



Development and the Media

2009 Annual Report

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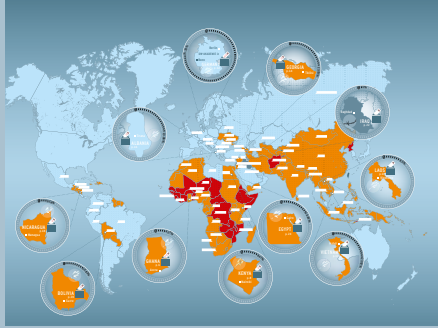
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DEVELOPMENT AND THE MEDIA

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The media are an essential component of human development. They can support democratization processes, help to develop civic societies and give people around the world a chance to participate in economic life to engage in life-long learning. This applies in particular to poor and transition countries and countries emerging from conflicts. The “Development and the Media” map is the first to portray the factors that affect DW-AKADEMIE’s work on location. It thus provides a practical insight into media development around the world.

HUMAN DEVELOPMENT

Represents the level of human development in a country. The factors it takes into account include per capita GDP, life expectancy and the level of education in a given population.

FREEDOM OF THE PRESS

This index shows the level of press freedom enjoyed by print and electronic media. The assessment is based on the human right to freedom of expression and opinion.

IN FOCUS

The focus is on selected countries from DW-AKADEMIE’s project portfolio. They provide a graphic representation of how the level of a country’s development, press freedom, Internet access, political freedom and local conflicts all play a role.

POLITICAL FREEDOM

Measures the level of democracy and political freedom in a given country. Indicators include free, secret and regular elections, universal suffrage and the right to freedom of opinion and expression.

CONFLICT BAROMETER

Reflects the level of conflict at a given location. The barometer distinguishes between conflict and war. Coups, terrorism and measures already taken to overcome current or past conflicts are also taken into account.

INTERNET USERS

Investigates the use of the Internet and the extent to which citizens use it a source of information or as a means of communication.

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, communication science 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, inter-cultural 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.



Foreword

The famous Spanish diplomat and writer, Salvador de Madariaga y Rojo (1886–1978), once said that “Almost every form of freedom is dependent on press freedom.” And indeed, the media continue to play a key role in promoting and defending the principles of democracy and the rule of law around the world. When journalists explain complex themes in a way that the wider public can understand and at the same time ‘have its say,’ then the media encourage civic behavior and give people without representation a voice in the democratic discourse.

But simply enshrining the right to freedom of the press and freedom of opinion in a country’s constitution achieves nothing at all. Only where there are committed, well-trained journalists can press freedom flourish and journalists fulfill their duty as watchdogs.

The newly developed world map of “Development and the Media” in this annual report shows that journalists around the world work under the most inhospitable conditions: Many of them work in poor countries – countries, in which the techni-

cal infrastructure is equally underdeveloped and there are problems with censorship, fragile state structures and restrictions on press freedom. In many countries, violence is openly used to hinder the work of local journalists.

DW-AKADEMIE is active in many of these countries. Its experts organize long-term oriented projects to train and professionalize media workers of all kinds and in all fields of broadcasting. Because critical reporting requires more than just well-trained journalists. It also requires qualified technicians, professional management and the right legal conditions for the media. DW-AKADEMIE is doing its bit to achieve this.

The constant transfer of knowledge and the promotion of quality journalism are becoming increasingly important as more and more of our partners in developing and transition countries join our digital network. Thanks to inexpensive digital technology, new radio stations are popping up in many places. But at the same time, they rarely have properly trained journalists or adequately



Erik Bettermann

qualified managers. Helping committed media professionals to provide their listeners, viewers and users with credible and relevant information is one of the many tasks of DW-AKADEMIE. And I firmly believe that in doing so, we are making an important contribution to greater democratic diversity of opinion around the world.

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

Erik Bettermann,
Director-General, Deutsche Welle

Journalism Training in Times of Climate Change. All Just Hot Air?

By Gerda Meuer

Gone are the days when the ecological survival of our planet depended solely on the industrialized world. Four fifths of the global population live in developing and transition countries and it is there that the scale of climate change and its effects will be determined. The tiger economies of Asia, for example, are growing fast and so is their hunger for energy. In regions like this, mistakes are being repeated which the 'old world' has only begun to address after a century of ruthless exploitation of the environment.

Many scientists say climate change is the greatest threat mankind has ever faced.

The problem is that the effects of climate change are most strongly felt where ignorance of the potential disaster is most widespread. The people in many poor countries have yet to be informed about the explosiveness of this issue, let alone sensitized to it – despite world climate conferences such as those in Bali and Copenhagen. But only those who are well-informed and knowledgeable will act appropriately and, for example, put pressure on their country's politicians. Only thus can climate change be made a social issue that is everybody's business.

The media, and hence journalists, are the lynchpin of this transfer of knowledge. They need help to do their job – to create an awareness of important issues in their home countries. This is especially true in the case of highly complex issues – such as climate change – on whose scale and urgency scientists cannot always agree. DW-AKADEMIE is trying to address this need with special training and consulting services which cover all aspects of journalistic work.

Just how great this need is, is no longer just plain to see, it has also been scientifically proven. A study released by the international media organization Panos in the summer of 2009 concluded that inadequate journalism training, a lack of support for management and limited access to information and expert opinion were the main factors behind the low level of attention paid to the climate issue by the media in developing countries. Only nine percent of the approximately 1,500 journalists who attended the World Climate Conference in Bali came from developing countries, while not a single media professional from the world's poorest countries attended.



GERDA MEUER
Director, DW-AKADEMIE

Gerda Meuer has worked as the European correspondent, senior editor and deputy editor-in-chief at DW-RADIO. Her career has also taken her abroad, to countries including Japan and Chile.

What happens to the climate will dictate the future of our Earth – even those who are skeptical about the pace of climate change are convinced of this. Providing journalism training is one way of contributing to a world in which as many people as possible are capable of well-informed debate and appropriate action.



