



Supporting change

2011/2012 Annual Report

DW Akademie

At a glance

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

MEDIA DEVELOPMENT

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



INTERNATIONAL MEDIA STUDIES

An interdisciplinary, bilingual and internationally-oriented Master's degree. The curriculum combines the disciplines of media and development, journalism, communications and media management. This is a joint program between DW Akademie, the University of Bonn and the Bonn-Rhein-Sieg University of Applied Sciences.



MEDIA TRAINING

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



TRAINEESHIP

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



Content

| | |
|------------------------------------|----|
| Foreword | 02 |
| | |
| MEDIA DEVELOPMENT | |
| Africa | 04 |
| Asia | 08 |
| Europe/Central Asia | 12 |
| Latin America | 16 |
| Middle East | 20 |
| | |
| New cooperation projects | 24 |
| Events | 25 |
| | |
| INTERNATIONAL MEDIA STUDIES | |
| Master's degree | 26 |
| | |
| MEDIA TRAINING | |
| Courses for managers | 28 |
| | |
| TRAINEESHIP | |
| Trainees for DW programs | 30 |
| | |
| About us | 32 |
| Facts and figures | 34 |
| Deutsche Welle | 36 |

More than a broadcaster

By Erik Bettermann



Countries and broadcasters are increasingly competing for a leading role in reaching the global public. Twenty years ago very few broadcasters could spread news and information across the world. Nowadays a multitude of media can reach all corners of the globe. This is a positive development – competition stimulates the market and Deutsche Welle knows itself to be well-positioned.

DW recently expanded its TV services and since early 2012 viewers in Latin America, for example, can now receive 20 hours of daily programming in Spanish. These as well as all DW television programs are aimed to respond to our international viewers' expectations – not only in terms of content and language but also in terms of distribution channels.

The Internet is an extremely important channel for providing news and information from Germany, and we've made changes here as well. With our new address – www.dw.de – you'll find more multimedia services, a new and clearer design, and more room for information you can rely on.

DW is synonymous with journalism at its best. Our reports cover current events and developments, put them into context, and analyze and explain how they are connected. Journalism is much more than just unfiltered information found all over the Internet. Journalism is a trade that needs to be learned, and for us, ethics remain its foundation.

I'm very pleased that DW Akademie projects relay these ideas and convictions to partners and customers throughout the world. And it fills me with pride that DW Akademie's training and consulting projects are so well received. DW is more than just a broadcaster and this is clearly reflected in this annual report. May you enjoy informative and inspiring reading.

A handwritten signature in black ink, appearing to read 'Erik Bettermann'. The signature is fluid and cursive.

Erik Bettermann,
Director-General, Deutsche Welle

Working together

By Gerda Meuer

Are you perhaps one of the more than 80 million people who in March 2012 watched the Internet campaign Kony 2012? And did you discuss with friends and colleagues the best way – if there was one – to catch the Ugandan rebel leader?

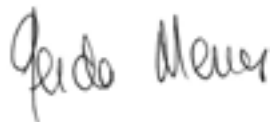
Whether you did or not, one thing is certain: media, communication, the Internet and social networks are influencing social debates and political events more than ever before. The Kony 2012 video was produced and posted online by an American NGO. It is evocative, brilliantly produced, completely subjective, simplistic and, as a result, also divisive. During a public screening in northern Uganda some viewers angrily threw rocks at the screen. Why? Because the white and Western filmmaker repeatedly appeared on screen and – and as so often happens in development-related initiatives – presumptuously spoke on behalf of the victims. Those affected are rarely given space to tell their own stories.

We take a different approach. We work together with partner organizations in Africa, Asia, Latin America, North Africa and the Middle East, and in Central Asia and Eastern Europe to develop projects throughout the world that support freedom of expression. One of our goals is to enable minorities and those less privileged to have a voice. We also provide consulting to managers wanting to secure their stations' financing without simply being the government's mouthpiece. And

we work internationally with universities so that young, aspiring journalists learn and master the skills of the trade early on.

