression of Germany’s international broadcaster.” Both would like to continue working for Deutsche Welle after completing their traineeship.

Benjamin Hammer’s choice would be with DW-TV in Berlin and Shenjun Liu would like to work with Deutsche Welle’s Chinese service in Bonn. She would only go back to China if she could work without being censored, she says. “Freedom of the press is very important for me. In today’s China, I couldn’t apply much of all that I have learned here.”



Markus Mörchen ©: ZDF/Carmen Sauerbrei

INTERVIEW MARKUS MÖRCHEN

“It was the good cross-media and international training that really motivated me to apply for a traineeship at DW. I believe that we should inform in the most comprehensive way possible. At DW that’s simply a matter of course. I benefited from all my experiences during the traineeship – from the seminars, from the assignments which were bi-medial back then, from the different departments and journalistic approaches, and from working in a foreign language. I believe the DW traineeship provides a solid foundation for all media-related editorial activities.” Markus Mörchen completed a Deutsche Welle traineeship in 1998. He is currently the editor-in-chief of “logo!”, a children’s news program on the German network ZDF.



PROFESSIONAL, PRACTICE-ORIENTED AND INTERNATIONAL

DW-AKADEMIE offers 18-month, cross-media traineeships for budding German journalists and young international journalists from Deutsche Welle's broadcasting regions. In compact seminars trainees deepen their understanding of journalistic formats and ethics, hosting techniques, working with scripts, sounds and images, and working online. A particular highlight includes a one-month placement with a broadcaster of their choice in Germany or abroad. The next German traineeship begins in September 2013. The next international traineeship begins in November 2012. Application dates: to be posted at dw-world.de/traineeship

CERTIFICATION



Optimizing services and assuring quality are among DW-AKADEMIE's ongoing goals. With systematic quality management DW-AKADEMIE offers its partners, clients and sponsors quality assurance and provides itself with ways to continually improve its services. In summer 2010, DW-AKADEMIE was awarded the internationally recognized certificate, ISO 9001, for its quality management system. In charge of developing and implementing the system was Karl Lippe, DW-AKADEMIE's quality assurance officer.

The quality objectives are based on the expectations of DW-AKADEMIE's clients and participants of workshops and consulting services as well as those of its sponsors and partners. The goals are continually monitored.

Playing a central role in these targets are the trainers themselves, chosen for each individual project according to transparent and objective criteria. All trainers and project staff have in addition received comprehensive schooling in the quality management system. One important aspect of quality management is project evaluation, which comprises three components. Firstly, participant satisfaction is determined at the end of each workshop. One year later participants are surveyed regarding the workshop's impact and long-term benefits. Finally, trainers receive an annual questionnaire regarding the quality and effectiveness of the projects conducted.

INTERNATIONAL MEDIA STUDIES

Prof. Dr. Christoph Schmidt

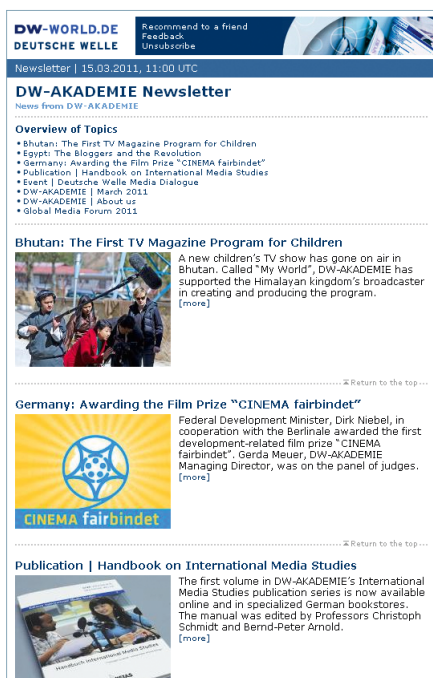
MEDIA TRAINING

Daniela Wiesler

JOURNALISM TRAINING | TRAINEESHIP

Bernhard Graf von der Schulenburg

DW-AKADEMIE NEWSLETTER



DW-AKADEMIE's monthly electronic newsletter offers readers the latest information about DW-AKADEMIE and its wide variety of projects in Africa, Asia, Europe and Central Asia, Latin America, the Middle East and North Africa. Reports, feature stories and interviews provide news on media development cooperation projects as well as details on events, dates, new publications, job postings and application deadlines for DW-AKADEMIE's traineeships and the International Media Studies Master's Program. The newsletter also provides an overview of DW-AKADEMIE's current development projects around the world.