LEGEND

HUMAN DEVELOPMENT *



FREEDOM OF THE PRESS **



POLITICAL FREEDOM **



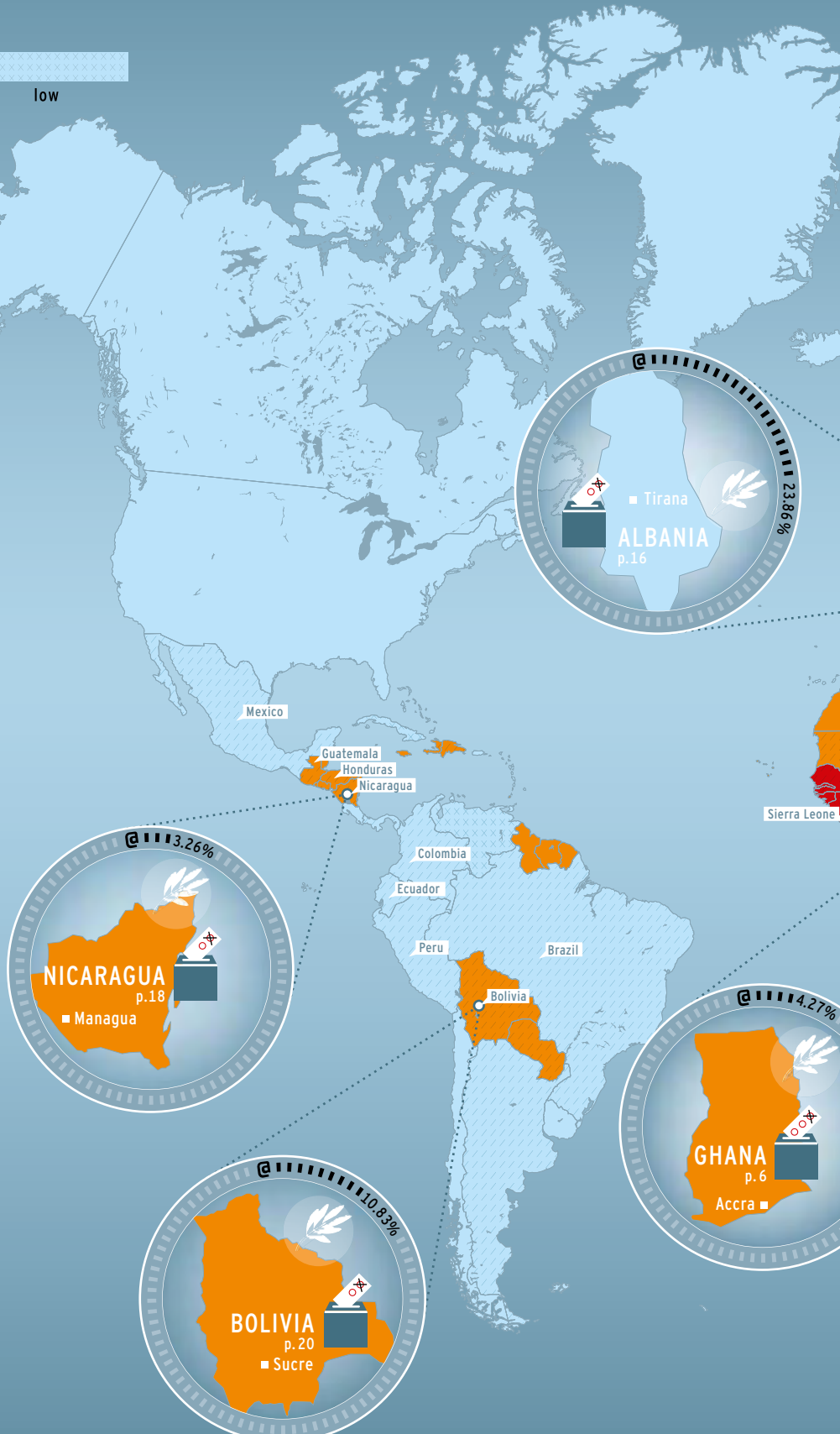
CONFLICT BAROMETER ***



INTERNET USERS ****



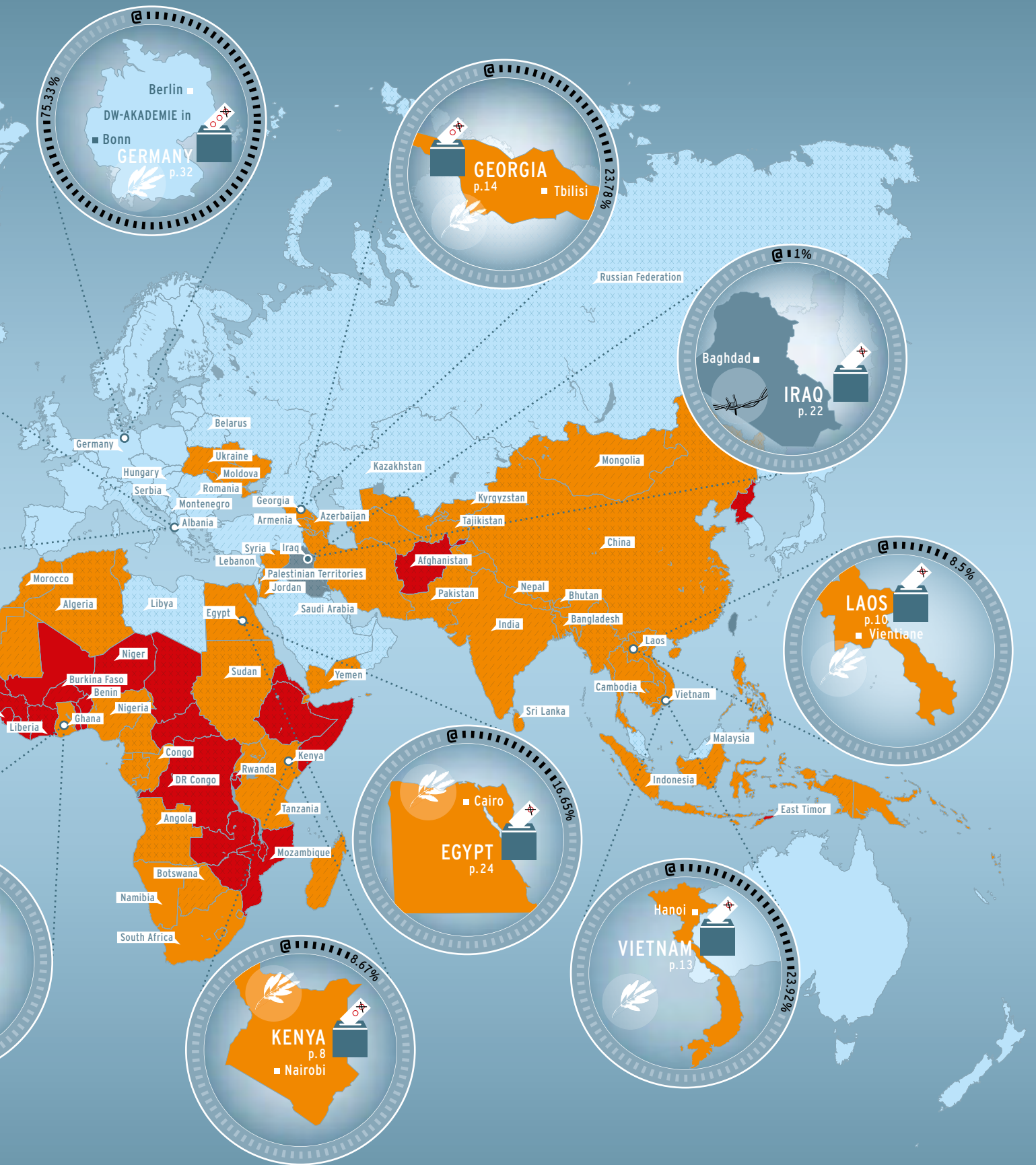
Project Countries 2009



SOURCES

- * www.hdr.undp.org
- ** www.freedomhouse.org
- *** www.hiik.de
- **** www.itu.int

Development and the Media





Ghana

Susu Collectors vs. Banks

Savings accounts, loans and insurance policies can help lift people out of poverty. DW-AKADEMIE aims to improve the availability of financial information and education in Africa with a series of training courses for business journalists.

Finance issues often play a marginalized role in the African media. This has economic repercussions, because if someone does not know how banks, loans, finance markets and insurance work, they are rarely in a position to use them – and thus boost economic activity.

To counter this, African partners from the worlds of politics and business have got together with international donors such as GTZ. The aim and name of this ambitious, pan-African project is “Making Finance Work for Africa.” As a partner of GTZ,

DW-AKADEMIE has drawn up a training program for journalists. The idea is to strengthen the African financial sector through interesting, consumer-oriented, easily-understood media coverage of financial topics.

Last year, DW-AKADEMIE put on a seminar in the Ghanaian capital, Accra, for 21 radio and television journalists from anglo-phone African countries.

“The aim was to improve their understanding of the development of the financial sector and to improve their ability to address the issues as journalists,” says Kateri Jochum. The New Yorker works for DW-AKADEMIE as an instructor and organized the workshop in Accra. Jochum says the immediate task is to discard the stereotypical view that financial reporting

is boring, too far removed from people’s everyday lives and riddled with numbers and jargon. Jochum says the workshop course was a first step towards this objective.

African savers rarely take their money to a bank. Only about ten percent of all Africans have a bank account. “Most people can save very little and are loathe to wade through the bureaucracy of banks for the

“They sit outdoors, by the roadside. Their office is made up of a table and a briefcase. Their job is managing money.”

sake of bagatelles,” says Kateri Jochum. At the same time, keeping money at home runs contrary to tradition.

In Ghana, savers place their trust in Susu, the traditional Ghanaian savings model. There are more than 4,000 Susu collectors in Accra. They sit outdoors, by the roadside.

Africa



SITUATION IN AFRICA

FACTS AND FIGURES

Access to free media remains highly restricted in many parts of Africa. According to the organization 'Freedom House,' there are 23 Sub-saharan countries without any independent media. Even the Internet is available only to a minority of Africans: only five in every hundred Africans have Internet access, compared with 45 in Europe. Nevertheless, there are positive signs: back in 1990, there were no more than 14,000 mobile phones in Africa. Today, there are well over 300 million. The cell phone is spreading faster in Africa than anywhere else in the world, bringing new opportunities for mobile reporting.

TRENDS

Elections are due in 2010 or 2011 in Tanzania, Uganda, Rwanda, Guinea, Sudan, Togo, Burundi, Burkina Faso and Liberia. Past experience has shown that working conditions for journalists often deteriorate in the run-up to elections.

The situation for journalists has worsened in the Republic of Congo, especially since the election in the summer of 2009. The country fell 24 places to 116th in the Press Freedom Index compiled by the international organization 'Reporters Without Borders.'

Their office is made up of a table and a briefcase. Their job is managing money.

Nicholas Osei-Wusu, a course participant from Ghana, explains the Susu system in the course blog: people who have low incomes lodge money on their Susu account every day. Their installments are based on their incomes, but they have to make a deposit every day – for at least a month. Only then can they withdraw the money again, without interest. Nevertheless, Osei-Wusu believes the service is better and considerably less bureaucratic than going to a bank.

Also taking part is Munkiwe Wadak, a journalist from Nigeria. He too has examined the local savings system.

He is firmly against Susu. In his view, Susu is only good for the individual, while banks can serve entire societies. "In contrast to the Susu collectors, banks give loans

and advise their clients about buying or selling state bonds or private shares. That way, they contribute to development and growth in all areas of a nation," he says. In the meantime, some banks have joined

forces with Susu collectors or have begun offering similar services on Accra's roadsides. The project "Making Finance Work in Africa" continues in 2010, focusing on Portuguese and French-speaking countries in Africa.

Kenya The Calm After the Storm



What began as a protest against the disputed victory of president Mwai Kibaki in late 2007 turned into a widespread ethnic conflict in Kenya - fomented in part by the local media. In 2009, DW-AKADEMIE invited 27 Kenyan journalists to take part in a multi-ethnic training course in conflict-sensitive reporting.

What role do journalists play in the resolution or prevention of conflicts? This was the central question in a three-week seminar in Nairobi on the subject of "Mutual Perception." "It repeatedly became clear how difficult conflict-sensitive reporting is," says Waltraud Achten, the DW-AKADEMIE

instructor who ran the seminar. "It is very difficult for journalists to maintain a healthy distance from events in which they themselves, their family or ethnic group are victimized," says Achten.

Before getting down to practical journalism, participants first performed a detailed analysis of the conflict. They were joined by a well-known Kenyan psychologist and the director of the Nairobi Peace Initiative. "We explored radio and TV formats which allow a correct and true portrayal of conflicts and their causes," says Waltraud Achten. In the process, participants completed numerous radio and TV reports in ethnically mixed teams.

Right now, says Waltraud Achten, Kenya is "precariously balanced, preoccupied with economic scandals and environmental issues." She calls it the "calm after the storm" and looks apprehensively towards 2012, when the next parliamentary election is due. "If the conflicts aren't defused by then, there will be many more victims than the 1,600 killed the last time around," according to one participant. Another participant, Josephine Waretta, adds: "As journalists, we can take away the media platform used by certain parties to incite violence. We must pay less attention to politicians and focus more on positive stories that show how we can coexist."

THREE QUESTIONS TO

Jane Ngoiri
Reporter for the TV broadcaster K24
in Nairobi, Kenya



You'll be attending the World Cup 2010. What are you going to report on?

My reporting is going to focus on what the teams and fans from Europe, Asia and America think about the World Cup being held in Africa for the first time, and what kind of effects the tournament will have on South Africa and the rest of the continent.

DW-AKADEMIE

Africa 2009

In 2009, DW-AKADEMIE continued its active engagement in African countries committed to good governance. The main focus of DW-AKADEMIE's work there is on media coverage of conflict situations, environmental, economic and health issues.

Election Reporting

The parliamentary elections in South Africa provided the model for a workshop for journalists from Botswana, Lesotho, Namibia, Tanzania and Uganda. The seminar prepared them not just for the elections in their native countries, but also introduced them to the prevalent political and social issues in South Africa, which remains one of the continent's great hopes in terms of democratization.

Training for Executives

A workshop entitled "Human Resources Development for Broadcasting Executives" was held for employees of Congolese radio broadcasters. DW-AKADEMIE invited 15 directors, human resources managers and instructors to Bukavu in the Democratic Republic of Congo. The aim of the workshop was to encourage human resources development within the broadcasters and to draw up future-oriented strategies for providing basic and advanced training to editors, technicians and administrative staff.

Producing TV Dramas

The year-long project "Drama and Script Development" in Nigeria came to an end in 2009. The project was designed for producers, scriptwriters and directors of TV and film productions from Lagos and other regions of Nigeria. The participants received a comprehensive insight into the process of producing a TV drama and analyzed examples from Nigeria and Germany. With the support of DW-AKADEMIE instructors, the participants produced five scripts which were then presented at a public event.



What positive effects are you hoping it will have on Africa? Until now, the world has seen Africa as a continent of war and disease, of poverty and illiteracy. I hope the World Cup will demonstrate that Africa has what it takes to be a great host to the world's biggest sporting event. And above all, that visitors experience a peaceful Africa.

Are you even interested in football? Oh yes! Football is the most popular sport in Kenya. In that sense I think it's only normal for someone like me to be interested in it. Before the World Cup starts I will prepare by studying all the teams, especially the six participating African nations, of course.

JANE NGOIRI took part in the workshop "Reporting the World Cup" in Johannesburg, South Africa, in October 2009, in preparation for the task of reporting on the World Cup 2010. She will be covering the World Cup with background reports for her home broadcasters.



Laos Radio for the People

Laos, although a strict dictatorship, is going through a process of political transformation. The media have a special duty to draw attention to issues affecting the population.

Laos is the poorhouse of Asia. But there is hope that this will soon change. The city of Savannakhet in the south-west of the country is going through a little economic boom right now. Outhine (name changed) comes from Savannakhet. The 27-year-old is a journalist with the local radio broadcaster Savannakhet Provincial Radio (SPR). He says he originally wanted to become a policeman, “but all my brothers became policemen before me.” His mother advised him to get a job at the radio station. “Journalism is a good profession,” she told him. Outhine does not regret his decision.