Little is glamorous about our work. Unlike the Kony video activists, we do not see ourselves as Western saviors. Instead, we cooperate with our partners as equals and provide measurable and concrete results. In 2011, for example, African stations broadcast numerous "African Stories" – reports made by Africans for Africans on African subjects. Deutsche Welle sent trainers and consultants to support the project and later broadcast the top productions.

We focus on genuine partnerships and our partners trust our credibility. We are part of the public broadcaster Deutsche Welle, and we see our work as a public service. Germany is a global market leader when it comes to public broadcasting. Whether via radio, television or multimedia channels, our brand of public service broadcasting is, for historical reasons, independent of state influence. And it is from this tradition and spirit that we share our knowledge and skills. Yes, we, too, want to make the world a better place – but together with our partners and on a foundation based on shared values.



Gerda Meuer,
Director, DW Akademie





East Africa

Television for children

A long-term DW Akademie project in East Africa is “Learning is fun!”. It was launched in 2011 and aims to improve children’s learning opportunities in the region. New children’s programs are being developed with television stations in Uganda, Kenya, Tanzania and Zambia. One program has already raised international interest.

The region suffers from a shortage of well-trained teachers, adequate classrooms and course material. And families often suffer from a shortage of funds. For many it is too expensive to send their children to school and as a result, poverty is passed on to the next generation. This is where the project sets in – with a children’s television initiative to pass on knowledge and help create better prospects.

While it is clear that the mass media cannot replace formal education they can complement it, and that is the goal of the “Learning is fun!” project. Television stations in Uganda, Kenya, Tanzania and Zambia are currently taking part.

These stations began working with DW Akademie in 2011 to produce high-quality and entertaining children’s programs to increase children’s learning opportunities. The project was launched in July, when ten East African journalists were invited to Germany. Among their initial training

“An important part of the training was practicing a creative and playful approach to children’s TV programs and putting children at the center.”

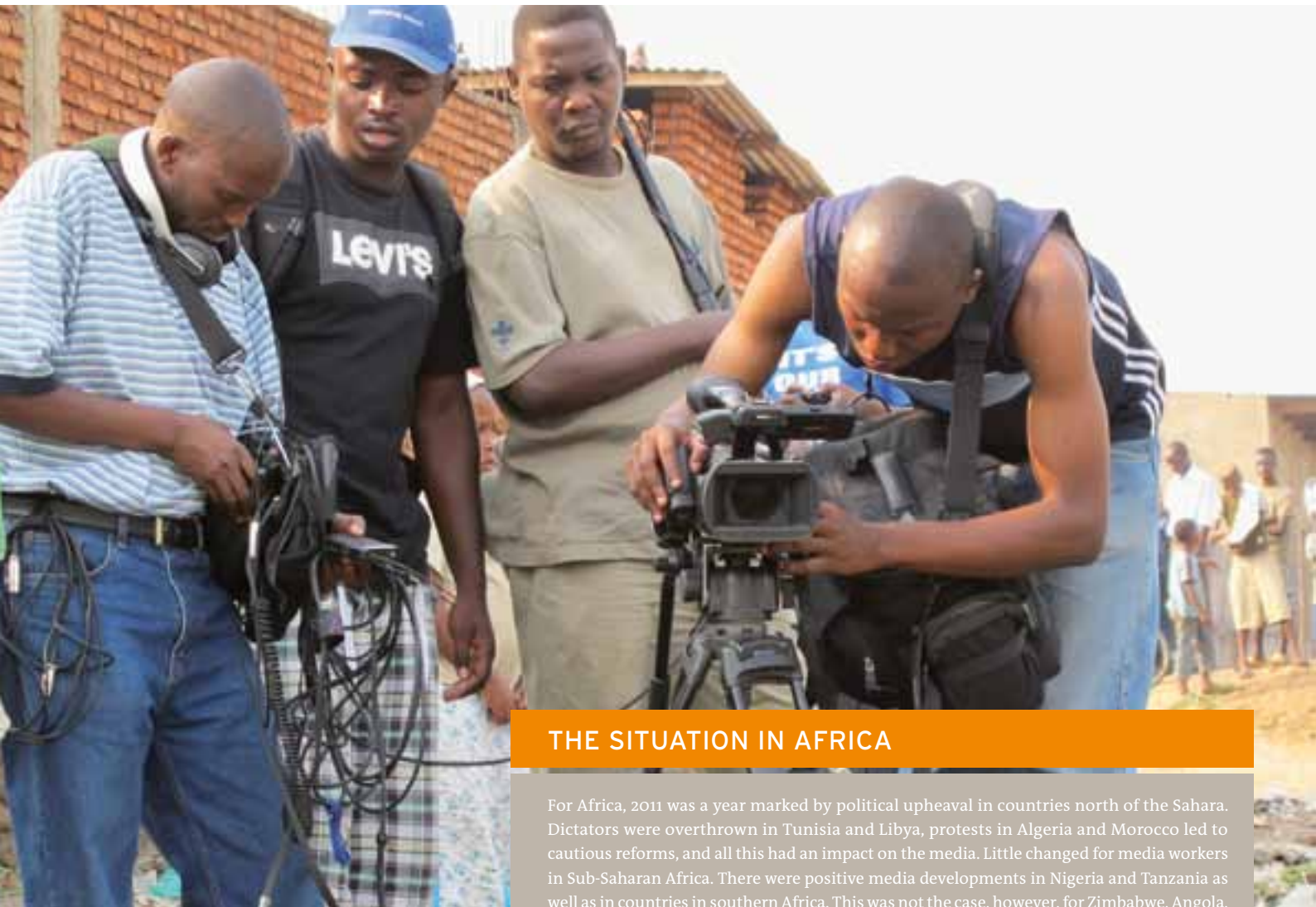
activities were visits to Deutsche Welle and the German children’s channel, KiKa. DW Akademie trainers then travelled to the partner stations the following month.

