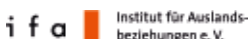
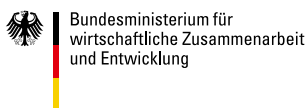




Promoting Media Around the World

2008 Annual Report

Partners



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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 Masters 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.



INTERNSHIP

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



Foreword

The success of a company depends on the sum of its employees' successes. This truism is familiar to private company managers. But it also applies to state-funded media organizations such as Deutsche Welle. It is, after all, the people – our employees – who make our world-wide efforts a success. They convey the values and perspectives which characterize Germany as an established European nation of culture – values such as human rights, freedom and democratic progress.

DW-AKADEMIE's internationally experienced instructors are often at the forefront of these efforts: on location in fragile, non-democratic countries, helping to initiate changes which lead to greater openness, transparency and participation in the media. They continually draw attention to the importance of professional media workers in resolving conflicts and establishing democratic societies.

When DW-AKADEMIE was founded in 2004, Deutsche Welle already had decades of experience in training and educating media workers. But the amalgamation of all these activities into a single, internationally-oriented training institute has resulted in enormous synergies. Today, DW-AKADEMIE belongs to the world's leading providers of training and consulting services for the electronic media in developing and transition countries. It trains Deutsche Welle's own up-and-coming young journalists and offers its clients professional media training courses with excellent facilities.

In this short space of time, DW-AKADEMIE has become a center of expertise whose know-how is in ever greater demand with its partners and clients around the world. The launch in 2009 of the bilingual Masters Degree in International Media Studies will mark yet another milestone. This unique feature will further underscore Deutsche Welle's expertise on international media markets.



Erik Bettermann

In close cooperation with colleagues in Deutsche Welle's radio, TV and online departments, DW-AKADEMIE's employees have been able to focus even more closely on establishing Deutsche Welle as a global multimedia voice for human rights.

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

Erik Bettermann,
Director-General, Deutsche Welle

Technological innovations alone do not bring about freedom of the press

By Gerda Meuer

Ten years ago, few people saw it coming. But today, mobile telephones are spreading rapidly in developing countries. In some – in Nigeria and Sri Lanka, for example – they have overtaken the mass medium of television, and can be of great value to the local population.

Nowadays, simple information such as grain prices or health advice for Malawian women, reaches rural areas via text messages. It is also how news can reach Iraq or Zimbabwe. A text message on a mobile phone is cheaper than a call, immediately reaches the recipient and makes censorship difficult. Internet-capable mobile devices make communication possibilities appear almost endless.

DW-AKADEMIE is constantly monitoring these types of innovations and is adapting to them, flexibly tailoring its range of consulting and training services in step with the latest developments. At the same time, the dynamics of change differ from one region to another. They can even vary within a single country, depending on existing structures and economic development.

Solutions for rural regions in Africa, for example, will differ significantly from those for more urban areas in Asia. The success of projects will increasingly depend on how well DW-AKADEMIE understands the level of development and the needs of users on the ground.

This is one reason why DW-AKADEMIE began to concentrate its resources in 2008. Just a few years ago, our training center was present in well over 100 countries. Today, we work with considerably fewer permanent broadcasting partners. We are increasingly working with integrated project-specific or country-specific concepts, cooperating with various national and international training and funding partners, and this way offering support to broadcasters and media systems on various levels. These processes of change demand a high level of adaptability from DW-AKADEMIE as its training and consulting expertise must now cover a much broader range.

Freedom of information is not automatically brought about by technological innovations. The places and the way in which



GERDA MEUER
Managing 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 to foreign countries including Japan and Chile.

we work may have changed, but our goal remains the same: working hard to give as many people as possible access to free and independent information and to assist and support democratic processes wherever we can. This is all made possible by our financial backers, first and foremost the German Ministry for Economic Cooperation and Development.





Congo

Peace Journalists in the Crisis Region

In one of the world’s bloodiest conflict zones, DW-AKADEMIE trained 14 journalists and technicians in a two-week workshop. Participants learned how to conduct sensitive research and work responsibly in conflict situations.

“You cannot view conflicts neutrally but you should at least try.” Aloys Batungwanayo knows what he’s talking about. The Burundian is the most well-known peace journalist in the region and an instructor for DW-AKADEMIE. He is a correspondent with the news agency AFP (Agence France-Presse) and works for the Burundian radio broadcaster “Isanganiro” in Bujumbura. “There,” he says, “former Tutsi military personnel sit in the same office as former Hutu rebels and produce reports together.”

In October 2008, Batungwanayo traveled to the Democratic Republic of Congo to work as an instructor on a new DW-AKADEMIE project, this time in Bukavu. In a joint project entitled “Conflict-Sensitive Journalism and Quality Assurance in Radio”, DW and the German development aid organization Eirene invited 14 journalists and technicians from seven radio stations in Bukavu to take part. Together, they aimed to work on the journalistic and technical quality of their reports and learn about the responsibilities of media workers in crisis regions.

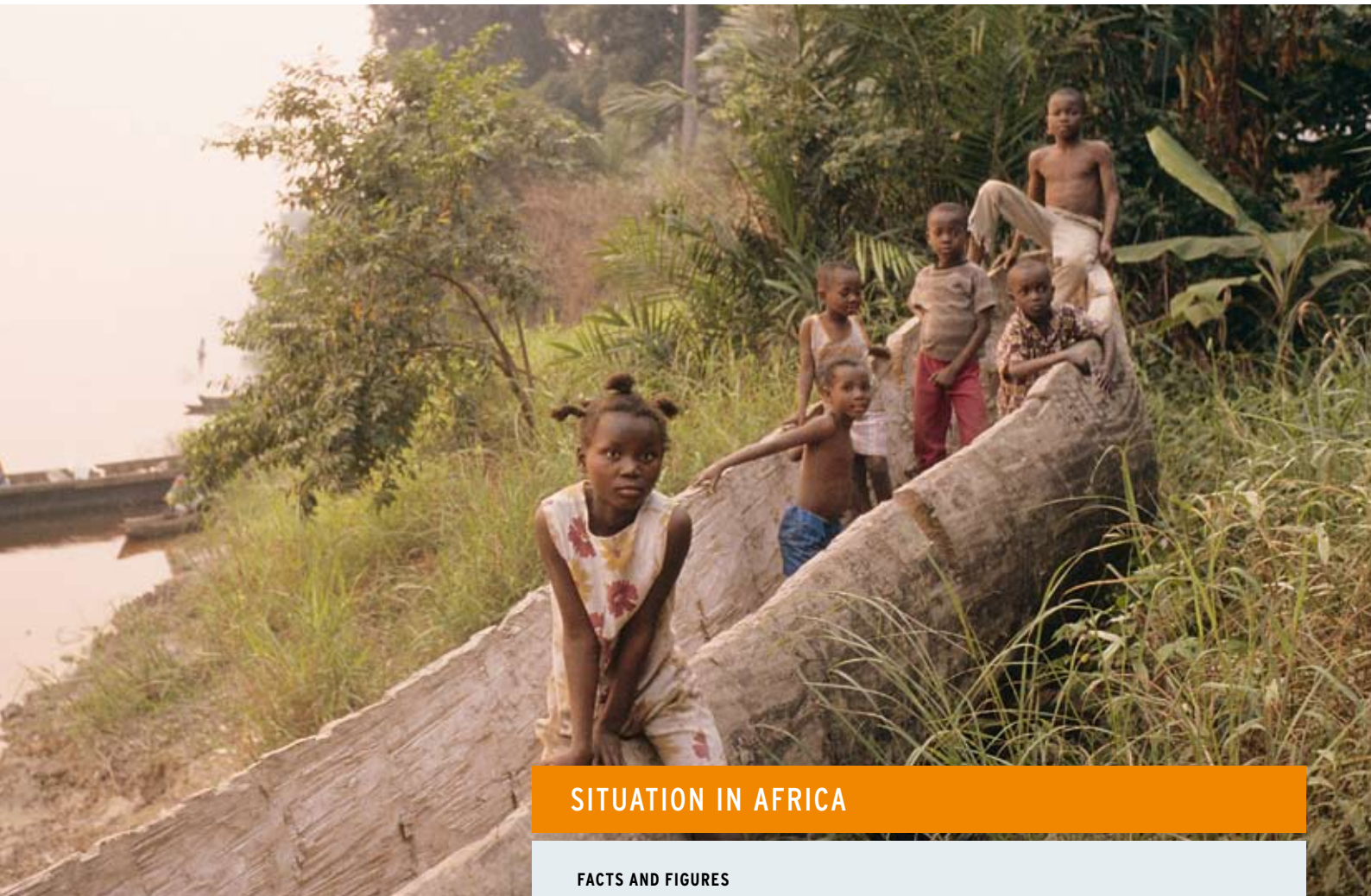
At the beginning of the project, participants introduced themselves to the group with short reports they had produced themselves. According to DW-AKADEMIE project manager, Michael Tecklenburg, “It

quickly became clear that the participants’ professional skills were limited.” Over the following two weeks, the technicians practiced working with the editing software and digitizing and archiving audio recordings, while the journalists learned more about

“A journalist loses his credibility when he surrenders his objectivity”

the nature of conflict-sensitive reporting. Batungwanayo shared with participants stories about his own experiences as a war zone reporter in East Africa. The peace journalist stressed that “A journalist loses his credibility when he surrenders his objectivity.” He warned participants against allowing themselves to be manipulated for political means and becoming part of the conflict themselves.

Africa



SITUATION IN AFRICA

FACTS AND FIGURES

Africa's journalists work under the most difficult conditions. In 2008, the flash points included the Democratic Republic of Congo, Eritrea and Somalia. There, journalists were threatened, imprisoned and censored. There is also a severe lack of technical infrastructure. There are fewer than 200 TV stations on the continent, newspapers are only available in the capitals and other large cities, and the Internet is still in its infancy.