The profession is particularly challenging at times like these. Until recently, the media were subject to strict controls by the state. Now, for the first time, licenses are being issued for private radio stations. The government says it wants to give the public more opportunities to influence decision-making. And the media have a special role to play in this task – especially in Savannakhet.

Since September 2009, there has been a new radio program in the regional capital: between 8 and 9 a.m. SPR broadcasts the country’s first breakfast magazine program in which citizens get to air their views. Until now Lao National Radio, like the television service, was regarded merely as a mouthpiece for the communist government. As a result, over the years people sought out Thai broadcasters which they can receive just as

easily in Savannakhet. “Although the Thai stations tell them nothing about conditions in Laos, they still seem to be much more attractive than government announcements,” says Daniel Hirschler, a journalist and project manager with DW-AKADEMIE.

“Establishing a model editorial department instead of providing training courses for individual journalists”

It was Hirschler, along with Dr. Helmut Osang, director of DW-AKADEMIE’s Asia Division, who initiated the project “Radio for the People” in Laos.

Since February 2009, the focus of the project has shifted from providing training courses for individual journalists to establishing a complete model editorial department at the radio station.



SITUATION IN ASIA

FACTS AND FIGURES

In terms of press freedom, Asia is a region of extremes. In some of the Pacific island states, Australia and in parts of East Asia, the media can report freely, while the world's two most repressive countries are also located in this region: North Korea and Myanmar. Censorship, imprisonment and intimidation of journalists there prevent free reporting, just as they do in China.

TRENDS

The year 2009 was not a good one for press freedom in Asia. The trend for the entire region points slightly downward. The main reason for this is the political situation in Sri Lanka, Cambodia and Fiji, where journalists were increasingly prevented from reporting on sensitive issues such as corruption and the lack of human rights. Nevertheless, there are a couple of countries bucking the trend - the situation has improved for the media in the Maldives and in Bangladesh. The situation also seems to be improving in Laos, especially for radio journalists.

Outhine also works there, as a reporter for the new magazine program. "During the workshops, we thought long and hard about our interpretation of our profession as journalists," he tells us. Until then, they had only ever broadcast reports on topics dictated by the government.

One of the goals Hirschler and Osang have set themselves is to create a program that is close to its listeners: "The crucial question in future should be: 'What are people talking about out there, what's on their minds?'"

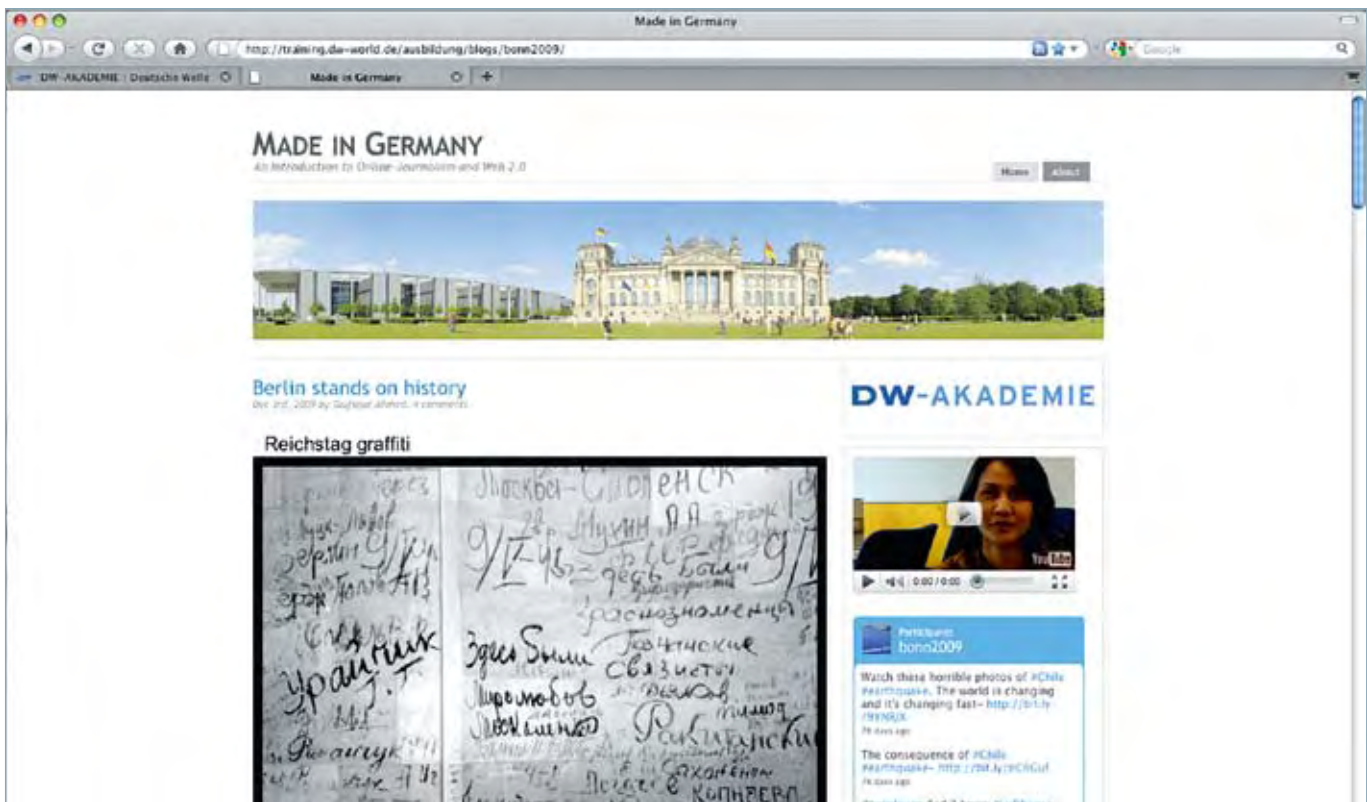
To find out, they hit the road. "We took the bus to villages and spoke with the normal people on the ground," says Outhine. The breakfast program aims to address people's issues, tell their stories, and highlight their problems.

Stage two of the program began with the launch of the morning magazine pro-

gram. This phase focused on improving the quality of reporting and on the business of running a modern, commercial radio station. The focus on the business aspect has come about because the ministry responsible has warned all stations throughout the country that in future, they will have to pay their own operating costs.

The model editorial department is a first step towards modernizing Lao National Radio. The new approach aims to put the public interest first, to promote transparency and accountability and to give citizens a greater say in public debates. Participants in Savannakhet will also be trained to pass on their expertise to other provincial radio stations.

Asia web2.0



13 media specialists from eight Asian nations came to Berlin and Bonn to learn about what the Internet has to offer in the way of journalistic formats.

“When I visited the Reichstag building for the first time, I couldn’t understand the writing on the walls. I had the feeling I was looking at graffiti of a kind I had never seen before.”

These are the first words of the audio slideshow “Berlin stands on history – Reichstag Graffiti,” produced by Taufique Ahmed. The Bangladeshi journalist took part in the workshop “Online Journalism and web2.0”

in the winter of 2009. During his visit to the Reichstag in Berlin, he got the idea of photographing the inscriptions scratched in the walls by Russian troops at the end of the war. During the seminar, Ahmed arranged the photographs in a slideshow – backed by music and commentary.

“Extraordinary,” says Thorsten Karg, who ran the workshop in Bonn and Berlin. Karg says the overall results of the seminar were astounding. “The aim of the course was to demonstrate the opportunities offered by the Internet for conveying both content and emotions,” says Karg. During the two-week course, the 13 participants from Bangladesh,

Bhutan, China, Indonesia, Cambodia, Nepal, Pakistan and the Philippines learned how to write texts for the Internet, developed images, created audio podcasts and produced slideshows.

“Especially in the more journalistically challenging Asian countries, the blogosphere remains the area where journalists can enjoy the greatest amount of freedom,” says Karg. Wherever press freedom is restricted, he says, the Internet offers the greatest opportunity for reporting – especially in unconventional formats.

<http://training.dw-world.de/ausbildung/blogs/bonn2009/>

THREE QUESTIONS TO

Heidrun Speckmann
DW-AKADEMIE Project Manager, Vietnam



You have been working for DW in Hanoi since September. What sort of a reception did you receive at the Voice of Vietnam?

Everyone was very friendly and kind. In fact, many of my current colleagues have taken part in my previous DW-AKADEMIE workshops, so I wasn’t really ‘new’ in that sense.

DW-AKADEMIE

Asia 2009

The focus of DW-AKADEMIE's work in Asia in 2009 was on countries going through processes of democratization or transformation. Strong media are particularly important in such countries. With this in mind, DW-AKADEMIE offers training courses there for journalists and media executives.



Training Young Journalists

The Royal University of Phnom Penh is home to Cambodia's only center for journalism training. This is where the country's young journalists are educated. And it is here that DW-AKADEMIE has been supporting their academic education with practice-oriented radio workshops since 2005.



Consulting Services for the State Broadcaster

DW-AKADEMIE supports the broadcaster Radio the Voice of Vietnam on several levels: in addition to the archive project, DW-AKADEMIE provides consulting services to the broadcaster's new television channel, VOV-TV, and its Internet platform, VOV-News. The focus at VOV-TV is on improving coverage of current events, while efforts at VOV-News concentrate on additional multimedia content. The employees of VOV receive training in new, participative program formats.



Regional Cooperation

DW-AKADEMIE has been cooperating regularly with the two big Asian media organizations, the Asia-Pacific Broadcasting Union (ABU) and the Asia-Pacific Institute for Broadcasting Development (AIBD) for years now. The topics of their numerous annual regional workshops and consulting missions include social media, multimedia platforms, online journalism, network technology and digital archives.



How is the project progressing?

The digital archiving of old tape recordings, which include speeches by Ho Chi Minh, is making good progress. Some 10,000 audio files have been digitized. We estimate that it will take another five years to digitize the tape material, and at least two years to restore the badly damaged tapes.

How will VOV benefit from the project in the long term?

The archiving and restoration expertise which VOV now possesses is unique here in Vietnam and also in Asia. Long-term, the project will improve the broadcaster's quality of programming, help to keep it up to date, and preserve the country's cultural heritage.

HEIDRUN SPECKMANN has been advising employees of the Voice of Vietnam on archiving matters and developments since September 2009. Her posting is being funded by CIM, Germany's placement agency for development cooperation.



Georgia Training for Balanced Journalism

DW-AKADEMIE ran a training course for Georgian television journalists focusing on research and journalistic ethics. In 2010, the long-term project aimed at improving journalistic standards will continue in the three Caucasus republics, Armenia, Azerbaijan and Georgia.

When the Georgian journalist Shalva Ramishvili set about exposing a corruption scandal in 2005, he was taking a big risk – and he lost. Ramishvili spent four years in jail because his research was against the rules. A few weeks after his release, he spoke to young Georgian journalists from state and private radio stations about his case. They had been invited to Tbilisi by DW-AKADEMIE, to

take part in a three-part training course entitled “Investigative Journalism.”