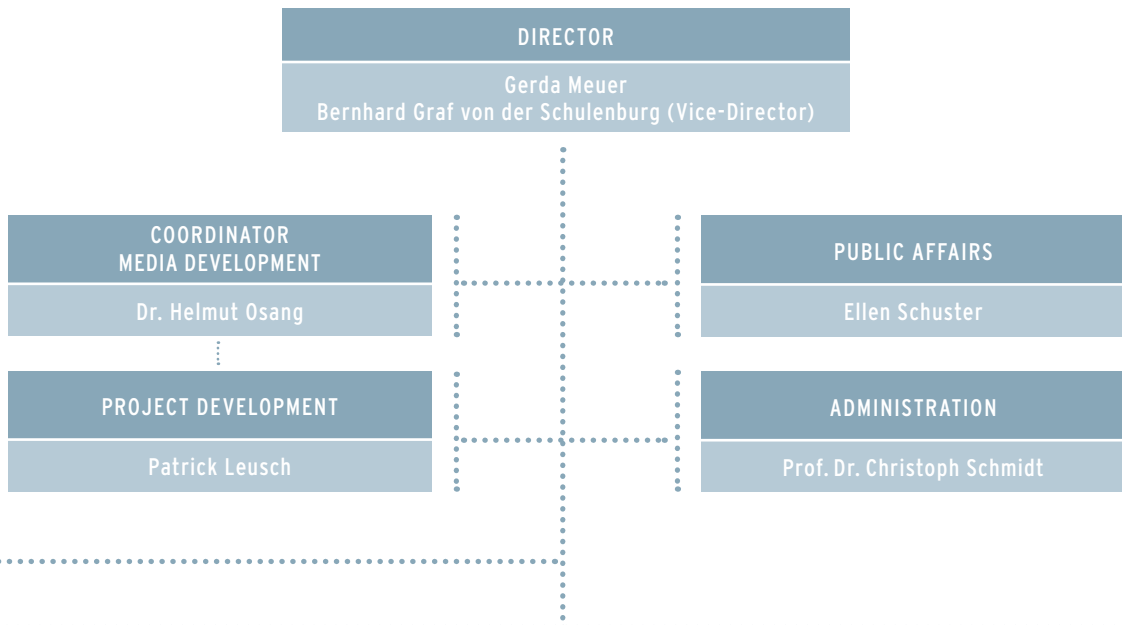
The newsletter, available in English or German, is sent via e-mail on the 15th of every month and can be subscribed to free of charge from DW-AKADEMIE's website, dw-akademie.de

THE 2010 TRAINERS' SYMPOSIUM

"We want to keep you informed, offer you qualification opportunities and enable you to network with each other," said Gerda Meuer, Director of DW-AKADEMIE, welcoming participants to the second DW-AKADEMIE trainers' symposium. Ninety trainers took part in the symposium held in May at Deutsche Welle's broadcasting studios in Bonn.

Some key issues were highlighted in special discussion sessions, such as the challenges facing trainers and consultants, the newly introduced quality management system and media development. Participants also used the event to get to know each other. "I thought it was important to meet new trainers and get to know people I might work with in the future," said Mathis Winkler, head of DW-AKADEMIE's Europe and Central Asia division. The next trainers' symposium is scheduled for May 2012.

About Us



MEDIA DEVELOPMENT				
AFRICA	ASIA	EUROPE/CENTRAL ASIA	LATIN AMERICA	MIDDLE EAST
Carsten von Nahmen	Dr. Andrea Rübenacker	Mathis Winkler	Petra Berner	Tilman Rascher