“In the project’s second phase we focused on concepts for children’s programs and the necessary technical skills. We also produced initial programs,” says project manager Natascha Schwanke. Journalists, camera operators as well as managerial staff took part in the workshops.

“An important part of the training was practicing a creative and playful approach to children’s TV programs and putting children at the center,” Schwanke explains. Cartoons currently make up the bulk of children’s programming in Africa, “but programs

which respond to children’s needs and interests are rare,” she says. “The new programs are to reflect children’s realities and strengthen their sense of self.”

Africa



THE SITUATION IN AFRICA

For Africa, 2011 was a year marked by political upheaval in countries north of the Sahara. Dictators were overthrown in Tunisia and Libya, protests in Algeria and Morocco led to cautious reforms, and all this had an impact on the media. Little changed for media workers in Sub-Saharan Africa. There were positive media developments in Nigeria and Tanzania as well as in countries in southern Africa. This was not the case, however, for Zimbabwe, Angola, Swaziland and Malawi. In countries such as Somalia and the Democratic Republic of the Congo, journalism continues to be a highly dangerous profession. And in other countries, financial dependence, censorship and threats against journalists remain on the agenda. Africa's youngest state, South Sudan, separated from Sudan in 2011 and celebrated its independence. But hopes that were awakened by the democratic promises of the government are still waiting to be fulfilled.

A program called “Funatix” shows just how successful this approach can be. In December 2011, workshop participants from the Zambian TV station MUVI TV produced a pilot magazine program for children aged 7-11. They then submitted the program to the Prix Jeunesse International youth film festival. The program will be shown at the festival in early June 2012 and will also start airing in Zambia in the spring.

“It was unbelievable what our MUVI TV colleagues were able to put together in just eight days,” says Natascha Schwanke. “They produced a completely new program with support from DW trainers – everything from coming up with the show’s name to designing the virtual set. We’re really pleased that their efforts have been recognized with the Prix Jeunesse nomination.”