“The title is ambitious,” admits Eberhard Sucker. He is a DW-AKADEMIE instructor and he organized and ran the workshops in the Georgian capital. “Above all, it was about careful research in general and, in particular, about ethical standards in journalism.”

The situation in Georgia appeared to have improved considerably in 2003, for the media as well as everyone else. Following what became known as the ‘Rose Revolution,’ the ousting of the president at the time, Eduard Shevardnadze, and the election of opposition leader Mikhail Saakashvili, all the signs pointed toward democratic change. Since then, there has been growing criti-

cism of the government’s authoritarian style. And media independence received a harsh setback after the brief war between Georgia and Russia over South Ossetia.

“Often, the journalists do not regard themselves as neutral observers. They seldom research the facts, preferring instead to broadcast opinions or unchecked specula-

“Objective reporting is the basis for all reconciliation.”

tion,” according to Sucker. DW-AKADEMIE aims to address this problem with this long-term project.

In the first module, the 13 participants analyzed and evaluated the Georgian media landscape. The second module addressed

Europe/Central Asia



SITUATION IN EUROPE AND CENTRAL ASIA

FACTS AND FIGURES

Most former Soviet republics regularly occupy the lower end of the table in international press freedom rankings. Especially in Turkmenistan, Uzbekistan and Belarus, journalists have little or no room for maneuver. The situation is slightly better in the countries of Southeast Europe, where by now most governments refrain from exercising direct control over the media. Nevertheless, self-censorship, low pay, threats from organized crime and attempts by state authorities to influence journalists continue to hinder the establishment of a functioning media landscape.

TRENDS

Developments in the situation faced by the media in the Russian Federation are likely to be a decisive factor in the overall development of the region. In 2009, there were some encouraging signals from Moscow, including an interview given by President Medvedev to the opposition newspaper Novaya Gazeta, and an increase in socially critical reports in newspapers, radio broadcasts and Internet forums. But there is still no sign of a comprehensive transformation of the system or a move toward true democracy in Russia.

what is known as the “Tagliavini Report” by the European Union, which concluded that Georgia started the war in 2008. “This part of the workshop demonstrated to the participants that journalistic research must always draw on a number of sources in order to be objective and balanced,” says Sucker.

The third module of the training program was held in December 2009. The topic this time was environmental protection in Georgia. “The media have a special responsibility, especially in conflict-sensitive regions such as the Caucasus. Objective reporting, which asks critical questions, highlights misunderstandings and exposes backgrounds, is the basis of reconciliation and democratic development,” says Sucker.

The project continues in 2010 with additional training modules planned for Azerbaijan and Armenia. DW-AKADEMIE now also has a project coordination office in Tbilisi.

“The aim,” says Eberhard Sucker, “is to expand our presence in Georgia and provide even more targeted support to the media in the region.”

Albania A Key Role for the Media



The media can play a special role as Albania gradually moves toward the EU. A comprehensive DW-AKADEMIE project aims to support that process.

“Independent Professional Media: The Road to Europe.” That’s the title of a comprehensive training program for small and medium-sized media enterprises in the fields of radio, print and TV. “Our approach is to provide training to both media executives and journalists,” says project manager Patrick Leusch, “because editorial independence is not just about journalism skills, it’s also about the

business and management aspects of media companies.”

The first three modules in the overall project were aimed at media entrepreneurs and executives, whose publishing independence remains severely underdeveloped in Albania. Many departments are subject to censorship – mainly as a result of economic dependence. “Journalistic independence and media freedom are not a luxury, rather they are a basic precondition for the media business. That’s exactly what we’ve been explaining to executives, while demonstrating to them that they can broaden the scope of

their companies and hence increase their independence,” says Leusch.

It is just as important that journalists receive professional training. That is the focus of the remaining project modules. The broadcasters whose executives have attended DW-AKADEMIE’s workshops subsequently send their journalists for training. “There is a lack of criticism of politicians and other leaders in the country,” says Leusch. He goes on to say that the project runs until March 2011. It is being funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ).

THREE QUESTIONS TO

Aliya Syzdykova
Editor at Radio Tex
Karaganda, Kazakhstan



What effect has your participation in DW-AKADEMIE’s training course had on your work?

A positive one. The first online seminar in Kyrgyzstan was a very useful experience. After that, I started writing for Internet sites. With great success. The training course broadened my horizons.

DW-AKADEMIE

Europe/Central Asia 2009

The former Soviet Republics and erstwhile socialist nations of Central and Southeast Europe remain in a process of transformation. DW-AKADEMIE is active on location there and in Afghanistan and Pakistan, supporting democratization efforts and strengthening the media.

Reporting on the Environment in Russia

So far, environmental issues have played only a minor role in the Russian media. Last year, in cooperation with the Moscow office of the Heinrich Böll Foundation, a group of Russian journalists and DW-AKADEMIE trainers traveled to Lake Aral and the melting glaciers of the northern Caucasus. Specialists from non-governmental organizations showed them the environmental damage and gave them interviews. With the support of the DW-instructors, the journalists compiled ready-to-broadcast reports and took them back to their home stations.

Action Plan for Romanian Public Radio

Since 2007, DW-AKADEMIE has been helping the national Romanian radio service (ROR) to restructure. Following numerous interviews and analyses on all levels of ROR, a "Road Map" was drawn up for the broadcaster, a cost-benefit analysis of ROR's products was carried out and a mission statement was formulated for the broadcaster. The consulting project continues in 2010. DW-AKADEMIE is also supporting ROR's capital city station, Radio Bucuresti, which is due to be relaunched in the fall.

Political Reporting in the Republic of Moldova

Since 2008, DW-AKADEMIE has been continuously expanding its operations in the Republic of Moldova. The main focus of its work is on political reporting in all its facets. In 2009, DW's instructors were able to address the political turmoil there – during a two-week workshop for radio journalists on the topic of election reporting, which was held to coincide with parliamentary elections. The participants reported for their stations on the election campaign and reactions to the victory of the liberal opposition parties. During the training course, they produced two half-hour political magazine programs.



In what respect?

At my second workshop in Bonn and Berlin, an advanced course, I found out how Deutsche Welle works. And that was quite different from what I was used to until then. I began to wish that I could work like that as well. Now I'm trying to work with foreign media, too. The seminar showed me what I am capable of.

What is the greatest challenge for you as a journalist?

When I'm working in my home country I am continuously hearing the words "That's forbidden." And when I hear the word "forbidden," then I know I've got to look into that. Now, there's a challenge!

ALIYA SYZDYKOVA took part in the online training course in Kyrgyzstan and the workshop "Reporting on Germany" in Berlin and Bonn in 2009. The goal of the first course was adapting radio scripts for the Internet. Participants of the second workshop aimed to get to know Germany and learn how to report on it.



Nicaragua

Journalists as Nature Conservationists

Environmental pollution in Nicaragua has reached dramatic levels in some regions. DW-AKADEMIE has launched a long-term project aimed at helping the media to start an information campaign and report on environmental damage. DW-AKADEMIE is also setting up a network of environmental journalists.

“The lakes of Nicaragua are so polluted with chemicals that you could almost develop film in them,” says Dieter Beheng. He adds that “the rivers are drying out and forests are disappearing due to massive timber-clearing.” Beheng works in Latin America as a project manager for DW-AKADEMIE. He visited the Nicaraguan capital, Managua, twice last

year and the focus of both his trips was the same: environmental journalism.

In March, as part of a long-term project run by DW-AKADEMIE, he held a training seminar for twelve journalists from eight local radio stations. “We practiced various forms of journalism – interviews, news, documentaries – and discussed the big issue of environmental protection.” The goal of the project is to improve the quality of reporting on environmental issues and the establishment of a network of environmental journalists. The project is largely funded by the German Development Service (DED) in Managua. Through its projects in the region, the DED has contacts with a number of environmental specialists there. Some of them

were invited to the DW-AKADEMIE seminar as guest speakers.

Nicaraguan activists have been campaigning for years for better environmental protection, especially in the country’s two biggest lakes. One of these is Lake Managua,

“The extent of the damage to the environment demands joint efforts.”

on whose shores the Nicaraguan capital is located. The lake is twice as large as Lake Constance. Nowadays, it is known as the cesspool of Central America: every day, it has to absorb the sewage of 1.2 million people, 60 factories, effluent from the local garbage dump and countless agricultural operations.

Latin America



SITUATION IN LATIN AMERICA

FACTS AND FIGURES

The media landscape in Latin America is characterized by a strong concentration of media ownership in the hands of a few. This is true not only for giants such as Mexico's Televisa or Brazil's TV Globo, it also goes for smaller countries such as Colombia, Nicaragua or Guatemala, where a handful of media companies dominate the national markets. On the other hand, there is a range of print media, local radio and TV stations and Internet publications which have been able to work largely uncensored (with the exception of Cuba).

TRENDS

The rapid spread of the Internet in Latin America has allowed access to information for people who used to be excluded from it. Citizens' media outlets are putting increasing pressure on politicians and accelerating the process of democratization. Nevertheless, there are reverse developments, too: politicians in countries such as Venezuela, Argentina, Colombia or Ecuador are going to increasing lengths to stifle critical media or to influence public opinion through state media. And investigative journalists continue to risk their lives. The number of Latin American journalists murdered by drug mafia is on the rise.

The activists have made some progress: the government has begun taking measures to treat the sewage and has launched an information campaign. The aim is to inform citizens of the measures being taken and to encourage them to do their bit for the environment.

DW-AKADEMIE's idea is to get local radio stations involved. They've been serving Nicaragua's rural communities for some fifteen years now. DW-AKADEMIE is banking on them to support awareness and information campaigns, "by reporting on problems in their communities, and highlighting cultural, political and environmental issues," says Dieter Beheng. Unfortunately, the radio stations are often isolated, in part

due to their limited financial resources, "but the extent of the damage to the environment demands joint efforts," according to Beheng. He goes on to say that this was why the project focused not just on technical and journalism training but also on the establishment of a network of local stations, called "Radiocomunicadores Ambientales." It was launched as an Internet platform in 2009 and it is hoped that it will be used not only to exchange information, but also programs

for broadcast. "This kind of network offers local radio stations more opportunities to influence the population and government and hence to contribute to improving the current situation."

Dieter Beheng returned to Nicaragua in October 2009. This time, his trip was aimed at talking to the directors-general of the local stations. "If the environmental network is to be viable in the long-term, we also need support from the top," says Beheng.

Latin America

Researching for a Wide Audience



DW-AKADEMIE is supporting investigative journalists in Latin America with an unusual project. The award-winning blog “re-visto” is at the core of the project.

If there’s one thing Steffen Leidel insists on, it’s that “re-visto is much more than just a blog.” Leidel is the coordinator of this international media project, which is aimed at promoting investigative journalism in Latin America. “We created this platform to make it easier for colleagues in different countries to network with one another and to provide them with a forum for the theory and practice of investigative journalism,” says Leidel.