TRENDS

In 2008, the governments of Botswana, Zambia and Kenya implemented measures to regulate the media even more closely. In other African countries, working conditions for journalists improved - for example, in Namibia, Mali, Togo and Liberia. Peace journalism initiatives in crisis regions and war zones are beginning to show results.

“Conflicts should never be allowed to end in violence. They must be solved in a positive, creative fashion. And we as journalists can and must contribute to this,” says Batungwanayo.

While the training workshop in Bukavu was being held, the war escalated in eastern Congo. The Congolese army, the Mai-Mai militias and the rebels led by General Laurent Nkunda from Rwanda fought fierce battles, particularly in the region around Goma. Villages were plundered and inhabitants killed, raped or conscripted. This unexpectedly gave workshop participants first-hand experience in conflict-sensitive reporting. They researched a report on refugees who at night had fled in their boats across Lake Kivu to Bukavu. It was a difficult, multi-faceted assignment, filled

with personal emotions. Time and again, the course participants' memories of their own experiences welled up, says Michael Tecklenburg. At the same time, this seasoned instructor says, they also learned much from this experience. “They realized that with their features and reports, they could adopt a stance and contribute either to fueling or to pacifying conflicts.”

The cooperation between DW-AKADEMIE and Eirene is already achieving results: the seminar participants still meet regularly to produce reports aimed at conflict resolution. Every two weeks, their features are broadcast by the seven stations involved.

Nigeria A TV Project on Human Trafficking



In late 2008, in the course “Exchanging Reporting Skills”, television reporters from Germany and Nigeria together carried out research in Benin City and Berlin. Their topic: human trafficking.

Every year, more than 100,000 Nigerians, mostly young women, attempt to escape poverty and try their luck in Europe. Human traffickers can charge up to 80,000 euros for providing the young women with a passport, a visa and a plane ticket. Before these victims even realize the true cost of their dream, they are sold to smuggling rings in Africa and Europe.

Twelve journalists from Nigeria and Germany did their own research: for two weeks in November and December 2008 they investigated in Nigeria’s Benin City, and then carried out a further two weeks of investigations in Berlin and Frankfurt.

The aims of this bi-national project were ambitious: on the one hand, the reporters were to provide a comprehensive investigative portrayal of human trafficking; on the other, they were to learn from one another. “An inter-cultural training course like this one gives the journalists an opportunity for highly valuable exchanges,” says Christopher Springate of DW-AKADEMIE,

“particularly with such a complex issue as human trafficking.” During their research, the journalists spoke with victims, detectives and employees of government and non-governmental organizations. They often saw first hand the precarious living conditions in Nigerian villages, from where most of the young women set off for Europe. They spoke with traditional juju priests about the role of voodoo magic, with which the victims are cursed and then later blackmailed. They also found girls from Nigerian villages in the red light districts of Frankfurt, where they had been forced into prostitution.

THREE QUESTIONS TO

Dr. Andrea Rübener



What are the challenges for DW-AKADEMIE in Africa at the moment? Many journalists there have an admirable approach to their profession. But they are often impeded by politicians, advertising clients or the management of their own broadcasters. That is why we want the management of these broadcasters to be more actively involved in our courses.

DW-AKADEMIE

Africa 2008

DW-AKADEMIE offered a broad range of training courses and projects in Africa in 2008 - from workshops for election reporters in Angola and South Africa through training for video journalists in Ghana to supporting technicians in Zambia.



Key Figures for Development

The focus was always on media workers who are considered key figures in their home countries. Because increased professionalism can contribute to a greater diversity of opinion and democracy, DW-AKADEMIE concentrated on training journalists in countries where governments are already making efforts to enhance press freedoms. In 2008, these included Benin, Ghana, Mali, Mozambique, Zambia, South Africa and Tanzania, where DW-AKADEMIE focused on supporting independent broadcasters.



Conflict Reporting and Management Training Courses

The workshops focused particularly on issues such as health, economics and environmental protection. In crisis regions and war zones such as the Democratic Republic of Congo, DW-AKADEMIE organized training courses in conflict-sensitive reporting. However, DW-AKADEMIE's projects in Africa were not aimed solely at journalists. Technicians and media management were also offered advanced training. DW-AKADEMIE organized training in personnel development, program management and financial planning in South Africa, Uganda and Mozambique.



Developing Networks

2008 showed once more that it is important, especially in the long term, to offer training courses on a transnational level in Africa. The networks of journalists thus created are not only well-suited to preventing conflicts, they also serve as a forum for ideas and offer their members a certain amount of protection against persecution. In order to improve the quality of reporting on transnational trade in Africa and exchange information more easily, DW-AKADEMIE helped business journalists to establish a series of regional networks. They were accompanied by training courses for West African journalists in Senegal and for media workers from the East African Community in Tanzania.



How much freedom do journalists have in Africa nowadays? There is some freedom in most African countries. But it also requires courageous journalists and management teams committed to professional journalism. Journalists must also earn enough to be able to inform their listeners and viewers independently and without the risk of corruption.

What influence do the media have on Africa's development? Conflicts can be ignited or waged through the media, but they can also be prevented by the media. Professional journalism can promote positive economic and social development. That's what makes our courses so important.

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Vietnam Cultural Heritage Accessible Once Again

Some 30,000 hours of analog audio tape in the archives of the broadcaster Voice of Vietnam, VoV for short, were on the verge of decay in this tropical climate. The tapes included unique recordings of Ho Chi Minh, performances by the VoV orchestra and in-house radio drama productions. In 2003, to preserve this part of Vietnam’s cultural heritage for future generations, VoV and DW-AKADEMIE started an extensive joint project to digitize the recordings.

DW-AKADEMIE helped establish a new digital archive at the Vietnamese public broadcaster in a total of five phases. “In Europe, we have twenty years of experience in archiving digital data. We passed this expertise on to our Vietnamese colleagues,” says DW-AKADEMIE project manager Heidrun Speckmann.

After initial meetings and discussions in 2004, a delegation of engineers traveled to Bonn to take a look at DW’s archives. “Then we started planning and implementing the VoV archives,” according to Speckmann.

It may sound easy, but it cost time and money. All the available material had to be reviewed, and archiving technology had to be developed. An archiving system was also required, as well as what’s known as a ‘meta-archive’ comprised of keywords with which today’s VoV staff can find specific historic sequences in the broadcaster’s stores. “The archives are the heart and soul of any broadcaster,” says Heidrun Speckmann. But the audio material is not just relevant to the broadcaster. “VoV is in possession of unique documents of great historical value. They are part of Vietnam’s cultural heritage. If these historical records

were inaccessible or even destroyed, part of the Vietnamese identity could be lost with them,” fears Speckmann.

The oldest VoV recordings date back to 1945. Since then, the condition of some tapes has seriously deteriorated. “The tropical climate is very hard on the recordings,” according to the project manager. Therefore,

“We were able to digitize recordings which we thought had been lost forever“

as part of an additional training program entitled ‘Audio Tape Restoration’, VoV and DW-AKADEMIE have begun restoring badly damaged recordings. “The scale of the damage was enormous. It would not have been enough to use the tried and tested scientific methods. So we had to resort to using experimental techniques.” With great success, as it turns out. “We were able to



SITUATION IN ASIA

FACTS AND FIGURES

In 2008, the media landscape in Asia was characterized by sharp contrasts: between state-controlled broadcasters and the increase in the number of commercial entertainment channels, between high-tech media in the population centers and traditional media in poor or rural regions. The Internet and mobile telecommunications are becoming increasingly important: restrictions on freedom of opinion or expression are being bypassed by independent blogs and forums, text messages, and digital photos and videos (China, Vietnam and Myanmar).

TRENDS

Laos is gradually opening up to the media and will soon have a media law. Bhutan held its first ever free parliamentary elections and the media are practicing independent and balanced reporting. In Indonesia, the Philippines and Nepal, the number of local radio stations continues to grow, while India is about to approve licenses for several thousand community radio projects. In Pakistan, the media face the challenge of overcoming politically or religiously motivated pressure.

digitize recordings we thought we had lost forever,” says Heidrun Speckmann with relief.

The final phase of the training project took place in 2008. It was aimed at optimizing the broadcaster’s overall server structure and above all, its future archives. Nevertheless, the project is anything but over. The analog material is still being digitized and the process is expected to take at least another five years. By then, it’s hoped that all the historical recordings can be accessed via the new meta-archives just as quickly as the new, digitally-produced productions. And not just in the broadcaster’s headquarters, but also in its regional branches.

The success of the project is not limited to the technical level. “It’s a joy to watch employees who had little or no knowledge a few years ago now running the system

themselves,” says Heidrun Speckmann, who coordinated the project from the beginning. The engineer has been honored for her work in Vietnam with the VoV’s ‘Radio Broadcasting Award’. And what about her plans for the future? “DW-AKADEMIE

places great importance on regional dialogue. So it would be ideal if our colleagues in Vietnam, with our help and assistance, could pass on their new expertise and experience to other broadcasters in the region.”

Bhutan A Key Role for the Media



It was a special year for the Himalayan country of Bhutan: 2008 saw its first democratically elected parliament, a new constitution was signed and a new king crowned. It's a transformation that has also had huge implications for the country's media.

The formerly state-run TV and radio broadcaster Bhutan Broadcasting Service, BBS for short, plays a key role in the country's media. Today, the broadcaster is governed by public law and is facing increasing competition from local, private stations. The new

director-general of BBS, Perma Choden, says her priority is to improve the quality of the broadcaster's reporting – with the support of DW-AKADEMIE. "We have to change the way we work," she says, "otherwise we will be unable to meet new challenges and exploit new opportunities." From July to October 2008, DW-AKADEMIE ran training courses for TV and radio journalists at BBS. "Our goal was to show the young journalists how they could contribute to political, inter-ethnic and social dialogue," says DW-AKADEMIE project manager Thorsten Karg. To back up the project, consultants

from DW-AKADEMIE traveled to the capital Thimphu in November and December that year to design a new blueprint for a more efficient organizational structure, improved programming and better personnel management. "The new political situation represents both a challenge and an opportunity for journalists," says Karg. He adds that since the opposition occupies just two seats in the new national assembly, it will be largely up to the media to keep a critical eye on the new government's work. "But first," he says, "they need to get used to their new role as the country's 'Fourth Estate'."