Version: 2011





Source: "Policy Paper on Media Development Cooperation", DW-AKADEMIE, Bonn, 2010

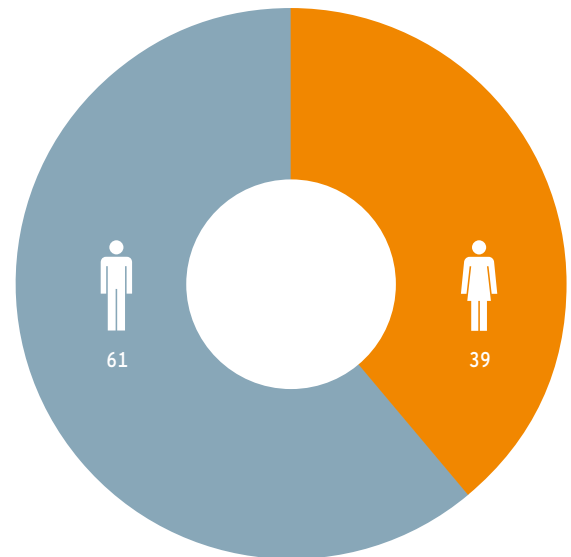
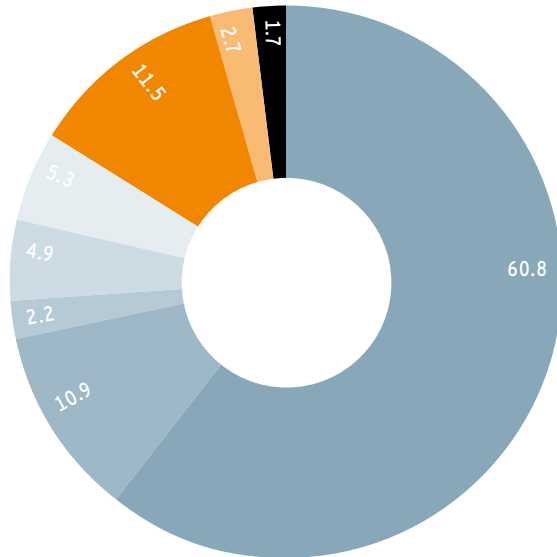
The different levels of media development

Vibrant media systems are a key factor in promoting democracy and good governance. They facilitate people's participation in society and development, and they enable all sections of the population to take part in educational and learning processes. The media therefore have decisive potential as far as human development is concerned.

Media development aims to sustainably strengthen the media in developing countries and emerging economies, in conflict and post-conflict states, and in transition countries. Media development is based on various levels.

One level focuses on professionalizing individuals – journalists, technicians and managers – and involves workshops, seminars and coaching. Another level focuses on strengthening organizations, stations and universities. Here support is offered in the creation of networks, curricula development, and structural reforms using consultation services. Finally, media development also focuses on promoting the political parameters to facilitate the development of a healthy media diversity. DW-AKADEMIE is the largest German organization for media development.

Facts and Figures



Annual Statement for 2010 - Revenue

Figures in percent



Participants in 2010

Figures in percent



Unlike the other Deutsche Welle departments, DW-AKADEMIE's work is not funded by the Federal Minister of State for Culture. The Federal Ministry for Economic Cooperation and Development (BMZ) provided approximately two thirds of DW-AKADEMIE's budget in 2010. Those funds were assigned to specific international media development projects and the International Media Studies Master's Program. As in the past, the German Foreign Office, the Organization for Security and Cooperation in Europe (OSCE), the European Union and other institutions provided additional funding for DW-AKADEMIE projects in 2010.

In 2010, DW-AKADEMIE organized 280 projects in Africa, Asia, Latin America, Central Asia, the Middle East and Europe. More than 2,800 media workers participated in educational, training and consulting opportunities. Thirty-nine percent of those participants were women. The vast majority of projects were carried out on location in DW-AKADEMIE's partner countries.

Deutsche Welle

Germany's International Broadcaster



Deutsche Welle's legal mandate is to “convey Germany as an established European nation of culture and democracy under the rule of law as laid down in a constitution formulated in freedom.” It is also to “provide a forum for German and other perspectives on essential issues both in Europe and other continents with the goal of promoting understanding and exchange between cultures and peoples.” The mandate also includes contributing to the promotion of the German language.

Deutsche Welle fulfils this mandate with journalistic programming for television, radio and the Internet (www.dw-world.de). Television programs are produced in German and English, Spanish and Arabic. Radio programs and online content are available in 30 languages. Some 1,500 employees and hundreds of freelance workers from 60 countries work for the broadcaster.

Deutsche Welle's target audience are people all over the world with an interest in Germany and Europe, and particularly those people who can influence development and decision-making

processes in their respective countries. In authoritarian countries DW programming is aimed at people who are actively involved in promoting democracy, freedom rights and progress. In this regard, an important element of Deutsche Welle's reporting is focused on events within those target countries.

The journalistic programming is broadcast via a global satellite network, partner broadcasters and the Internet, where audio and video content is available in the form of live streams, video or audio on demand, podcasts and mobile services. Radio programs are broadcast to certain regions via shortwave and to selected cities via FM.