Re-visto began with workshops in Bolivia and Peru and already, the blog created by participants has become a valuable instrument for journalists: in 2009, re-visto was voted one of the twenty most useful journalism blogs in Latin America by the renowned independent institute “Instituto para la Prensa y Sociedad,” which is based in Lima.

Participants will also have the opportunity to publish reports on re-visto in the future. In a section entitled “re-visto Ojo” – the eye – they will document information on burning issues in their respective home countries, especially environmental and social issues. “We won’t be exposing a second Watergate scandal but we can pub-

licize problems which have been forgotten or discussed on a local level only,” says Leidel.

In the more remote regions of Latin America, radio remains the most important medium, although the Internet is also on the advance. For local reporters, the Internet often represents the only way of presenting their topics to a wider audience. That’s why Internet skills also play an important role in the re-visto project.

The project is set to continue in the years to come: “In 2010, we will organize workshops in Ecuador and Colombia,” promises Leidel. An expansion of the project to include Central America is planned for 2011.

THREE QUESTIONS TO

Teofíla Guarachi
Radio Pachamama
El Alto, Bolivia



What’s your assessment after taking part in the re-visto project?

For me, a dream has come true. Now I know what investigative journalism really means. It was definitely a big challenge for me. I think all Bolivian journalists should devote themselves more to investigative journalism.

DW-AKADEMIE

Latin America 2009

DW-AKADEMIE supports local citizens' media outlets and state broadcasters in Latin America. Its long-term projects combine training and consulting elements and aim to improve the journalistic and technical quality of their programming. In 2009, projects were implemented in Bolivia, Brazil, Ecuador, Honduras, Colombia, Nicaragua, Guatemala and Peru.

Environmental Reporting in the Amazon Region

In the Brazilian state of Roraima, journalists from nine radio stations based in the Amazon region are learning how to put together audience-oriented reports on environmental issues. In July 2009, the second of a total of three workshops was held in the regional capital, Boa Vista. The journalists are also being supported in their efforts to plan, carry out and exchange environmental reports as part of a network of radio stations spanning the entire Amazon region.

Radio for Young People in Guatemala

One of the focal points of German development cooperation in Guatemala is combating youth violence. DW-AKADEMIE is supporting a project stretching over several years, in which young people from both urban and rural backgrounds plan their own youth programming in cooperation with young radio professionals. The budding journalists learn how to produce attractive and highly participative youth programs. In 2009, the first modules were held in Guatemala City and the rural community of Santiago Atitlán.

Long-Term Projects in Colombia

In Colombia, DW-AKADEMIE supports local citizens' media and the national public television broadcaster with training courses and consulting services on organizational structure. In order to develop a sustainable and long-term structure, employees of six local radio stations brushed up on their journalism skills and basic technical knowledge. The course also touched on management, marketing and audience research. A similar project was carried out for six selected local TV stations, which were introduced to the basics of video journalism. In addition, a comprehensive consulting project was launched in the capital, Bogotá, in the fall of 2009. There, DW-AKADEMIE is helping the national TV station, RTVC, to develop new, citizen-oriented information and cultural programming.



And what personal lessons did you take away from the training course?

I learned to take a much more responsible approach to the issues I report on, to think about the public interest and identify injustices that must be exposed.

What's your next goal?

The most important thing we learned from DW-AKADEMIE's instructors was never to give up, never to throw in the towel, despite all the obstacles that may be placed in our way. With that in mind, I'm now going to set about doing some serious research.

TEOFÍLA GUARACHI took part in the workshop "re-visto Investigative Journalism," which was held in La Paz in June 2009. For more information about re-visto go to www.re-visto.de



Iraq Children’s Television

In September 2009, twelve Iraqi journalists, camera operators and video editors attended a workshop run by DW-AKADEMIE and the Goethe-Institut. During the seminar, which was entitled “For You,” the participants produced a television magazine program for children.

It was the first time Darya Ibrahim had ever left Iraq. A TV journalist from Kurdistan, he took up the invitation by DW-AKADEMIE and the Goethe-Institut to travel to Amman in neighboring Jordan. There, he and eleven other journalists, camera operators and video editors from Suleymaniyah, Erbil and Baghdad took part in a workshop on “television for children.”

“We moved it to Jordan for security reasons,” says Daniela Leese, the DW-AKADEMIE instructor who organized the workshop for Iraqi TV professionals.

“First,” says Leese, “all three teams presented their ideas for a program. Then, based on their proposals, we discussed the situation in which children’s TV finds itself in Iraq.” The result: “We came to the conclusion that, actually, there is not one regular magazine program for children in Iraq.”

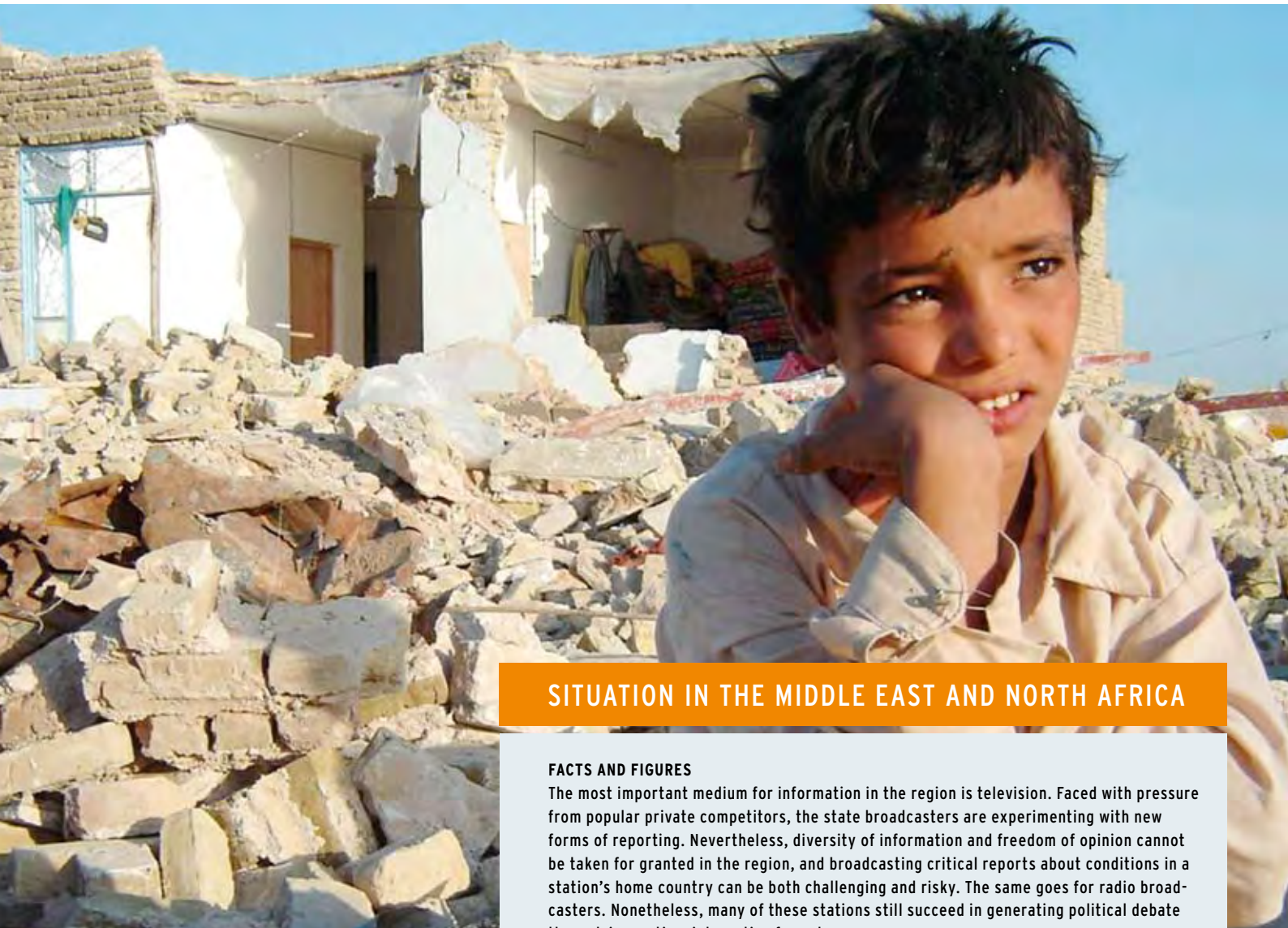
Hence, the goal of the workshop was to identify, research and prepare topics for broadcast in a children’s magazine. “This,” says Daniela Leese, “was an almost exclusively new experience for all the teams.”

The same goes for Aso Tareq, a camera operator from Baghdad, who says he felt like he was learning his trade all over again: “The training course had barely begun when I realized that I might as well forget everything I had learned so far. I started again from scratch at the workshop.”

“I want the children to like my work. So I have to learn to think like a child.”

After the theory comes the practice. In a weeklong production phase, the participants prepared six reports for a pilot program: short portraits, documentaries and service reports – designed for an age group between five and eleven.

Middle East/North Africa



SITUATION IN THE MIDDLE EAST AND NORTH AFRICA

FACTS AND FIGURES

The most important medium for information in the region is television. Faced with pressure from popular private competitors, the state broadcasters are experimenting with new forms of reporting. Nevertheless, diversity of information and freedom of opinion cannot be taken for granted in the region, and broadcasting critical reports about conditions in a station's home country can be both challenging and risky. The same goes for radio broadcasters. Nonetheless, many of these stations still succeed in generating political debate through innovative, interactive formats.

TRENDS

The disproportionately large population of young people in the region will have a decisive influence in the immediate future. Well over half of all people in North Africa, the Middle East and the Arabian peninsula are under thirty years of age. The importance of the Internet as a source of information is growing rapidly for this age group. The number of Internet users has grown more than tenfold since 2000. And because the new medium is so difficult to control or censor, it provides access to unfiltered information and allows a free exchange of opinions.

“The workshop demonstrated the range of narrative techniques with which we can tell stories using TV pictures. I’m going to apply that knowledge in all my future work – and not just for children’s television,” says Aso Tareq.

One of the focal points of the training course was producing different journalistic formats and using them in a magazine program. “One special challenge was working with children as reporters or protagonists,” says Daniela Leese. Sarmand Aldeen, director of the broadcaster I-TV in Erbil, says “The seminar gave me an idea of what it means to work with children. We all had to learn to deal with them, because we are not used to treating them as equals and respecting

their way of thinking.” For Darya Ibrahim, that’s exactly what makes a good television program for children: “I want the children to like my work. So I have to learn to think like a child again.”

The Kurdish journalist also identified another reason for the seminar’s success: “We learned to work in a team.” And he goes on to say “I’m not used to being away from my

family and friends for any length of time. But our team was almost like a second family.” The Iraqi filmmakers will present their magazine to their viewers under the title “ForYou.” Then, in 2010, in-house training courses will be held to develop the teams’ programming ideas and establish children’s magazine programs on Iraqi TV for the long term.

Egypt Looking to the Future with VJs



The Egyptian state broadcaster ERTU plans to put a greater emphasis on video journalists in the future - DW-AKADEMIE has been helping it with a training course in Cairo.