THREE QUESTIONS TO

Dr. Helmut Osang



What are the challenges for DW-AKADEMIE in Asia at the moment? Turning our long-term projects in Laos, Vietnam, Cambodia, Nepal and Bhutan into long-term successes – so that they become a stimulus for indigenous, local processes of change in people's understanding of information and communication as essential driving forces of social progress.

DW-AKADEMIE

Asia 2008

DW-AKADEMIE has a policy of long-term cooperation with selected broadcasters in Asia. This focus is of particular benefit to the media in countries which are embarking on tentative processes of democratization and transformation.



Working in Sensitive Places

The most important host countries for projects in the region include Bhutan, Vietnam, Laos and Cambodia, where the mass media have a key role to play in the democratization process. In recent years, DW-AKADEMIE has been able to build up a great sense of trust, especially in Vietnam and Laos. This has made it possible to establish projects to promote a freer and more independent media landscape.



DW-AKADEMIE Supports German Development Goals

Working in close cooperation with the German Ministry for Economic Cooperation and Development (BMZ), DW-AKADEMIE also supports German development goals in Asia. Important issues include environmentally sustainable policies, democratization, human rights, achieving the UN's millennium goals, and conflict transformation.



Peacekeeping, Democratization, Environmental Protection

In 2008, DW-AKADEMIE implemented projects aimed at securing peace and preventing conflict in Cambodia and East Timor. In Laos, Cambodia, Vietnam, Bhutan and Nepal, it organized training courses for private broadcasters on regional and local levels. The focus of these projects was to strengthen and develop media and press freedoms in the region. One of DW-AKADEMIE's main aims is to support efforts to promote greater media openness and plurality in the region.



How much freedom do journalists have in Asia nowadays? Self-censorship can often be more limiting than the restrictions required by the censors or information ministries. There is a lot of leeway for journalists in areas such as social problems, the environment and business. And it is now possible for everyday people to speak their mind and to have their concerns treated in a constructive manner.

To what extent can the media influence democratic development in Asia? They could have a potentially decisive influence if the mass media would abandon the policy of copying each other's entertainment trash. In my opinion, our role is to encourage listener-oriented and viewer-oriented reporting – a concept still in its infancy in much of the region.

CONTACT

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Kosovo Training in a Divided City

With a workshop for journalists and broadcast managers, DW-AKADEMIE aimed to help overcome ethnic divisions between Serb and Albanian journalists in Kosovo.

The conflict continues to simmer in Kosovo. Ten years after the Balkan wars, the former Yugoslav Republics remain in turmoil, and inter-ethnic tensions continue to hinder a long-term peace process. With the project 'Reporting Without Borders', DW-AKADEMIE aimed to train young Serb and Albanian journalists and programming executives together in the Kosovo city of Mitrovica. This city on the banks of the

river Ibar has been divided since 1999: some 60,000 ethnic Albanians live to the south of the river, some 13,000 Serbs to the north. The city is still patrolled by KFOR peace-keeping troops.

"Our training course was aimed at promoting mutual understanding across ethnic lines," says Carsten von Nahmen, division manager for Europe and Central Asia. "But for now," von Nahmen admits, "we've failed to reach that goal."

When planning the project, DW placed its hopes in Kosovo's multi-ethnic radio stations. "We had been working with these stations from very early on," says von Nahmen. But many stations had stopped operating

and multi-ethnic radio had reached a dead end in Kosovo. "There's no longer any way of bringing Serb journalists and their Albanian counterparts together in one place in Kosovo," says von Nahmen with regret. The problem: many journalists, especially on the Serb side, feel threatened by nationalist forces and prefer not to cooperate with their counterparts on the far side of the river.

"Our training course was aimed at promoting mutual understanding across ethnic lines"

"Clearly, the concept of a radio station which broadcasts in Albanian as well as Serbian, Romany and perhaps even Turkish is

Europe/Central Asia



SITUATION IN EUROPE AND CENTRAL ASIA

FACTS AND FIGURES

Countries such as Belarus, Russia and the Central Asian states regularly occupy the lower ranks in terms of press freedom. Even in countries such as Kyrgyzstan and Georgia, once considered the most promising states in the region, the trend has been towards more autocratic governments. Unresolved ethnic conflicts restrict the freedom of the media in countries such as Bosnia-Herzegovina, Kosovo and Moldova. The same applies to tensions between states such as Georgia and Russia or Armenia and Azerbaijan. In many countries, critical journalists are threatened by religious fanatics, radical nationalists or corrupt officials and organized criminals.

TRENDS

There have been positive developments in some southeastern European countries such as Serbia, Montenegro and Croatia, where the media are more or less free of state interference. However, self-censorship, low pay and inadequate training remain major obstacles on the road to a functioning, professional media landscape.

not attractive to the public at large,” admits Carsten von Nahmen. He adds that people are interested in news “from the other side” but only in their own language. This, he says, is why DW-AKADEMIE decided to split up the training course. In close cooperation with the Albanian Association of Journalists and the organization ‘Community Building Mitrovica’, it set up two workshops for Albanian journalists focusing on the subjects of ‘Reporting in Conflict Situations’ and ‘Investigative Journalism’. On the Serb-dominated side of the city, DW-AKADEMIE tried to set up a programming consulting course for Radio Kontakt Plus, one of the region’s most popular broadcasters. But ma-

nagement there called the course off at short notice. “In the end, not even our emergency plan was a success,” says von Nahmen. However, new contacts were established

with Serb media in Kosovo. Von Nahmen is convinced that “Given the tense situation in Kosovo, there is no alternative to professionalizing media workers there.”

Central Asia

Networks for Greater Press Freedom



In order to facilitate exchange between journalists in Central Asia, DW-AKADEMIE initiated a transnational Internet forum. The aim is to make a fundamental contribution to future press freedom in the region.

It was much more than just a project on 'Internet Journalism': "Our goal was to develop and expand contacts between journalists throughout the entire region." To achieve this, DW project manager Mathis Winkler and his team traveled several times to Kyrgyzstan, Tajikistan and Kazakhstan.

The first step was to improve the Internet sites of selected broadcasters. This was only difficult in Kazakhstan, where the partner broadcaster called off the project at short notice and the workshops were cancelled.

The second step was to set up and promote the Internet forum 'Zhurnalisty.info' with local journalists from all three Central Asian countries. "In Tajikistan, we secured the support of the Media Resource Center. We were given the opportunity to introduce the new Internet portal to the Tajik journalists at their regular weekly meeting," says Winkler. In Kyrgyzstan, his team organized a panel discussion on the subject of online

journalism. And in Kazakhstan, they presented 'Zhurnalisty.info' at the Association of Journalists.

The DW specialist is convinced that this kind of networking is of immense value to such a vast region as Central Asia. "The forum," says Winkler, "aims to serve as a virtual meeting place which offers journalists from all three countries the chance to exchange information beyond the borders of their individual countries." That way 'Zhurnalisty.info' can promote press freedom and strengthen the position of journalists in the region. "The first step towards this," says Winkler, "has now been taken."

THREE QUESTIONS TO

Carsten von Nahmen



What are the challenges for DW-AKADEMIE in your region at the moment? They certainly include the journalists' poor training and the obstruction of independent media by politicians, criminals and nationalists – or, as in Afghanistan – by religious fanatics. Then there's the tendency towards self-censorship: often, the existing freedoms are not taken advantage of.

DW-AKADEMIE

Europe/Central Asia 2008

In 2008, DW-AKADEMIE conducted a total of 42 projects in Eastern and Southeastern Europe, the Caucasus and Central Asia. It helped build up professional structures in emerging democracies and states undergoing reforms, supported independent media in authoritarian systems and encouraged efforts to maintain professional and ethical standards in crisis and conflict situations.

Training Courses in the Basics of Journalism

DW-AKADEMIE has expanded its operations in countries where the facilities and opportunities for training and further education for journalists are inadequate, especially in the former Soviet Republics. By offering training courses in the basic forms of journalism – such as news, reports and interviews – DW-AKADEMIE aims to improve the professional and ethical standards of local media and thus make it possible for greater participation by the public at large in processes of social opinion-forming.

Core Issues

Consumer protection magazine programs for the Ukraine, documentaries on the environmental situation in Kyrgyzstan, investigative journalism in Georgia – the range of training courses is based on the needs of partner broadcasters in the respective countries. The journalism training courses are supplemented with special seminars for management and consulting services for broadcasters. In Lithuania, DW-AKADEMIE is helping the public broadcaster LRT to modernize its structures and facilities and in Romania, it is supporting the state radio broadcaster ROR in its restructuring efforts.

Helping in Crisis Regions

Since 2002, DW-AKADEMIE has been involved in efforts to establish a pluralist media landscape in Afghanistan – a country ravaged by war and fundamentalism. Providing the population with an adequate supply of relevant information is hampered not only by the tense situation, but also by poor professional and ethical standards among the local media. DW-AKADEMIE's main partners are the private stations Ariana, Tolo and Shamshad, as well as the state broadcaster RTA.



Why does DW-AKADEMIE place such emphasis on the Internet in Central Asia? The Internet offers the greatest freedom in a region where the media are closely regulated and censored by the people in power. That's why our efforts to establish and develop informative online services are an important additional aspect of our work with partner broadcasters.

What role do the media play with regard to the conflicts in the region? The media can help prevent conflicts – or, in a post-conflict situation, they can help to ease tensions. "All" they have to do is to carry out their basic duty: to concentrate on facts, report in an objective and balanced fashion and allow as many sides as possible to express their views.