The “Learning is Fun!” project is set to run until mid-2012. By then each station should have a format it can produce and air on a weekly basis and share with the other par-

ticipating stations. The project will be expanded in 2012 to include Namibia. Stations in Ethiopia, South Sudan and other countries in the region have also expressed interest.



PARTNER PROFILE

MUVI TV is currently the most successful private station in Zambia and has been a Deutsche Welle partner since 2005. Steve Nyirenda established MUVI TV in 2004 with a special focus on children. Children’s news programs, for example, are produced on a daily basis. Other stations participating in the “Learning is fun!” project are ITV in Tanzania, KBC in Kenya and UBC in Uganda.



North Africa **New role for the media**

Important democratic mechanisms are still lacking in countries which experienced the Arab Spring. DW Akademie is supporting projects in Tunisia, Algeria and Morocco that involve a segment of society which plays a special role in strengthening democratic principles – the media.

PARTNER PROFILE



DW Akademie conducted a number of workshops in Tunisia focusing on political reporting for TV and radio journalists. This is a cooperation project together with the university-affiliated Institut de Presse et des Sciences de l'Information (IPSI) and will continue and be expanded in 2012. Other important project partners in North Africa include the ISIC (Institut Supérieur de l'Information et de la Communication) in Morocco and the Libyan Centre for Democracy and Human Rights (LCDHR).

When news broke that Muammar Gaddafi had been captured, Bernd Rößler was sitting in a seminar room in Benghazi's new stock market building just a few minutes away from the city center. He was conducting an editorial meeting with a group of young journalists. "The whole city was caught up in celebration and it's an experience I'll never forget," he recalls. Rößler is a DW Akademie trainer and was in Libya to train staff from all radio stations in Benghazi. It was the first journalism workshop ever to be held in the "new" Libya.

One of DW Akademie's partner stations is the youth radio station Shabab FM. Rößler says Shabab FM is still equipped like a community station but it's no coincidence that DW Akademie is supporting it with in-house coaching. "There's hardly a station in Libya that lends young people a voice," he says. Shabab FM is currently the only one far and

"Young people work there on a voluntary basis and want to create radio for their own generation."

wide. "Young people work there on a voluntary basis and want to create radio for their own generation". And this is a generation that nobody listens to: young people in North Africa traditionally have little say.

But with old structures and systems collapsing in Tunisia and Libya, and political stirrings emerging in Algeria and Morocco, young people see this as their opportunity.

While fighting continued in Libya, the Tunisian revolution had come to an end. Zine El Abidine Ben Ali, who had ruled for decades, had fled the country and the interim prime minister, Mohammed Ghannouchi, had resigned. DW Akademie had by then conducted talks with media representatives in Tunis and offered consulting services. The first workshop for journalists took place in Tunis in April 2011 focusing on the forthcoming elections – the first to be held in the post-Ben Ali era.

"Ultimately," says Michael Tecklenburg, "our work in the Arab Spring countries is to advance the region's democratization process." Tecklenburg is often underway in the region for DW Akademie – in Libya, Mo-

rocco, Algeria and Tunisia – and coordinates all DW Akademie projects

in the Maghreb and Libya. Close to 20 workshops, conferences and consultations took place in 2011. DW Akademie initiatives in North Africa are to increase in 2012 with support from Germany's Federal Foreign Office.

DW Akademie in Africa

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



Djibouti Security on the Horn of Africa

Piracy, terrorism and drought are major cross-border problems affecting the stability of the entire Horn of Africa. DW Akademie organized a workshop on “Reporting on Regional Security” in Djibouti and invited journalists from Somalia, Kenya, South Sudan, Ethiopia, Yemen and the host country to take part. The goal was to enable participants to report more professionally on the background and effects of current developments. Firsthand accounts and facts were provided by officers from Germany’s military mission in Djibouti and additional experts.