For Abdel Latife Menawi, the top priority is improving his news program. Menawi is director of news at Egyptian Radio and Television (ERTU) in Cairo. He intends to use more video journalists, or VJs for short, in the future. Their advantage is that they work quickly and, above all, alone.

With the support of DW-AKADEMIE, ERTU plans to establish its own VJ department. Last year, an initial three-part training

course was held in Cairo, entitled: "Video Journalism – New Forms of Reporting."

"Our goal," says DW-AKADEMIE VJ instructor Birgitta Schülke, "was to teach the reporters the skills to shoot and edit stories they have researched and developed themselves, and to develop a special language of imagery that lends itself to video journalism." The first module was mainly about passing on technical and journalistic skills. At the end, the eleven reporters produced portraits and protagonist-driven stories.

In the second module, DW-AKADEMIE's team of instructors, Birgitta Schülke and Dirk Thiele, helped the newsroom select the right equipment and establish the struc-

tures that will be necessary to support the VJs. That wasn't as easy as it might sound, says Schülke. "There was nobody there who would have been responsible for the VJs, to commission reports or to approve their work for broadcasting." And the technical support could also have been better. "As a result, we included a camera operator in the third module and trained him to support the VJs."

At the end of the training program, the participants shot five reports on the topic of environmental protection. "Four of them," says Schülke, "were broadcast on current event programs. And they got very good reviews."

THREE QUESTIONS TO

Jens-Uwe Rahe
Project Manager for the
Middle East and North Africa Division



Last year, you arranged a TV seminar for agency journalists. Why? Many Arab news agencies fear losing their status. International and Arab satellite broadcasters often report live on location and thus appear quicker and closer to the events than the stolid state information agencies. The news agencies have realized that they need to serve this market better.

DW-AKADEMIE

Middle East/North Africa 2009

DW-AKADEMIE's projects in the Middle East aim to support the transformation of Arab media towards more pluralism and journalistic freedom. It focuses both on state-run broadcasters which are open to reform, as well as private stations with limited resources. The goal is to promote programs for citizens, with the main emphasis on the needs of the general population.

Media Management and Democracy in Iraq

The role of the media in the establishment of democracy and a civic society was the focus of a course for Iraqi radio and television executives. The German general election in September provided the model: participants came to Germany and experienced the election campaign, election day, and the political parties' post-election analyses. They got to know Germany's public broadcasting system and the mechanisms by which public broadcasters exercise control over themselves. Although conditions in Germany are not the same as those in Iraq, they can provide a point of orientation for the Iraqi media.

Reconstruction in South Sudan

After decades of civil war, journalists in South Sudan must also focus on reconstruction efforts. The 2005 peace agreement between North and South Sudan raised high hopes of political and social dialogue – accompanied by democratic media. This project aims to provide long-term support to the South Sudanese radio broadcaster. With a series of training courses, DW-AKADEMIE helped to professionalize radio reporting, with a special focus on the first free nationwide elections in Sudan in 2010. DW-AKADEMIE is continuing this work by helping to develop a news magazine program.

Moderators of Intercultural Dialogue

Journalists, arts and culture managers and representatives of NGOs frequently find themselves acting as moderators of intercultural dialogue. The workshop "Intercultural Moderation" in Damascus prepared 16 participants from Syria and Lebanon for polite but controversial and target-oriented moderation of debates and discussions. It was the second training course in a series offered by DW-AKADEMIE and the Goethe-Institut in Arab countries. At the end of the training course, participants organized a forum in which they tried out various formats for public debate. They also established a network to promote intercultural dialogue.



Is that enough to survive in the globalized information market? Arab agencies must become more independent. The participants shared that view. One of them complained that a story he did about the oil industry, with extensive background research, was never broadcast.

What was it like working with colleagues from different Arab countries? We had participants from nine nations. They had different points of view, for example, on the Middle East conflict. Many Arab journalists, regardless of where they come from, face the same challenges in the form of state control or censorship.

JENS-UWE RAHE went to Beirut in October 2009 for DW-AKADEMIE, where he organized a TV training course for Arab news agency journalists. Under the coordination of the Federation of Arab News Agencies (FANA), a Beirut-based federation of state news agencies, eleven editors and correspondents from countries from the Maghreb to the Gulf took part.

Responsible and Professional

With the introduction of the Master's Degree in International Media Studies, DW-AKADEMIE has created a unique program for media specialists. It was launched in September 2009 at the beginning of the winter semester.

Why Germany? Natalia Karbasova has to think about it for a while. "To be honest, I don't know. Something has been drawing me here for years." The 23-year-old hails from the southern Russian city of Krasnodar near the Black Sea – not far from Sochi, where the 2014 Winter Olympics will be held.

She has been taking part in DW-AKADEMIE's master's degree program in International Media Studies (IMS) in Bonn since September 2009. She and 20 other students from 13 countries make up the class of the first semester of IMS. "The degree program is fantastic," she says, "because it imparts knowledge from a broad variety of disciplines." This suits the young Russian, "because I still don't know exactly what I'm going to do after I complete the degree." She already has a degree in translation from English and German and has experience as an Internet and print journalist.

The new degree program is aimed at media specialists all over the world. It was initiated by DW-AKADEMIE in cooperation with the University of Bonn and the Hochschule Bonn-Rhein-Sieg. With courses in journalism, media business administration, pedagogics and development cooperation, the program combines the fundamental skills of journalism for a range of media professions with specialist academic background knowledge.

The 21 students were selected by Prof. Dr. Christoph Schmidt, director of the IMS program. He first looked at the applications of some 150 candidates, "and then I called them up, one after the other. I wanted to find out what kind of personalities I was dealing with. What motivated these young people to come to Bonn and study here?"

The criteria included experience working in the media, a university degree and good knowledge of German and English.

The International Media Studies program was launched with the goal of "training and educating responsible and professional journalists," says Prof. Dr. Schmidt.



NATALIA KARBASOVA, RUSSIA

"Solid research is the mark of professional journalism"

Responsible and professional? "For me, that means I must understand that anything I publish has consequences that I must be willing to live with. In that sense, solid research is the mark of professional journalism," says Natalia Karbasova. That, she says, can be very difficult in her native Russia. "Some information is just not available to us," she says, adding that it is particularly difficult for those working in Moscow or reporting on controversial political issues. Changing that, she says, will take time and a great deal of effort by many.

In their first semester, the students analyze the media systems in their native countries. "That gave me a new perspective on Russia," says Natalia Karbasova.

Her fellow student from Kenya agrees. "The degree program allows us to gather valuable global experience in every respect: we examine different media around the globe and meet people who come from completely different parts of the world."

THREE QUESTIONS TO

Prof. Bernd-Peter Arnold
Lecturer in Journalism



What makes the IMS program special?

Firstly, the degree program combines media theory and practice in a novel way. The curriculum is characterized by diversity. In addition, what also makes it special is that it lives and breathes 'internationality' in the true sense of the word.



What's your assessment of the first semester?

The success of the new degree program – and I am deliberately using the term ‘success’ at this early stage – was to a large extent thanks to our collaboration with the Hochschule Bonn-Rhein-Sieg and the University of Bonn. The spirit of partnership we share with them is something that cannot be taken for granted.

The IMS aims to train “responsible journalists.” What does it mean by this?

One of the main aims of this degree program is to make it clear to students what role journalism plays in a liberal society and to give them greater exposure to political and economic issues affecting and affected by the media, because many of them will go on to become media executives.

PROF. BERND-PETER ARNOLD has been a lecturer for DW-AKADEMIE’s Master’s Degree in International Media Studies since September 2009. He lectures in the module ‘journalism.’

Mission Communications

Learning from the pros: Germany's Armed Forces, the Bundeswehr, are among the clients of DW-AKADEMIE's media training services. Officers of the Information Operations Battalion 950 regularly report for duty in Bonn in preparation for their deployment to Afghanistan. Their job there is explaining to newspapers, radio and TV stations what the Bundeswehr and ISAF are doing in Afghanistan.

Pashto or Tajik? "Most Afghans don't like that question. They are Afghans", says Michael Tecklenburg, a DW-AKADEMIE instructor who knows the country at the foot of the Hindu Kush well. Only a few years ago, he organized and supervised the establishment of an international newsroom at the state broadcaster Radio Television Afghanistan (RTA) in Kabul. Now he and his Afghan colleagues are telling Bundeswehr troops about the country before they embark on their tour of duty there.

To start with, the soldiers spend five days at DW-AKADEMIE learning Dari, one of the official languages of Afghanistan. They find out what role the media play there, discuss the security situation and familiarize themselves with some cultural 'Do's and Don'ts.' They discuss how to approach people in Afghanistan and what to avoid when dealing with them. Other issues they address include how Afghans feel after thirty years of war, how they spend their leisure time or what the Bundeswehr's chances are of changing anything.

Nabila Karimi-Alekozay doesn't mince her words. She works as a journalist for Deutsche Welle's Dari service. In her opinion, "The people of Afghanistan are disappointed with the Bundeswehr. The security situation has deteriorated and in the eyes of many locals, the German soldiers spend their days sitting around in their base, doing nothing."

The officers attending the seminar belong to the Information Operations Battalion 950. They will use newspaper articles and radio and TV reports in Dari, Pashto and English to promote the work of the Bundeswehr and ISAF.

For the troops, this training course is about more than just technical media know-how. The aim is to be in a position to work



in a culturally sensitive and hence effective manner. Discussions with people like Nabila Karimi-Alekozay are one way of helping them to achieve this.

"For us," says one of the participants, "it's an excellent opportunity to learn more about a culture that is totally foreign to us." He'll be working as a journalist. He describes the days he spent at DW as "extremely informative and therefore immensely important for the mission".

DW-AKADEMIE has been passing on its expertise in the form of media training seminars for several years now – from classic media training through crisis communications to intercultural media training. The workshops are designed for companies, aid organizations, and institutions which want to improve communication and practice dealing with journalists. The Bundeswehr has been a regular customer of DW-AKADEMIE's intercultural media training services since 2007. In 2009, there were three preparatory seminars for members of the Info Ops battalion.

THREE QUESTIONS TO

Michael Tecklenburg
DW-AKADEMIE instructor



What's the biggest challenge for instructors in a media seminar? The people! You must quickly figure out who you have sitting opposite you, what kind of individuals they are, what their needs and wishes are, why they have come to us. An instructor must be flexible. He cannot offer a universal recipe for success, he must provide individual solutions.



MEDIA TRAINING 2009

DW-AKADEMIE's media training courses are tailored to the specific needs of specialist and executive employees. The services on offer range from interview training through intercultural training to crisis communications. As internationally experienced media professionals, DW-AKADEMIE's instructors are experts in passing on their knowledge and skills. Journalists may also enroll for media training: DW-AKADEMIE offers advanced training in TV, radio and Internet journalism. Most courses can be arranged individually and can combine the most diverse modules - to suit the participants' specific needs.

DW-AKADEMIE's clients include companies and institutions such as the German Foreign Office, the Bundeswehr and Deutsche Post.