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Colombia News for the Provinces

In many parts of Colombia, local citizens' radio and TV stations are performing important media work. Yet often, employees at these TV and radio stations lack the basic journalistic skills.

For four weeks, the miners of Montelíbano-Córdoba had to go without their local broadcaster, Telemontelíbano. Instead of regional news and information, all they could watch were music videos – around the clock. The reason for this was that Vanessa Ramos Hernández and Francisco Alejandro Martínez Zapata, the only employees at the local TV station, had traveled to Barranquilla – at DW-AKADEMIE's invitation.

Citizens' broadcasters such as Telemontelíbano are becoming increasingly influential in Colombia. They could yet prove to be the key to peace and greater democracy in this divided country. Since the outbreak of civil war-like conflicts in 1983, the security forces, paramilitary organizations and drug Mafia have been engaged in an extremely brutal struggle, with the result that ever more people are fleeing from rural areas to the cities and poverty is constantly on the rise. Despite a relative lull in the fighting, the situation in this South American country remains very tense.

"In this situation, access to reliable and relevant information is of enormous value to the people in rural areas," says DW-AKADEMIE

project manager Matthias Kopp. "The citizens' broadcasters provide an important platform for information, debate and education. They are in a position to start democratic and peaceful processes." But first, they require training in the basics of journalism.

"Here, television is basically newspapers with moving pictures"

Neither the 19-year-old Vanessa Ramos Hernández nor the 22-year-old Francisco Alejandro Martínez Zapata of Telemontelíbano have any formal training in journalism or media technology. Their home-made broadcaster does not even have a news program. DW-AKADEMIE offered them and ten other employees at local broadcasters two, 14-

Latin America



SITUATION IN LATIN AMERICA

FACTS AND FIGURES

2008 was a dangerous year for journalists in Latin America. In particular, journalists reporting on issues such as drug trafficking and corruption faced repression, persecution and even murder, with the result that most journalists kept quiet about controversial issues. Another fatal factor for press freedom in the region is the concentration of the media in the hands of just a few private and generally government-backed individuals and organizations.

TRENDS

There are some rays of hope: in Bolivia, for example, where work has begun on the establishment of a press council based on the German model; and in Colombia, where citizens' broadcasters now have a firm legal basis. But at the same time, new state-owned propaganda broadcasters are being set up, for instance in Venezuela and Ecuador. In terms of development policy, local broadcasters in the cities and rural areas are playing an increasingly important role. As well as citizens' radio, citizens' television is also gaining influence.

day training courses in news journalism, held in July and December 2008 in the northwestern Colombian town of Barranquilla.

While one music video after the other went on air in Montelíbano, Vanessa and Francisco were learning what TV could offer them and their home town. They developed subject ideas, researched the issues and produced their first reports.

"Here, television is basically newspapers with moving pictures," say the journalists. During the training, however, they learned in practical exercises how lively, viewer-oriented TV journalism works. "Putting together a report with pictures and sound bites and only then adding the script was an entirely new experience for us," said Vanessa

and Francisco after their first training course. A few months later, in the second training course, they produced a half-hour magazine program. "The reports did not always achieve professional standards," says Matthias Kopp. Nevertheless, he considers the course a success. After all, the participants had practiced their new skills in the time between the two workshops and improved the quality of their products. And they also linked up to form a new network, a development that could pay

off very soon: the Colombian government says it wants to help broadcasting networks fund the production of educational magazine programs for the local population. "That," says Kopp, "would be the kind of financial support these tiny stations urgently need."

Back in Montelíbano-Córdoba, the music videos are no longer being broadcast. Instead, there is a news program – the first in the history of Telemontelíbano.

Bolivia Learning Under Everyday Conditions



A long-term project for three local broadcasters in Bolivia came to an end with a final on-site consultation. In the last stage of the project, DW-AKADEMIE trained the stations' journalists, technicians and managers. The main focus was on improving editorial procedures under everyday conditions.

'Asesoramiento en calidad periodística y técnica' was the title of the last training course in the three-year project which ended in late 2008. A team of DW-AKADEMIE specialists visited the three radio stations Radio

Juan XXIII, Radio Santa Cruz and Radio ACLO. Their staff had already taken part in two DW-AKADEMIE training courses in La Paz. "The next step was to advise them at their own broadcasting stations, in their day-to-day routine," explains DW-AKADEMIE project manager Heidrun Speckmann.

Are the broadcasters reaching their target groups and what journalistic methods are they applying to do so? DW-AKADEMIE's seminar was aimed at answering these questions. "Together, we tried to make the programs more interesting, especially for the mainly rural audiences," says Heidrun

Speckmann. To do this, she and her team concentrated mainly on giving the reports a more local focus.

In addition, the on-site seminar also aimed at improving the use of radio technology. Equipment was repaired and staff trained in using it. "This allowed us to make significant improvements in the technical quality of the broadcasts," says Heidrun Speckmann.

Speckmann says the long-term project demonstrated one thing in particular: "This combination of training and consulting is highly efficient for local broadcasters."

THREE QUESTIONS TO

Petra Berner



What are the challenges for DW-AKADEMIE in Latin America at the moment?

In many countries, we can observe an extreme concentration of the media in the hands of a few. In other countries, the media are so polarized that independent journalism is practically impossible. A Bolivian colleague once said to me, "Here, the media assume the role of the political parties."

DW-AKADEMIE

Latin America 2008

In 2008, DW-AKADEMIE focused less on supporting individuals and more on supporting institutions in Latin America. It realized a total of 23 projects aimed at improving the quality of local broadcasters in rural areas. Long-term projects were continued in cooperation with selected broadcasters in Bolivia, Brazil, Ecuador, El Salvador, Honduras, Colombia, Nicaragua and Peru.

Training for Radio Journalists

Special, thematic training courses for radio journalists were organized in Brazil and Peru. Radio journalists specializing in environmental reporting met up for seminars in Recife (Brazil) and Lima (Peru). They developed transnational concepts for radio stations to report on environmental issues. In Bolivia, the focus was on producing audience-oriented conflict-sensitive reports in accordance with professional journalistic criteria.

Consulting Services for Local Broadcasters

In addition to the classic workshops, DW-AKADEMIE has increasingly focused on consulting projects. The difference here is that journalists and technicians receive advice on-site, under everyday working conditions. The seminars help to make their working methods more efficient and to tailor the respective broadcasters' programming to the needs of their audiences.

Regional TV Training

Radio remains the most important medium in the rural areas of Latin America. Nevertheless, local TV stations are increasingly securing a foothold. This is one reason why, for the first time, DW-AKADEMIE initiated two training courses for TV journalists in Colombia. This new DW-AKADEMIE service for Latin America is aimed specifically at employees of local television stations.



How much influence do local broadcasters have on democratic development in Latin America? The local television and radio stations can play a decisive role in the media democratization process: many of them are funded by the local communities. And they have the chance to make a broad range of opinions audible and visible.

How do you rate the journalistic quality of these broadcasters? They rarely have trained journalists, a proper editorial structure or even access to information about their listeners and viewers. That's why professional standards of journalism are not always upheld there – which makes consulting services and regular seminars all the more important.

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Yemen

New Sounds on the Radio

Combining contemporary technology with modern reporting methods was the idea behind a radio training course organized by DW-AKADEMIE in Yemen. The result was high-quality and unusually critical magazine programs on health issues.

The issue of HIV/AIDS was the biggest challenge for radio journalists taking part in DW-AKADEMIE's training course in the Yemeni capital, Sana'a. Although an estimated 12,000 people are affected by the immunodeficiency virus in this Arab country, the disease has been taboo until now – in society and in the media. Now, for the first time, somebody infected with HIV was to get their say on the radio. Critical ap-

proaches like this are new for Yemeni radio. But that's not all: over the course of three training courses held between February and December 2008, journalists and technicians employed by the state broadcaster YGCRTV in Sana'a and Aden produced several magazine programs on health issues – using exclusively digital technology for the first time in the country's history.

The first training seminar was aimed at sound engineers and technicians. They participated in a two-week course, where they were trained to become instructors themselves. In future, they will be able to train other technicians in the use of the new digital equipment. The second seminar was for journalists and focused on health.