South Africa Climate change from an African perspective

The effects of global climate change are becoming increasingly evident in Africa. The African media, however, devote little space to the subject. To coincide with the UN climate conference in December 2011 in Durban, South Africa, DW Akademie held a workshop for journalists from nine African countries. The goal: to produce quality reports on the conference and on climate change from an African perspective. The workshop was sponsored by the German Ministry for Economic Cooperation and Development, the UN Climate Secretariat, the Heinrich Böll Foundation and the German Embassy in Pretoria.



Chad Conflict-sensitive journalism

The conflicts in Chad have been intensifying due to the pressures of a growing population, on-going border conflicts with Sudan, and repeated periods of drought leading to food shortages, particularly in the rural areas. The Chad media have been playing an important role in these developments – they can produce reports that either support peaceful developments or escalate the conflicts. In 2011, DW Akademie began holding workshops on conflict-sensitive journalism for media workers in this central African country. The goal is to help improve the overall quality of journalism there.



ON THE MOVE IN AFRICA



By Kate Hairsine Digging for gold in Liberia

As part of our workshop “Investigative Journalism” we visited a gold mine in Alasala together with journalists from Liberia and Sierra Leone. The mine is about one-and-a-half hours outside the Liberian capital, Monrovia. The man being interviewed in this photo earns four US dollars a day working under tropical heat and digging through sludge for ten hours at a time. He told us he works at the mine so that his eight children can go to school and one day “have a better future”.



Laos

Journalistic skills for university lecturers

The state university in the Laotian capital, Vientiane, began offering a mass media degree program in 2004. Although there is a surplus of interested students, there is a shortage of qualified lecturers. In fact, only one has worked as journalist. DW Akademie's long-term project aims to resolve this discrepancy.

Laos is in transition, especially economically. The Southeast Asian country is beginning to open up, tentatively introducing democratic processes. The changes are also affecting the media. For years TV, radio and newspapers were nothing more than government mouthpieces and of little interest to the general public. Several years ago, however, the government announced that the state media would become more appealing. In 2004 it established a mass

media degree program at the national university – but with very few lecturers. “Only one department member had worked as a journalist and the others are in fact linguists,” says Daniel Hirschler. He is the project manager for the DW Akademie project “Journalism at the National University of Laos”.

The lack of qualified and experienced lecturers poses a problem for the students and a challenge for project manager

“We asked ourselves what a journalism instructor needs in order to teach well. That, of course, is practical experience.”

Hirschler. He has worked in Laos before and knows he needs to tread carefully. “We can’t just go there and say how things are supposed to work. When we started the project in 2010 we saw it as a process – and one that requires patience.”

In 2011 Hirschler and journalism trainer Michael Karhausen travelled to Laos three times. “We began by discussing the role of journalists and looking at the basics of journalism,” says Karhausen. “We asked ourselves what a journalism instructor needs in order to teach well,” Hirschler continues. “That, of course, is practical experience. So we started by developing a newspaper.” They started with a newspaper, Hirschler explains, because “it is

low-tech and issues regarding editorial work and production processes are also applicable to other media.” Michael Karhausen adds, “It’s the precursor to the other types of media we’ll be using in the next phases of the project.”



THE SITUATION IN ASIA

The uprisings in the Arab world have also affected the media sector in Asia. In 2011, China tightened constraints on media producers, stepping up censorship, threats and surveillance. More journalists and bloggers are imprisoned there than anywhere else in the world. Vietnam also increased pressure on journalists and took legal action against media representatives. In 2011, Myanmar provided a ray of hope. This southeast Asian dictatorship appears to be undertaking reforms. At the end of the year a large number of political inmates, including journalists, were released. Throughout the world it has become increasingly dangerous for media workers to report from unstable areas. In Asia, journalists were attacked, for example, in the Philippines and in Thailand.

The result was a campus newspaper which included a service section, interviews and background reports on campus life. Michael Karhausen liked one story in particular. “One of the participants wanted to research a report about the horrendous traffic situation around the campus district. She spoke with students, drivers and residents, and then asked them who they thought could resolve the problem. The ministry, they said. So she simply went to the ministry and conducted interviews there. For Laos, that’s definitely a first.”