Participants can be company spokespeople or Bundeswehr soldiers: What difference does it make to the instructor? None, really! Only the course itself will be different. The press spokesperson will focus on the company's self-portrayal, on its external image. But if they were going to Kabul for their company, they would need some intercultural training, just like a foreign soldier.

What advice do you give to soldiers posted to Afghanistan? Anyone traveling to Afghanistan must acquire some intercultural skills: they must be open to new experiences and they must be willing and able to understand foreign traditions; they must respect other cultures and view diversity as a virtue.

MICHAEL TECKLENBURG is an experienced TV journalist and has been working as an instructor for DW-AKADEMIE since 2005. In Kabul, Afghanistan, he organized and supervised the establishment of an international newsroom at Radio Television Afghanistan (RTA).

“As good as it gets”

Since September 2009, ten new trainees have been learning the journalism trade at DW-AKADEMIE. Here, they will get to know the business of radio, TV and Internet journalism. And they will also find out what it's like to go on an assignment as a video journalist.

“The biggest challenge of all is maintaining a healthy distance from your own story,” says Birgitta Schülke. The DW-AKADEMIE instructor has years of international experience as a video journalist. But is that not the case for all journalists? “Indeed, but we VJs have no camera operator to tell us our idea is useless and no video editor to give us their critical professional opinion on our footage. As a VJ, you have to do everything yourself.”

“The trainees will all receive a multi-media education,” says Bernhard Graf von der Schulenburg, head of journalism training at DW-AKADEMIE. “We offer them the full range of media – from television through radio to the Internet. How deeply involved each individual will get with any particular medium depends on their own talents and inclinations.” What DW-AKADEMIE cannot offer the trainees is comprehensive VJ training. The two-week television course for the trainees is more of an introduction – to TV in general and video journalism in particular.

Birgitta Schülke adds: “The aim is for the trainees to take their cameras and learn the basics of television, dramaturgy and imagery, along with the fundamental techniques for working with a camera.” Therefore, the trainees do not operate alone, like the average VJ, but in teams of two.

“I think it's all very exciting,” says DW trainee Martin Heidelberger during the break. But he doesn't know whether video journalism is for him. On the other hand, his team partner, Artjom Maksimenko, is pretty sure: “VJ – that could be my cup of tea.”

Like Birgitta Schülke, Frank Norden is an instructor and a passionate VJ. He says “If a video journalist is used intelligently by an editorial department, he or she can be a huge asset to the broadcaster.”

How to set up an interview so that both the lighting and the acoustics work? How best to combine the sound bites with the images? To get some practice, the trainees were sent out in the field in teams for an afternoon. Their task was to shoot a short report, 90 seconds long, on the subject of work, the weather or gasoline prices.



Brigitta Moll and Monika Griebeler caught up with a young man who is responsible for making sure the snow and ice are cleared away around the Post Tower in Bonn. He said he'd been on the go for nearly thirty hours but still he agreed to do an interview in the falling snow.

Brigitta Moll is also not sure if becoming a VJ is the job for her. “It's definitely exciting but I want to see what else comes my way,” says the 27-year-old. Monika Griebeler, when asked if the traineeship lived up to her expectations, responds “it's as good as it gets.”

Two days later, at the central train station in Bonn: Martin Heidelberger and Artjom Maksimenko are waiting for a regional train to Dusseldorf. They're hoping to shoot a report about a train driver. In the past few days, they've learned a lot about a VJ's work and equipment. Now it's time for some practical work. “We've talked about several different shots. And we recorded some of the pictures in advance,” says Artjom Maksimenko. But, he adds, in the end it's always about the people being portrayed.

The journey to Dusseldorf takes an hour. That's all the two have left to shoot their story and get to know the train driver.

THREE QUESTIONS TO

Brekhna Saber
DW-AKADEMIE International Trainee
from Afghanistan



What made you become a journalist?

When I came to Germany, I was offered a job as a TV presenter by an Afghan broadcaster. My father was a journalist and my uncle, too. So it's in my blood. Then, when I got an invitation to do a traineeship with DW, there was no going back.



Journalism Training 2009

DW-AKADEMIE's cross-media traineeship offers young journalists from Germany and all over the world well-founded, internationally-oriented training in radio, television and Internet reporting and editing. The traineeships are aimed both at native German-speakers and foreign-language interns. Over an eighteen-month period, the young journalists work with various departments of Deutsche Welle in Bonn and Berlin. They also have the choice of a placement at DW's Studio Brussels or an external station.

APPLICATION DEADLINES Classic traineeships from September 2011|1 March to 31 March 2011
International traineeships from May 2011|1 May to 30 June 2010

And is the traineeship fulfilling your expectations? It goes well beyond what I had hoped for. We can learn a lot, from theory to practice. The working atmosphere is friendly and the instructors are very good and very patient. We're getting excellent training here.

What chance would you stand in Afghanistan right now - as a woman and as a journalist? The security situation is very bad, so I'm hoping to stay with the Pashto service at DW. But I have noticed that more and more women are assuming positions of responsibility in Afghanistan. I think that by giving women jobs, the current government aims to distance itself from the Taliban.

BREKHNA SABER began her international traineeship at DW in May 2009. She comes from Jalalabad in Afghanistan. Her family had to flee to Pakistan when she was still a child. She studied biology in Pakistan and in Bonn.

CONTACT

Director DW-AKADEMIE

Gerda Meuer
gerda.meuer@dw-world.de

Public Relations

Ulrike Meyer
ulrike.meyer@dw-world.de

Project Development

Patrick Leusch
patrick.leusch@dw-world.de

Media and Development

Africa

Dr. Andrea Rübenacker
andrea.ruebenacker@dw-world.de

Asia

Dr. Helmut Osang
helmut.osang@dw-world.de

Europe/Central Asia

Carsten von Nahmen
carsten.von-nahmen@dw-world.de

Latin America

Petra Berner
petra.berner@dw-world.de

Middle East/North Africa

Tilman Rascher
tilman.rascher@dw-world.de

International Media Studies

Prof. Dr. Christoph Schmidt
ims@dw-world.de

Media Training

Udo Prenzel
medientraining.akademie@dw-world.de

Journalism Training

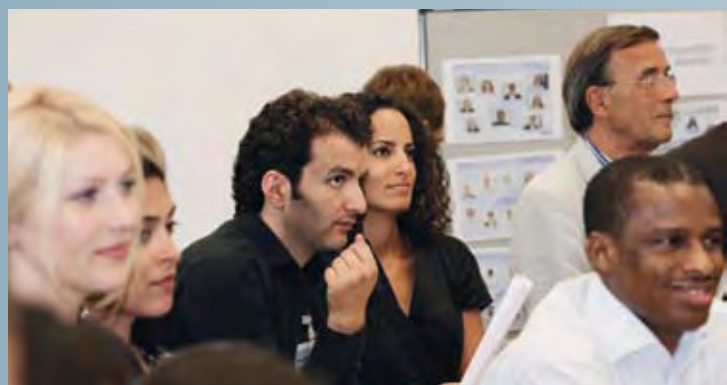
Bernhard Graf von der Schulenburg
bernhard.schulenburg@dw-world.de



1st Trainers' Symposium



Launch of the Master's Degree in International Media Studies



Meeting of former trainees

Conversations & Exchanges



In May, about 200 employees were invited to DW-AKADEMIE's first trainers' symposium in Bonn. They took part in workshops and lively discussions to come up with new ideas and strategies, as well as exchanging tips gleaned from their day-to-day experiences as instructors.



In September, the Master's Degree in International Media Studies was launched, with 21 students from 13 countries. Alongside DW director-general Erik Bettermann, secretaries of state from federal and state ministries welcomed the students of the degree program.



Networking into the early hours: some 70 former DW trainees gathered in Bonn's Bundeskunsthalle in September. They talked, ate and danced - a combination that went down well with all involved.

EFFECTIVENESS

Are targets being reached?

EFFICIENCY

Are targets being reached economically?

RELEVANCE

Is it the right project at the right place and time?

COHERENCE

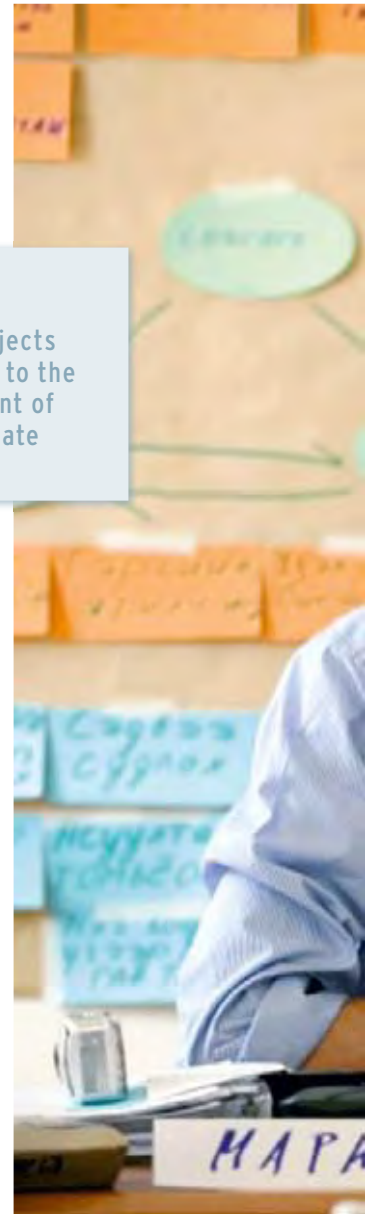
Are the projects coordinated with other development cooperation players?

SUSTAINABILITY

Are the benefits long-term?

IMPACT

Do the projects contribute to the achievement of superordinate targets?



Targets Reached

For the first time since its foundation, DW-AKADEMIE underwent a comprehensive evaluation in 2009 to gauge the extent to which it achieved its media development goals.

Deutsche Welle has been collaborating with partner broadcasters around the world to encourage media development for more than four decades now. Today, the range of services it offers includes training courses for journalists, workshops for technicians, consulting services for entire broadcasters and much more. But how successful are these measures? To find out, DW-AKADEMIE

commissioned the independent institute CEVAL to carry out a comprehensive evaluation of its media development projects between 2004 and 2008. The evaluation was funded by the Federal Ministry for Economic Cooperation and Development.

Together, DW-AKADEMIE and CEVAL first drew up a comprehensive methodological design: a multi-method approach that aimed to include everybody involved and their different interests. Starting with online surveys, DW-AKADEMIE canvassed feedback from former course participants, instructors, and partner broadcasters. Then CEVAL employees traveled to Vietnam, Co-

lombia and Tanzania, to collect data for the country case studies on location. The independent experts conducted interviews and group meetings with partner broadcasters and former participants and evaluated a total of 37 DW-AKADEMIE projects.

“However, it is DW-AKADEMIE’s instructors who enjoy the highest levels of appreciation: 96% of participants say they are satisfied with their work.”