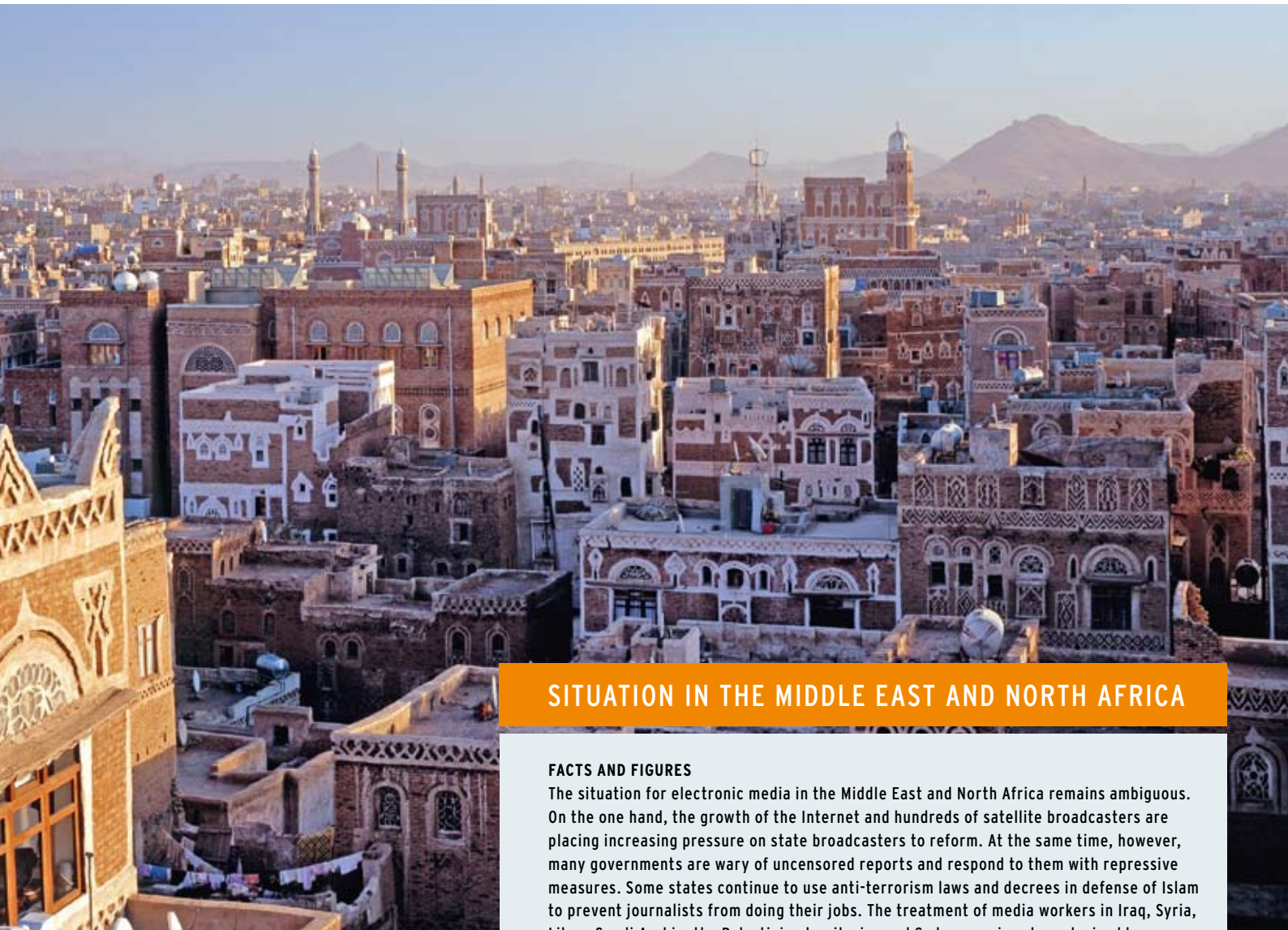
Three women and five men took part in the seminar – an unusual ratio, given that the subject of health in Yemen is still almost exclusively the domain of women.

In the first phase, two teams chose topics to focus on. They decided to report on the

“Time and again, the limits imposed by conventions and traditions were exposed”

dangers of smoking, on health checks, the lack of women in sport and on HIV/AIDS. The first two programs were to be digitally produced and had to include a survey, at least one report or mini-feature and an interview. Numerous questions arose: how critical should the reporting be? Should the word 'condom' be used in a report about

Middle East/North Africa



SITUATION IN THE MIDDLE EAST AND NORTH AFRICA

FACTS AND FIGURES

The situation for electronic media in the Middle East and North Africa remains ambiguous. On the one hand, the growth of the Internet and hundreds of satellite broadcasters are placing increasing pressure on state broadcasters to reform. At the same time, however, many governments are wary of uncensored reports and respond to them with repressive measures. Some states continue to use anti-terrorism laws and decrees in defense of Islam to prevent journalists from doing their jobs. The treatment of media workers in Iraq, Syria, Libya, Saudi Arabia, the Palestinian territories and Sudan remains characterized by censorship and intimidation.

TRENDS

In some countries in the Middle East, foreign satellite broadcasters and the growing influence of the Internet are increasingly making it easier for people to access uncensored information. The affected national state media are beginning to respond to this. Critical reporting is on the rise in countries such as Yemen and Egypt, while popular formats are increasingly being used for political purposes on television and radio.

AIDS prevention? How much importance should be given to the opinions of Muslim clerics? “The discussions about the issues and how they should be treated repeatedly exposed the limits imposed by conventions and traditions,” says DW-AKADEMIE project manager Udo Prenzel.

While the journalists were researching and collecting sound bites, the technicians and presenter were producing a jingle for the program and receiving instructions on how to use the new digital studio. At the end of the course, both magazine programs were broadcast ‘as live’. “We are very pleased with the results,” says Prenzel. “The reports were well above the usual standards of Yemeni radio.”

During the third workshop, the team produced two more health programs. In the process, the participants learned the importance of teamwork, an otherwise unusual approach in Yemeni radio. In Prenzel’s opinion, combining contemporary technology with modern reporting standards in a single project and thus involving journalists and technicians in the same training course was

a successful and groundbreaking experiment. He argues that the aim of the project was not just to enhance the participants’ technical skills, but also their journalistic expertise. And this, Prenzel says, was achieved: “The results of the project were interesting and easily comprehensible reports in which critical voices also had their say.”

Syria Mal wa Amal - Money and Hope



Syria's economy is currently going through turbulent times. With DW-AKADEMIE's support, a new television business program is being conceived and aims to provide viewers with more comprehensive information.

'Mal wa Amal' – money and hope. This is the title of a new TV format focusing solely on business issues. "We're planning a consumer-oriented, half-hour business magazine program which will help viewers to get a better understanding of business life," explains DW-AKADEMIE project manager Udo Prenzel.

For several years now, the Syrian economy has been going through a process of transformation. The country is still heavily dependent on oil, but the government aims to reduce this dependence by implementing market reforms. These reforms are already bolstering private enterprise. But the country has also been suffering from drought for several years. In 2008, this led to serious economic losses.

The first steps towards the launch of 'Mal wa Amal' were taken between February and December 2008 in Damascus. 24 employees at Syrian Radio and Television (SRTV) took part in four training workshops aimed at planning and preparing the new program.

Together with their German instructors, they decided that each edition of 'Mal wa Amal' should feature three or four reports as well as an interview and a news bulletin. During the course of the subsequent training seminars for technicians and journalists, the participants practiced producing an entire program under realistic time constraints – from selecting subject matter to final production.

It will take some time before 'Mal wa Amal' can actually go to air. In the meantime, three more production workshops are planned. "A fourth," according to Prenzel, "will accompany the launch of 'Money and Hope'."

THREE QUESTIONS TO

Tilman Rascher



What are the challenges for DW-AKADEMIE in the Middle East at the moment? We work in a difficult political climate. The day-to-day working lives of Arab journalists are characterized by state controls and self-censorship. With our media projects, we aim to expand niches of independent reporting and thus make a contribution to more democracy.

DW-AKADEMIE

Middle East/North Africa 2008

The media landscape in the Middle East is changing, albeit at a very slow pace: in 2008, the Internet and satellite TV broadcasters helped contribute to a cautious opening and pluralization of the electronic media. In the meantime, some governments have begun to respond to this development. They want to reform state channels and, in some places, are even allowing private competition.

New Programs for Radio and TV

With this in mind, DW-AKADEMIE has been providing training courses for journalists, technicians and managers working in electronic media who want to exploit this new freedom. In 2008, DW-AKADEMIE placed special emphasis on Syria and Yemen, where it helped develop new radio and TV magazine programs. DW-AKADEMIE also provided a highly unusual course for TV journalists from Iraq. The subject of the workshop was high-quality television for children, which addresses their own daily lives.

Support for Reformers

DW-AKADEMIE also offered almost all its partners management training courses for employees in positions of responsibility. The aim was to strengthen management's appetite for reform and to train them in implementing reforms. Among those to benefit from these courses were managers in North and South Sudan and the Palestinian territories, where administrative reforms and improvements to editorial procedures were initiated with the help of management training seminars. This, in turn, is an important condition for sustained and long-term advanced training for journalists and technicians.

The First Workshop for Female Managers

One new experience for DW-AKADEMIE in the Middle East was the 'Management Training Course for Women in Leadership Positions'. Ten women from various countries in the region took part in this workshop, which was held in Germany. One immediate success was that the managers set up a supra-regional network, where they intend to exchange views and provide mutual support. By holding this course, DW-AKADEMIE made a lasting contribution to equal opportunities for women in a region where women's rights remain very restricted and women rarely gain access to management positions.



What influence do religion and tradition have on reporting in the region? Through a resurgence of traditional values – partly in response to globalization – social taboos are on the rise again. It is very difficult for the media to report on liberal forms of partnership, sexuality or religion.

What opportunities do the Internet and satellite broadcasters represent for the Middle East? People who have a satellite dish no longer settle for official statements. That puts state broadcasters under pressure – which is where DW-AKADEMIE can step in. For younger generations, the Internet is fast becoming the most important alternative information source.

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Job Shadowing by the Red Carpet

Participants in the ‘Festival and Event Management’ workshop had the chance to look over the shoulders of the makers and shakers of the annual Berlin International Film Festival, the Berlinale.

Watching festival pros at work, meeting colleagues from all over the world, getting to see prize-winning films – these were just some of the valuable experiences DW-AKADEMIE offered its guests during the 2008 Berlinale. The four-week training course was all about the management and organization of the

film festival. Invitations to participate in the workshop were issued exclusively to directors and managers of big, supra-regional film festivals in Africa and Asia – such as the Festival Panafricain du Cinéma et de la Télévision de Ouagadougou in Burkina Faso or the Cinemanila International Film

TWO QUESTIONS TO

Dieter Kosslick



What can festivals in the southern hemisphere learn from the Berlinale?