Daniel Hirschler and Michael Karhausen believe participants benefited from the exercise. “They tell us they now feel much more confident with the students because they’ve worked like journalists for the first time and can now speak from experience.” The project’s third phase took place

in December 2011. Participants are now developing teaching material based on their experiences and on the skills acquired during the DW Akademie workshops. A media

textbook will be the result. “This,” Daniel Hirschler points out, “will be the first textbook of its kind in Laos – written by Laotians for Laotians.”



PARTNER PROFILE

The National University of Laos was established in 1996. It is the country's only university and currently some 26,000 students are enrolled. DW Akademie has been closely cooperating with the university since 2009, focusing on training the instructors in the university’s journalism program.



Vietnam “Rush Hour” on the radio

Vietnamese radio has traditionally sounded very wordy and official. That, however, is starting to change. DW Akademie has been supporting the broadcaster QTV in Quang Ninh province with workshops for radio journalists and the launch of a new morning show. The project’s goal is to get closer to the listener.

PARTNER PROFILE



The Quang Ninh Radio and Television Broadcasting Station (QTV) broadcasts nationwide in Vietnam with a staff of 200 and ten departments. DW Akademie launched a long-term project with the broadcaster in 2010. Additional QTV cooperation partners are Germany’s Friedrich Ebert Foundation and the Vietnamese Academy for Journalism and Communication.

Radio has traditionally been top-down, boring and peppered with propaganda. Very little has been entertaining or informative. But in 2011 the regional broadcaster, QTV, took a different approach in the northern Vietnamese province of Quang Ninh. Its new morning show “Rush Hour” premiered in April and since then listeners have been waking up to a different sound. “Rush Hour” broadcasts mornings between 6 and 7 o’clock, offering listeners music, information, entertainment and service items. And – a novelty in Vietnam – listeners can now participate in the program.

“Our Vietnamese colleagues came up with the idea to introduce an interactive format,” says project manager Thorsten Karg. “Those in charge realized they’d lost most of their listeners and that there were people in the province who didn’t even know the station existed.”

During the initial two-week workshop, QTV journalists together with the DW Akademie team – Thorsten Karg, Aarni Kuoppamäki and Marc Seidel – developed the “Rush Hour” concept and structure. Listeners can now be heard in street interviews, calling

in with traffic updates and taking part in promotions.

When the program aired for the first time everyone participating in the project

“People called in wanting to take part in the interactive segments.”

knew it would be a success. “People called in wanting to take part in the interactive segments,” says Karg. And the program staff were equally positive. “I’ve been working here for years,” said journalist Tran Thuy Lien, “but I rarely listened to the programs because they were, quite frankly, boring. But today,” she said after the show had premiered, “I could have listened for two or three hours.”

The DW Akademie project is receiving local support from the Friedrich Ebert Foundation and from the Vietnamese Academy for Journalism based in Hanoi. Prior to the project’s start the institute had conducted research on radio use in the province and has since monitored listener acceptance. Listeners say that they clearly prefer the new format and that they would welcome more local news and more frequent traffic updates.

DW Akademie in Asia

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



Bhutan News journalism for radio

The state-funded broadcaster Bhutan Broadcasting Service (BBS) is being restructured and in 2011 DW Akademie held a workshop in Thimphu for twelve of the station's journalists. The focus was on new radio formats and the use of digital broadcasting technology to enable participants to produce their own program. BBS is currently in the process of becoming a public service broadcaster. In addition to holding content-specific workshops, DW Akademie is also supporting the restructuring of BBS' radio and TV editorial departments.



Mongolia Becoming a public broadcaster

DW Akademie has been working with Mongolia's state-run broadcaster, Mongolian National Broadcaster (MNB), for several years. An MNB delegation visited Deutsche Welle in January 2011 to learn more about the structure of a multimedia public broadcaster. Later in the year DW Akademie also sent a consultant for organization development to the national broadcaster. The management of MNB is aiming to improve journalistic reporting in order to support the country's democratic goals.