The results are complex – but positive through and through. The study concludes that “target achievement performance can be

Evaluation



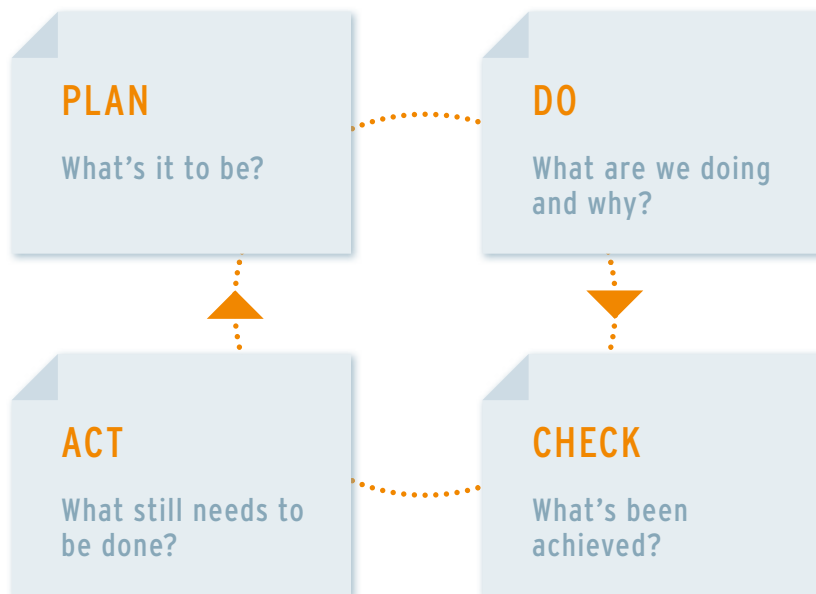
rated as very positive overall.” Closer examination of the results reveals that about ninety percent of clients and partners are satisfied with theory and practice in the training courses. However, it is DW-AKADEMIE’s instructors who enjoy the highest levels of appreciation: 96% of participants say they are satisfied with their work.

But there are negative sides, too. The evaluation points out that the long-term benefits of some projects are negatively affected by a high fluctuation of personnel at the partner broadcasters and by policies and legislation that restrict media freedom. Nevertheless, approximately ninety percent of

DW-AKADEMIE’s partners expressed the opinion that its training courses and consulting services were very beneficial to their own broadcasters and led to improvements in the quality of programming.

The results of the country-specific case studies were also overwhelmingly positive. The partners on location noted their appreciation of the flexibility, professionalism and commitment of the instructors from Germany. Overall, the general assessment was that DW-AKADEMIE works in a very efficient manner that is very well adapted to the conditions in the respective partner countries.

The CEVAL experts agreed. In their report, they had the following to say about DW-AKADEMIE: “The evaluation of the financial aspects of the projects/measures revealed that the cost-benefit ratio is appropriate.” A former course participant chose a more emotional formulation: “The Deutsche Welle training course was very effective and made me what I am. (...) Many thanks for all the help and the opportunities that you opened up for me and the people in my broadcasting station.”



Guaranteeing Quality

DW-AKADEMIE regards itself both as a teaching and a learning organization. In order to guarantee and quantify the quality of its services, DW-AKADEMIE has begun introducing a quality management system.

Guaranteeing quality and improving services – that’s what DW-AKADEMIE’s new quality management system (QM) is all about. It aims to make the success of its projects quantifiable so that this success can be maintained in the future. The evaluation benchmark is the international standard ISO 9001. In future, DW-AKADEMIE will document and ensure the long-term quality of its services in accordance with this internationally recognized

standard. It can then provide its partners, clients and financial backers with an independent seal of quality in the form of ISO certification.

DW-AKADEMIE’s quality targets are oriented to the expectations of clients and participants of our consulting activities, training courses and seminars. They are constantly being evaluated. “DW-AKADEMIE set up its QM system with the goal of fulfill-

THREE QUESTIONS TO

Karl Lippe
DW-AKADEMIE Quality Management Officer



The ISO 9001 standard has established itself internationally. Why is that?

ISO 9001 has become an internationally recognized seal of quality for companies. It is used by numerous educational institutes in Germany.

Quality Management



ing its role as a leading institution of media development cooperation by continuously monitoring and improving the quality of its products and services,” is how it is formulated in a corresponding strategy paper. DW-AKADEMIE’s instructors have a central role to play. In future, the process by which they are selected will be made clearer through transparent and objective criteria for each individual project. Furthermore,

instructors and project managers will receive QM training.

DW-AKADEMIE also aims to improve the quality of its project evaluation techniques. As director Gerda Meuer puts it: “Participant satisfaction levels are an important indicator of the quality of our services.” DW-AKADEMIE’s evaluation system is based on three pillars. First, all participants are surveyed at the end of a course to establish their

level of satisfaction. Then, a year later, they receive a letter asking them about the long-term benefits of the course. Finally, there is an annual survey of instructors to find out what they think of the quality and efficacy of the projects. The results of these surveys are evaluated using statistical methodology and provide a range of indicators which can form the basis for further improvements to the quality of DW-AKADEMIE’s projects.

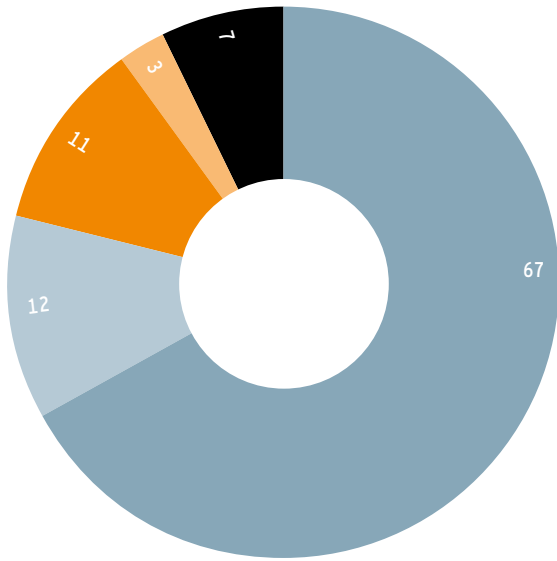
The key to QM is cooperation between all employees. How do you achieve this?

A quality management system maintains and improves the quality of a company’s products or services by clearly documenting and monitoring the processes in which they are produced. It ensures that all employees know what their responsibilities are and how to go about fulfilling them.

What is the mark of quality of DW-AKADEMIE?

I have conducted numerous seminars at home and abroad and I know that our clients value our work because it is professional, practical and tailored to the needs of the respective target group. The QM system and ISO 9001 certification is our way of making sure that we maintain and improve this standard.

KARL LIPPE is an engineer, instructor, project manager and DW-AKADEMIE’s quality management officer. He played a leading role in introducing the quality management system and will continue to develop it in the future.



Annual Statement 2009 | Revenue

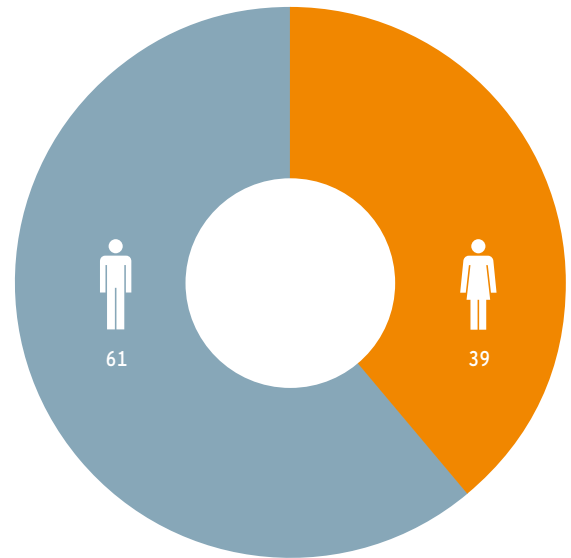
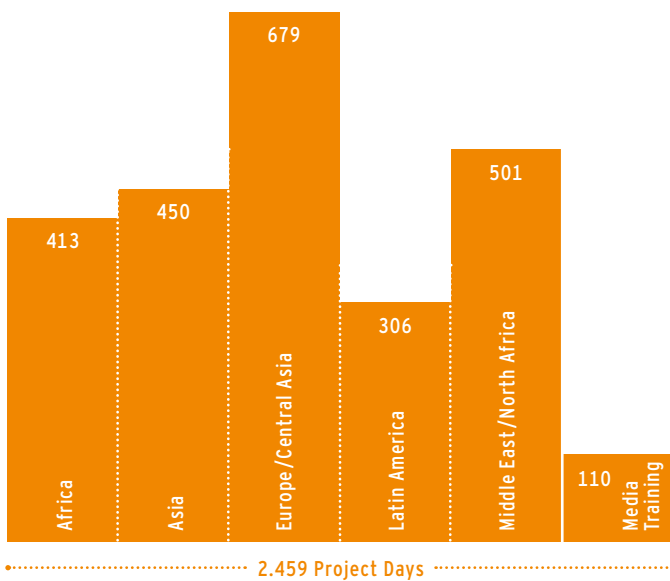
in percent



Unlike the other departments of Deutsche Welle, DW-AKADEMIE's work is not funded by the Federal Minister of State for Culture. About two thirds of its budget comes from the Federal Ministry for Economic Cooperation and Development (BMZ). DW-AKADEMIE is assigned these funds for specific international

media development projects. The German Foreign Office, the Organisation for Security and Cooperation in Europe (OSCE), the European Union and other institutions are increasingly supporting the work of DW-AKADEMIE. In 2009, DW-AKADEMIE's overall budget rose by 4% over the previous year, to € 8,915,484.03.

Facts and Figures



Number of Project Days by Division 2009

Participants 2009

in percent
■ female
■ male

In 2009, DW-AKADEMIE organized and carried out a total of 2,459 project days in the fields of media development (non-profit) and media training (profit), another year-on-year increase. This can be attributed to more efficient use of funds and growing interest among financial backers, who are increasingly aware of the importance of the media in development cooperation. In some transition countries, broadcasters are increasingly in a position to pay for DW-AKADEMIE's consulting services out of their own budgets.

A total of 3,127 people took part in DW-AKADEMIE projects in 2009. Compared to the previous year (2008: 2,546), this was an increase of 23%. At 39%, the proportion of women taking part also grew year on year. The large majority of training and consulting services were carried out on location in DW-AKADEMIE's partner countries (see world map p. 4/5).

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 task also includes contributing to the promotion of the German language.

Deutsche Welle fulfills this mandate with journalistic programming on television, radio and the Internet (www.dw-world.de): TV in German and English, Spanish and Arabic; and on the radio and on the Internet in 30 languages – from Aramaic to Swahili, from Indonesian to Urdu. It has a team of some 1,500 employees and hundreds of freelance workers from 60 countries.

Deutsche Welle's target audience are people all over the world with an interest in Germany and Europe, especially those who have the most influence on important developments and decisions

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

These journalistic programs are 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 medium wave and short wave, and on FM in selected cities.

For more than four decades, DW has been training media specialists in developing and transition countries. It also offers inter-cultural media training courses for management staff at German companies and institutions.

Deutsche Welle is regulated by public law and funded with federal taxes. Its headquarters are in Bonn, where its radio and Internet services are also based. Its TV services are based in Berlin.



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