“Learn” is perhaps the wrong word. The main focus of our cooperation with festivals in Africa and Southeast Asia is on communication and exchange – and that, apart from good organization, is what makes a successful festival. The oldest existing

Germany



Festival in the Philippines. At the beginning of the seminar, participants discussed their own experiences in organizing festivals and fairs in their home countries. Then the Berlinale pros explained important aspects of the International Film Festival, the International Forum of Young Film and the

European film market. Participants went on to gather important information and practical experiences from the various festival departments, receiving valuable tips for their own work in the fields of festival management, sponsoring, press work and public relations. DW-AKADEMIE has been invi-

ting participants to its Berlinale seminar for four years now. This year, the emphasis was again on job-shadowing by the red carpet. Incidentally, the golden bear was awarded to the film 'Trop de Elite', a Brazilian and Argentinian co-production.

film festivals were founded in Europe and have had many years to build up structures and gather experience. It is interesting for the makers of less established festivals, no matter where they are held, to get an inside look at how we work. Nevertheless, each festival has to develop its own profile and image.

Why are developing or transition countries increasingly taking home the 'Berlin Bears'? Some countries have only appeared or re-appeared on the cinematic map in the last fifteen years. For structural reasons, these regions had little or no film industry or culture, yet they possessed a rich tradition of story-telling. New forms of promoti-

on, such as the World Cinema Fund, for example, and other cooperative projects have changed the situation. Films are being created which have impressive cultural identities and aesthetics. The task of a festival is to present new artistic discoveries.

Management Training for Women



DW-AKADEMIE invited female managers from five Arab countries to a management seminar designed specially for women. It was a new experience for everyone involved.

The ten women, from Iraq, Lebanon, the Palestinian territories, Sudan and Syria had come to Germany to learn more about personnel and organizational management. All ten either already held management positions at radio or TV stations or were about to take up such positions. DW-AKADEMIE's course, 'Management Training for Women in Leadership Positions', took place from 24 November to 5 December 2008 in Berlin and Bonn.

From vision to mission, from goal definition to strategic planning – these were the stipulations under which the women were to systematically draw up their own personal activity plans. They learned instruments to improve day-to-day editorial and working processes, received coaching in how to chair meetings and editorial conferences, got an introduction to conflict management and formulated their own projects for change.

In addition to specialist knowledge, the managers also learned more about women's careers and the media landscape in Germany. During the course, participants visited the Federal Press Conference (Bundespressekonferenz), where journalists get the latest information on political developments in Germany. In Bonn, they met leading fe-

male management figures from the regional broadcaster WDR (Westdeutscher Rundfunk) and DW. As one Iraqi participant summed it up afterwards, "It was the best seminar I have ever attended." The participants also agreed that they would like to receive additional, more advanced training. They suggested holding a similar seminar in the Arab region. This way, they said, more women could benefit from the project.

With this course, DW aims to make its own contribution to equal opportunity, especially in a region in which most women are still denied access to socially, economically or politically influential positions. The World Economic Forum ranks the Middle East and North Africa at the bottom of the scale when it comes to gender equality.

Help for the Media in Zimbabwe



It has been a long time since the media in the autocratic state of Zimbabwe were able to operate independently. In 2008, the situation escalated: 25 media workers

were arrested by police during the presidential election alone. DW-AKADEMIE is part of an international network which aims to help media workers in Zimbabwe.

In August 2008, the South African city of Johannesburg hosted the first meeting of the 'International Consulting Group for Zimbabwe'. Representatives from the Media Alliance Zimbabwe as well as exiled Zimbabwean media attended, as did delegates from international institutions and organizations.

Delegates reached an agreement to in future make better use of the available press freedoms in order to help media workers in Zimbabwe. The network aims to support partnerships and provide training services for Zimbabwean media workers. The three-day seminar also yielded an agreement that DW-AKADEMIE should take a leading role in efforts to improve the media training infrastructure in Zimbabwe. Furthermore, when developing the project, DW-AKADEMIE has pledged to seek funding for development cooperation with Zimbabwean media.

The aim of the network is to increase the pressure on the Zimbabwean government to improve press freedom and thus make a contribution to improving people's access to information.

European Development Days

In its own interest: during the European Development Days, Deutsche Welle lobbied hard on the issue of media and development.

It was a high-caliber meeting of representatives of European development cooperation. From 15 to 17 November 2008, some 4,000 delegates from politics, business and non-governmental organizations met in Strasbourg. In more than 40 panel discussions, workshops and seminars and more than 50 bilateral conferences and network meetings, they discussed one of the most urgent crises of our times: global poverty.

Deutsche Welle was also represented in Strasbourg. At the workshop 'Media and Development Forum: What's next?', DW director-general Erik Bettermann, representatives of African media organizations and members of the African and European Commissions discussed the role of the media in development cooperation.

DW-AKADEMIE's primary goal in Strasbourg was to raise its own profile. More and more training and consulting services are being financed via the European Union and its networks. "If we want funding, we have to raise people's awareness of ourselves," says Patrick Leusch, project developer at DW-AKADEMIE. "By taking part in events such as the European Development Days, we're carrying out lobbying work on our



own behalf and showing that promoting the media and training journalists can be important contributions to development." Leusch says the aim is to raise DW-AKADEMIE's profile, especially in the context of such international networks.

A New Masters Degree

Free and independent media are essential for the democratic development of societies. They are an engine of debate and, by holding up a critical mirror to society, they promote pluralistic opinion-forming and encourage responsible behavior on the part of civil society and the state. Any state that wants democracy and good governance must also promote independent media.

The level of political freedom, economic performance and social stability of a society depend to a large degree on whether the media effectively fulfill their task of informing the public, promoting freedom of opinion and overseeing those in power. Well trained, professional journalists are integral to the media if they are to perform this task responsibly.

The new bilingual (English/German) Masters Degree in International Media Studies, issued jointly by the Bonn-Rhein-Sieg University of Applied Sciences, Deutsche Welle and the University of Bonn, is an innovative contribution to promoting democracy and social tolerance in developing and transition countries.

This collaboration between three partners, combining a masters degree with the journalistic professionalism of an international broadcaster, is unique in Germany. Through its 40 years of experience in training media workers, Deutsche Welle can draw on its unique expertise in media development. DW-AKADEMIE's journalism training programs have an excellent reputation among media specialists. The Bonn University's Center for Development Research (ZEF) and Institute for Communication contribute their own international expertise. The collaboration is rounded off by the Bonn-Rhein-Sieg University of Applied Sciences – one of the world's first institutes of higher education to conceive and establish a degree in technical journalism.

Masters degrees otherwise available to media students in Germany are aimed almost exclusively at German students. None of these degrees are aimed primarily at young international journalists, managers at foreign media outlets or employees of communications departments in developing or transition nations, and not one of them is bilingual.

Although the range of degrees on offer is broad, until now there has been no masters degree which combines media expertise and



PROF. DR. HARTMUT IHNE

President of the Bonn-Rhein-Sieg University of Applied Sciences

Prof. Dr. Hartmut Ihne studied political science in Bonn and elsewhere, and completed his doctorate in 1990 at the University of Bern. In addition to his main professional activities, he has been teaching business ethics, political philosophy, development politics and political consulting at various institutes of higher education since 1991.

development cooperation in a practical yet academically substantiated way. Global media developments are also underrepresented in degree programs – especially those focused on a particular region.

The Masters Degree in International Media Studies offers students well-founded journalism training which will enable them to apply their media expertise in the context of developing countries. It also teaches students how to analyze practical problems and challenges using their theoretical knowledge and to apply their solutions methodically. The essential aspects of the degree are the interdisciplinary curriculum and the integrative combination of theory and practice, which demand flexibility and the ability to think more broadly.

By Prof. Dr. Hartmut Ihne

THREE QUESTIONS TO

Dr. Christoph Schmidt



Who is the new Masters Degree aimed at?

The Masters Degree is aimed at interested students anywhere in the world. It's designed especially for young international journalists who aim to assume a management position or a qualified specialist position in the media.



What makes it different from other masters degrees? What is unique about the degree is the combination of disciplines – journalism, media sciences, media management and development cooperation. It also addresses subjects such as media systems, the media and education, and the role of commerce in the media.

What are its advantages over an apprenticeship? In addition to well-founded academic expertise, this masters degree is strongly oriented towards practical application, since the concept is based on the premise that theoretical knowledge should always be applied in a practical context.

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Preparing for an Appearance in the Media

DW-AKADEMIE also offers courses aimed not at media professionals, but at employees of organizations, institutes and companies, who often have dealings with journalists or are in the public eye: Media Training.

DW-AKADEMIE organizes customized courses called ‘Learning from the Professionals’ – courses aimed primarily at organizations, companies and institutes. 19 courses, some of them stretching over two or more weeks, were held at DW-AKADEMIE in 2008 – from classical media training to inter-cultural courses and communicating in crisis situations.

The participants included Yukie Hori. She works as a coordinator with the United Nations Convention to Combat Desertification (UNCCD), which is based in Bonn. “We attended courses in public relations and writing for the Internet.” Yukie Hori, who often deals with journalists, says it’s important to be well-prepared.

And that’s what DW’s media training courses are all about. “Our instructors are media professionals and they know exactly where the pitfalls of the media are,” according to Daniela Wiesler, manager of the Media Training division. An experienced presenter and instructor herself, she says the goal of each course is for “The participants to learn how to address a camera, microphone or press conference in such a manner that both sides are satisfied afterwards. The interviewees should be happy with the way they have presented themselves or their message, and the journalist should have broadcastable quotes.”

DW-AKADEMIE developed its media training course for organizations, companies and institutes four years ago. It has a large pool of instructors, all of whom are seasoned media workers with years of international experience. Daniela Wiesler says one of DW’s advantages over competitors is its inter-cultural expertise: “We are in a position to provide expert consulting services to clients who



are present in the foreign media or who are preparing for a foreign assignment.” That could, for example, be Bundeswehr troops about to be deployed on a foreign mission or attachés of the diplomatic corps who are frequently in the spotlight of German or foreign media. “Being able to deal with the media is essential for our profession,” says Stefan Biedermann. He is head of training for high-ranking diplomats at the Academy of the Foreign Ministry. He says young diplomats are often called on to represent Germany in the foreign media. “That’s why we consider media training so important,” he says. In 2008, 41 aspiring attachés from the diplomatic corps completed media training courses at DW-AKADEMIE. “The feedback has been positive through-and-through,” according to Biedermann.