Vietnam, Nepal, Sri Lanka Conference for archivists

At the annual International Association of Sound and Audiovisual Archives conference held in Frankfurt, heads of broadcasting archives in Vietnam, Nepal and Sri Lanka showed how modern technology is preserving their countries' cultural heritage. Over the past several years, and as part of a long-term DW Akademie project, three Asian broadcasting corporations have professionalized processes for archiving and digitizing their historic audio tapes. A significant aspect has been linking the editorial offices to the archives. In future, digitized material will be used in journalistic reports and therefore be available to a larger audience.



ON THE MOVE IN ASIA



By Thorsten Karg A monk in Quang Ninh

During a workshop for radio journalists in Vietnam's Quang Ninh province, participants invited us one weekend to visit a monastery perched on a mountain summit. As we trekked up a steep path we encountered an elderly monk with an entourage of reverent followers. We were impressed by the ease and inner strength with which he ascended the mountain. When he reached the top he quietly rested in the shade of the pagoda. Our goal had been to reach the temple – his had been the path leading him toward it.



Russia

Migrants in the media

Russian media reports on migrants are filled with prejudices and clichés that strongly influence the way Russians interact with them. A comprehensive joint project between DW Akademie and a Russian foundation focuses on migrants in the media and is bringing together journalists and human rights activists.

In recent years prejudices against migrants have intensified and the mood has become increasingly hostile. Russia and its migrants is a highly controversial and sensitive issue. “Although there’s been a decrease in nationalistically motivated crimes,” says Yelena Uporova, “overall racism is on the rise.” Uporova is a project manager with the Russian Foundation for Independent Radio Broadcasting, FNR, and for years has worked intensively on the issue of migra-

tion and its influence on Russian society. Russia has experienced a huge influx of migrants. Some five million people have emigrated to what was once the economic and political center of the former Soviet Union. According to estimates by the United

“Although there’s been a decrease in nationalistically motivated crimes, overall racism is on the rise.”

Nations, Russia has the second highest number of migrants in the world. Many are migrant laborers.

Media reports often reinforce the prejudices, particularly those against migrants from the Caucasus and Central Asia. “Many journalists don’t even question this adversity. They rarely work as field reporters and so they’re not able to compare their own perceptions with how things really are,” says DW Akademie project manager and Russia