For more than four decades DW has been training broadcast specialists in developing and transition countries. It also offers intercultural media training for management staff at German companies and institutions.

Deutsche Welle is regulated by public law and funded with federal taxes. DW programming and services are based in Bonn and Berlin.

DONORS



GOETHE-INSTITUT



COOPERATION PARTNERS

BBC World Service Trust
Belarusian Association of Journalists
Bonn-Rhine-Sieg University of Applied Sciences
European Journalism Centre
European Union
Foundation for Independent Radio Broadcasting
Fondation Hirondelle
Funkforum e. V.
German Academic Exchange Service (DAAD)
Gustav-Stresemann-Institut
Institute for War and Peace Reporting
Internationale Bildungs- und Begegnungsstätte Belarus
International Media Support
International Federation of Journalists
Internews Europe

Knight Foundation
National Taras Shevchenko University of Kyiv
One Fine Day Films
Organization for Security and Cooperation in Europe
OSCE Academy
Press Now
Pro NGO
Prospective
Yerevan State University
The German-Russian Exchange
The Institute for Further Education of Journalists
The University of Bonn
The University of Queensland
The United Nations

LOCAL PARTNERS

AFRICA

Africa Community Publishing and Development Trust, Zimbabwe
East African Business Council, Tanzania
East African Community, Tanzania
Gauteng Film Commission, South Africa
Ginger Ink, Kenya
EIRENE, DR Congo
Media Monitoring Project, Zimbabwe
National University of Rwanda
Newton Film School, South Africa
Sierra Leone Broadcasting Corporation
Star Radio, Liberia
Television Zanzibar, Tanzania
Voluntary Media Council of Zimbabwe
Zimbabwean Union of Journalists

ASIA

Bhutan Broadcasting Service Corporation
Department of Media and Communication, Cambodia
Indira Gandhi National Open University, India
Lao National Radio, Laos
Mongolian National Broadcaster
Pathshala South Asian Media Academy, Bangladesh
Radio Broadcasting Service, Nepal
Radio KBR68H, Indonesia
Radio The Voice of Vietnam
Royal University of Phnom Penh, Cambodia
Savannakhet Provincial Radio, Laos
Sri Lanka Broadcasting Corporation

EUROPE/CENTRAL ASIA

Georgian Public Broadcaster
Independent Broadcasting Media Company, Azerbaijan
ITW, Ukraine
Kanal 77, Macedonia
Kloop.kg, Kyrgyzstan
Koha, Kosovo
Makedonska Radio-Televizija, Macedonia
Media Merkez, Azerbaijan
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OTRK, Kyrgyzstan
Public Radio/TV, Armenia
Radio Antena M, Montenegro
Radio Asia Plus, Tajikistan
Radio Baltik Plus, Russia
Radio Lwiwska Chwyla, Ukraine
Radio Most, Kyrgyzstan
Radio Sibir, Russia
Radio Stari Most, Bosnia-Herzegovina
Radio Sto plus, Serbia
Radio Tandem, Kazakhstan
Radio Televizioni Shqiptar, Albania
Radio Tex, Kazakhstan
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Radio Vatan, Tajikistan
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Radio Wascha Chwyla, Ukraine
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Radio-Televizija Crne Gore, Montenegro
Radio-Televizija Srbije, Serbia
Radio-Televizija Studio B, Serbia
Radiotelevizioni i Kosoves
RTRK, Kazakhstan
Teleradio Moldova
TUT.BY, Belarus
Vostok Rossi, Russia

LATIN AMERICA

Acción Cultural Loyola, Bolivia
Asociación Boliviana de Carreras de Comunicación Social
Comisión Nacional de Televisión, Colombia
Educación Radiofónica de Bolivia
Federación Guatemalteca de Escuelas Radiofónicas
Instituto Guatemalteco de Educación Radiofónica
Radio Santa Cruz, Bolivia
Radio Televisión Nacional de Colombia
Red PÍO XII, Bolivia
Universidad Andina Simón Bolívar, Ecuador
Universidad de Managua, Nicaragua
Universidad del Norte, Colombia

MIDDLE EAST/NORTH ARICA

Addounia TV, Syria
Arab States Broadcasting Union, Syria
Cairo University, Egypt
Egyptian Radio and Television Union
Khak TV, Iraq
Mass Communication and Qualifying System, Yemen
Ministry of Information, Yemen
Sheba TV Channel, Yemen
Southern Sudan Radio
Syrian Radio and Television, Syria

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