THREE QUESTIONS TO

Daniela Wiesler



Who are DW-AKADEMIE media training courses aimed at? Our courses are designed for specialists and managers from business, politics, academia and public life, as well as employees of municipal institutions and representatives of tourism boards or facilities.



What qualifications do DW-AKADEMIE's media instructors have? They've been working as instructors for many years and are also seasoned journalists, with first-hand practical experience with all the subject matter taught in the courses. Our coaches are all in a position to convey an insider's view of how journalists work and think.

What makes these training courses successful? They are tailor-made for the specific professional backgrounds of our respective clients. Be it public relations experience, comprehensive knowledge of the public sector or development cooperation – each course is customized to meet the individual client's needs.

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Diversity is our Greatest Asset

Internships at DW are in strong demand: in 2008, nearly 400 apprentices from Germany applied for the 20 internships available. DW also trains young journalists from abroad. They report on Germany and Europe in their native languages. One of them is Nahla Elhenawy.

Nahla Elhenawy's first time in Germany was as a tourist in Berlin in 2004. "Back then, I already had the idea that I could actually stay here," says the young Egyptian. She's been living in Cologne since May 2008 and is doing a foreign-language internship at DW. Nahla Elhenawy has a talent for languages and a cosmopolitan approach to journalism: she began writing for daily newspapers in her home city of Cairo at a young age. "At the age of 17, I decided to learn Japanese," she says, adding that she was fascinated by Asia and Buddhism at the time. She traveled to Tokyo and stayed there for almost four years. First, she completed her degree in Japanese Studies, after which she went to work for Japanese TV stations in Tokyo. "It was during this time that I began to take an interest in Germany, too. I went to see exhibitions about Germany and watched many German films – with Japanese subtitles." She began learning German while she was still in Tokyo.

After two language courses in Berlin she applied to DW – and got accepted. "For me," she says, "this is the ideal life. I have the chance to meet people from the most diverse cultures." DW broadcasts in a total of thirty languages. Nahla herself has been working for the German and Arabic departments and is due to work for the English-language service, too. "This internship offers us excellent opportunities," she says. "We are all trained in three media – TV, radio and the Internet. This diversity is a great asset for us."

DW offers classic internships for German journalists and foreign-language internships for young journalists who aim to work for DW's foreign-language services. DW currently offers 18 placements: eight classic internships and ten foreign-language internships. The internships take 18 months, and are divided into compulsory assignments, compact seminars and one assignment of the intern's choice. Each participant receives an individual training schedule. In addition to the classic internships, DW offers a placement to one young journalist from the University of Dortmund, and another placement to a young journalist from the University of Leipzig. Each receives twelve months of training at DW.



NAHLA ELHENAWY
Foreign-language intern | May 2008 – October 2009

The young Egyptian woman gained her first experience in journalism writing for the daily newspaper Al-Ahram in Cairo. She went on to do stints at the private station Fuji TV and the public broadcaster NHK in Tokyo. It was there that a friend told her about Deutsche Welle's foreign-language internship.

The young journalist would like her assignment of choice outside DW to be with one of Germany's big TV broadcasters, preferably abroad. "But not in Cairo or Tokyo, I've been there already," she says. She will spend three months of her internship in Berlin with DW-TV's Arabic department. For Nahla, it's a dream come true. "Berlin is a fantastic city," she says. And she thinks Germany is an ideal base from which to explore the continent: "It's like a gateway to Europe."

And what does she make of the Germans? "At first the people are cautious and politely detached, but when you make friends, you make real friends."

She's due to complete her internship in October 2009. "I still don't know what I'm going to do after that," she says. But she does want to stay in television. "I'd like to become an independent documentary film-maker." Perhaps in Berlin.

THREE QUESTIONS TO

Bernhard Graf von der Schulenburg



What makes an internship at Deutsche Welle special? Our interns can come from Cairo or Kabul, but also from Cologne or Berlin. This makes our training courses unique and highly interesting from a journalistic point of view. Our discussions with interns are always exciting because they reveal new ways of looking at things.



Does the internship take into account modern developments in journalism? Digital, interactive and mobile media are rapidly and radically changing our use of the media. Our tri-medial training for journalists is constantly adapting to this by looking at new journalistic forms and formats. This is the only way we can successfully defend our leading position in the field of intern training.

Who can apply for an internship? As well as a university degree, applicants should possess a healthy curiosity, a good grasp of general knowledge and, above all, language skills and regional expertise. In our multi-stage selection process, applicants get an opportunity to put their specialist media skills to the test.

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Train the Trainer

DW-AKADEMIE's instructors and consultants are professionally trained in their area of expertise, have international experience and inter-cultural expertise. But at the end of the day, their teaching and methodological skills determine whether they can really transfer their knowledge to others. 2008 was the third year of the successful campaign to 'Train the Trainer'.

The aim of this extensive drive is to meet the strong demand at home and abroad by expanding DW-AKADEMIE's pool of instructors and consultants, ideally from Deutsche Welle's own ranks. "We have people from more than 60 nations working at Deutsche Welle. Many of them possess exactly the special skills demanded by our partners and clients around the world," says Petra Berner, who is responsible for training instructors at DW-AKADEMIE.

So far, some 200 participants – including DW employees and freelance instructors – have taken part in DW-AKADEMIE's four-day training seminars. In 2008, Kateri

Jochum was one of them. The American-born journalist works as an editor for DW's English-language and German-language services. "I applied to become an instructor because I enjoy passing on what I know," she says. She had already gained some experience in her day-to-day work: "I've worked a lot with interns and trainees and I think I'm good at teaching them." DW-AKADEMIE came to the same conclusion and selected her from among more than 50 other applicants for a training workshop. Professional, linguistic and teaching skills are the focal point in evaluating workshop participants. Aspiring instructors also need to have pro-

Qualifications



fessional experience: they must have worked in their profession for at least three years to qualify as trainers. It goes without saying that they also need excellent linguistic skills for working abroad. Workshop participants are also tested for their methodological and teaching skills, ability to work in a team and inter-cultural expertise.

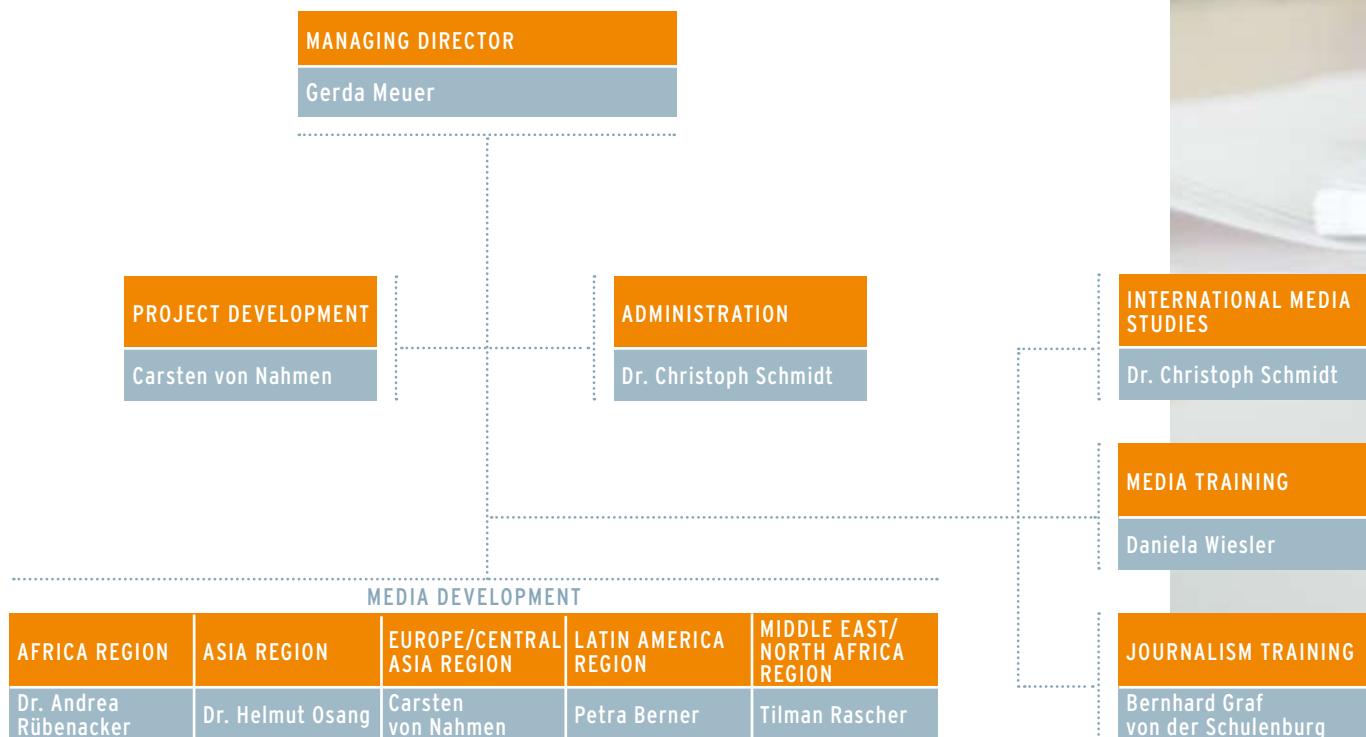
These are crucial factors when it comes to day-to-day work: “The most demanding task for the instructor is to identify exactly what the needs of those attending the courses are,” says Dieter Beheng. He knows what he’s talking about. Beheng has been

working as an instructor for DW for almost thirty years now. The former radio technician now works mainly in Latin America. “Ready-made training concepts,” according to Beheng, “don’t achieve much. Instructors have to be very flexible and try to adapt to the needs of the participants.” Beheng says attitude is also important: “I always approach the people as colleagues, with the aim of achieving something with them. There’s no point in teaching from on high.”

