

South Africa Reporting the World Cup 2010



FACT BOX

LOCATION
Johannesburg, South Africa

DURATION
Module 1 | 2009
Module 2 + 3 | 2010

PARTNER
Konrad-Adenauer-Stiftung

FUNDING
Federal Ministry for Economic
Cooperation and Development

The FIFA World Cup 2010 is the sporting and media event of the decade in Africa. Also in attendance: “DW-AKADEMIE On Tour”.

Football has given South Africa the chance to play its way into people’s hearts. Many Africans hope the tournament can serve as a vehicle for a new, different image of Africa around the world. An image that is not marked only by civil wars, natural disasters, famine and epidemics.

The sporting event will take center stage and bring people from around the globe together to form one big fan community. DW-AKADEMIE is inviting journalists and camera operators from Africa, Latin America, Asia and the Arab world to a special on-location training course, entitled “Reporting

the World Cup 2010”. A first preparatory module for video journalists (VJs) took place in October 2009 in Johannesburg.

All participants are returning to South Africa for the second module during the soccer World Cup finals in June/July 2010, to report on the tournament.

In addition to producing film reports, an Internet portal will also be set up, which will contain all the TV reports, articles, photos or audio reports. And in keeping with the times, the participants will naturally be blogging their experiences during the World Cup. All the reports produced in South Africa

will be available to the participants’ home stations for broadcasting during the World Cup. The project will feature on DW-TV, too: GLOBAL 3000, DW-TV’s magazine program on globalization, will also be covering the participants’ unique intercultural collaboration during the FIFA World Cup.



INSIGHT



Viewpoints

“I have enjoyed camera work, editing and scripting. I am looking forward to 2010 because I will be able to do human interest stories and cover different angles of stories especially the art of sharing from different nations here in the World Cup in South Africa.” Jane Ngoiri, course participant from Kenya

“It is perhaps and will be the most exciting time in my life because you never get a chance to report in the World Cup. It’s a dream come true. It will be challenging but something we can look forward to and work for.” Namgay Zam, Bhutan

“I am a sports journalist and I am very excited to stay here in Joburg. We will experience the World Cup with many journalists from different countries. And this seminar is a very big opportunity in my life.” Carlos Ballinas, Mexico

» Audio and video reporting on a major event such as the World Cup 2010 is an essential element for any broadcaster. However, TV stations in developing and emerging countries rarely broadcast reports about what happens outside the stadiums. One reason is that it would simply be too expensive to pay for a correspondent in South Africa. DW-AKADEMIE offers selected journalists the opportunity to compile just these reports. Producing reports in culturally mixed teams represents an opportunity and a challenge at the same time. «

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DW-AKADEMIE

DW-AKADEMIE is Deutsche Welle’s international center for media development, media consulting and journalism training. Experienced coaches provide advanced training to managers, journalists and technicians from foreign broadcasters in developing and

transition nations, where almost all of its short and long-term projects are conducted. In addition, DW-AKADEMIE’s centers in Bonn and Berlin feature state-of-the-art facilities for its projects in Germany, which include media training for non-media pro-

fessionals, apprenticeships for young German and international journalists, and a Master’s Program in International Media Studies.