Most young instructors go on their first assignments as co-trainers. That way they can learn from more experienced colleagues.

Kateri Jochum is also due to go on her first assignment soon. “I’ll be working at the forum ‘Making Finance work for Africa’ in 2009,” she says enthusiastically.

Dieter Beheng’s lengthy career as an instructor also began in Africa. He’s due to retire soon. “By then I’ll have done well over 100 assignments.” And this is how he sums it all up: “No matter how different the countries and cultures were, it was always fun.”



For more than 40 years now, Deutsche Welle has enjoyed an excellent international reputation for training young journalists and providing advanced training to international media workers. Nevertheless, being aware of the quality of one's own work is no longer enough.

Justifiably, DW-AKADEMIE's clients and financial backers are increasingly asking for objective proof that the services offered also meet specified quality standards. In order to meet this demand, DW-AKADEMIE began developing a quality management system (QM) in 2008. It aims to continually optimize processes and services in accordance

with standardized and objective criteria. This process, for which a special QM officer was hired, is scheduled to culminate with the certification of DW-AKADEMIE in accordance with the internationally recognized norm ISO 9001 by the end of 2009. This certificate will provide clients and backers with the independent seal of quality.

THREE QUESTIONS TO

Vera Szackamer



What makes DW-AKADEMIE different to DW's media? DW-AKADEMIE does not produce programming in the conventional sense – although many projects do yield reports and documentaries that are ultimately broadcast in the respective countries themselves. The focus of our work is on training and educating media specialists.

Quality and Transparency



DW-AKADEMIE's media development division will also be tested by external, independent specialists as part of an ex-post evaluation by the end of 2009. In addition to a comprehensive quality analysis of the training courses, the focus of this overall evaluation, which is conceived as a mix of several methodologies, is to formulate clear

and well-founded recommendations for designing future qualification measures and courses. Another aim of this evaluation is to draw up detailed descriptions and analyses of the training courses in the various regions in which DW-AKADEMIE operates.

In addition, internal and external auditors regularly examine whether DW-AKADEMIE

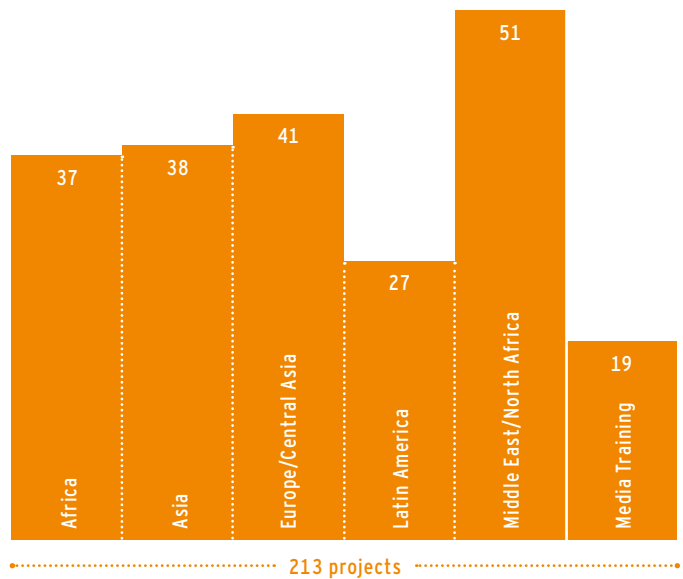
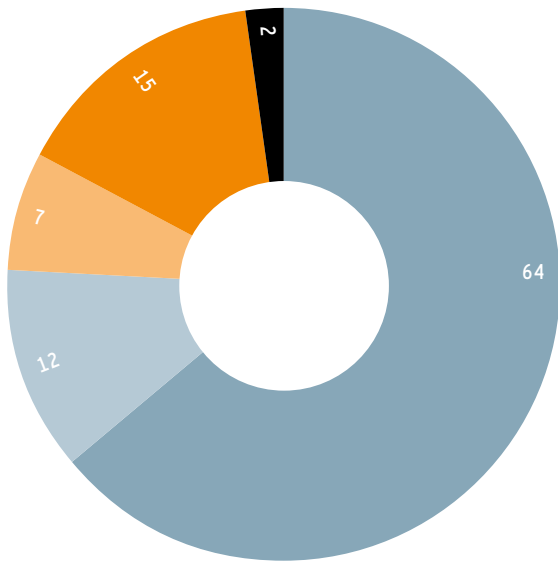
spends the public funds entrusted to it in an orderly fashion. Finally, the newly-created DW-AKADEMIE committee of Deutsche Welle's Broadcasting Council has been given consulting and controlling responsibilities. The Broadcasting Council represents the public's interests and monitors compliance with legal programming principles.

Is it really possible to objectively measure the quality of training courses? Certainly, there are indicators that can tell whether a training course has actually achieved concrete results. For example, if after a training course journalists address an issue on which they would previously have imposed self-censorship. Or if the technical quality of a program improves considerably after a training course.

How do you see the future of DW-AKADEMIE? I think we're on the right road. Our training courses have an excellent reputation and have become more professional and more efficient in recent years. The planned Masters Degree in International Media Studies will be a practical and prestigious addition to DW-AKADEMIE's portfolio.

VERA SZACKAMER

is chairwoman of the DW-AKADEMIE committee of Deutsche Welle's Broadcasting Council. The honorary members of the Broadcasting Council are drawn from politics, business and other sectors of society. Vera Szackamer was nominated for the committee by the Central Council of Jews in Germany.



Annual Statement 2008 | Revenue

in per cent

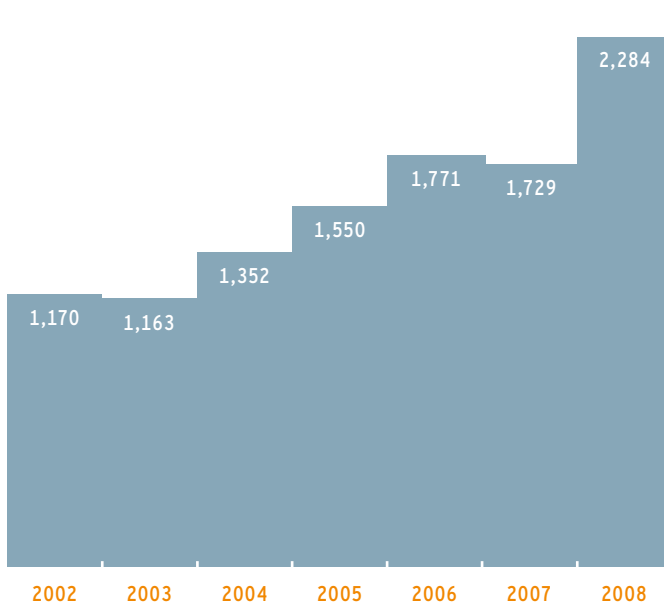


DW-AKADEMIE is funded largely by grants from public institutions. In 2008, its total budget was € 8,562,396 – including revenues from its commercial media training operations. Approximately a third of its income came in the form of grants from the BMZ for media development projects. Other important financial backers in 2008 included the German Foreign Ministry, the European Union and the German Gesellschaft für Technische Zusammenarbeit (GTZ). Deutsche Welle contributed mainly by funding training for young in-house journalists.

Number of training courses by region 2008

In 2008, DW-AKADEMIE ran 213 projects and training courses with a total of 2,546 participants in the areas of media development (non-profit) and media training (profit). Thirty-seven per cent of those trained were women. Almost 80 per cent of all training courses and consulting activities were carried out on location in the various regions. The remaining courses were organized in Bonn and/or Berlin.

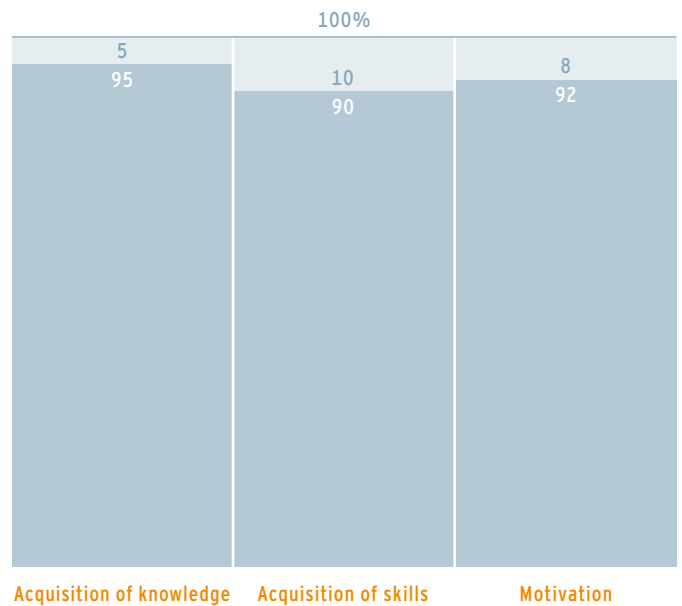
Facts and Figures



Project Days

Time Frame 2002-2008

DW-AKADEMIE offers its partners and clients around the world a broad range of training and consulting services. The number of project days indicates the strength of the demand for these services. The number of project days per annum rose by almost 100 per cent in the last six years.



Media Development

Analysis of the Evaluation Questionnaires 2006-2008

in per cent
so-so / not so good / less good
very good / good

The overall evaluation of DW-AKADEMIE's media development division was launched in 2008. The initial, partial results are drawn from the analysis of the evaluation questionnaires from the period 2006 to 2008. The assessment comprised a total of 1,080 evaluation questionnaires, which had been filled out by training course participants in Africa, Asia, Europe/Central Asia, Latin America and Middle East/North Africa upon completion of a qualification course. In all cases, the external examiners gave DW-AKADEMIE good to very good marks.

Deutsche Welle

Germany's Foreign 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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