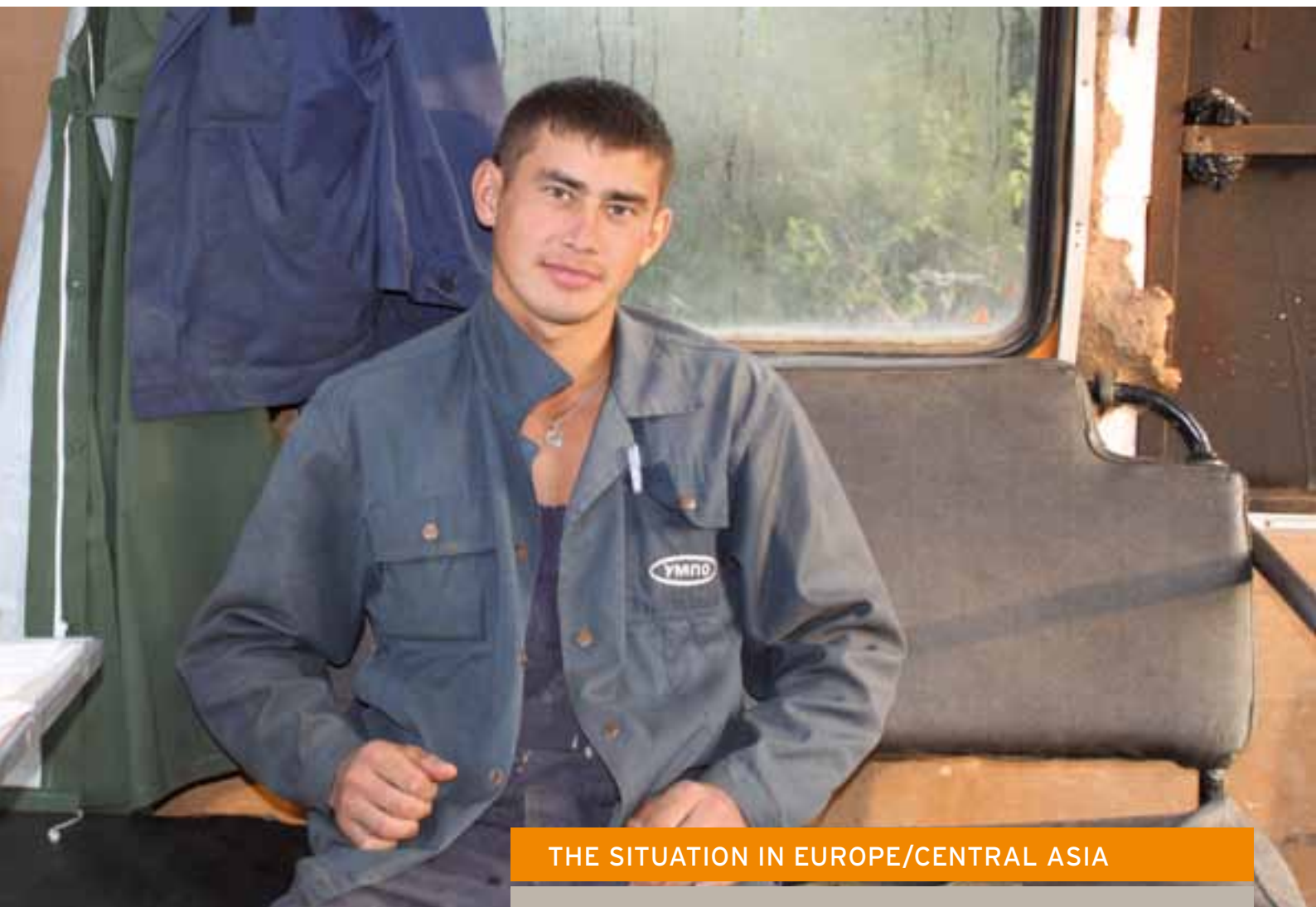
expert, Erik Albrecht. He organized “Talking About Migrants’ Lives in Russia” together with Yelena Uporova. DW Akademie and FNR began conducting media training modules in 2010 with a goal to reduce prejudices. When the project ends in 2012 a total

of seven modules will have

brought together approximately 60 Russian journalists and 30 staff members from non-governmental organizations. Participants come from across Russia: from Khabarovsk in the east to Sochi in the south. The European Commission and the German Federal Ministry for Economic Cooperation and Development (BMZ) are sponsoring the project.

“Russian media reports on the migrant situation are a complete disaster,” says

Europe/Central Asia



THE SITUATION IN EUROPE/CENTRAL ASIA

The situation for media in the region remained discouraging. Reporters Without Borders counted seven "Predators of Press Freedom" among the power holders in Europe and Central Asia alone (Azerbaijan, Belarus, Kazakhstan, Russia, Chechnya, Turkmenistan and Uzbekistan). In the Balkans, state and private interests increased pressure on the media. In the Ukraine experts also observed a deterioration after President Victor Yanukovich came to power. It remains questionable whether Russian prime minister Dmitry Medvedev's suggestions to strengthen the Russian media will be implemented. One of the few promising developments in 2011 came from Kyrgyzstan where the country's first democratic and legitimate transfer of power took place. Developments in Abkhazia also gave cause for hope. The government there undertook steps to liberalize the media sector.

Yelena Uporova. "They mainly concentrate on crime and don't provide any analysis or personal aspects." The workshops therefore focus on in-depth analysis and recounting the migrants' stories. Participants work in small groups and produce radio features on the lives, difficulties and hopes of migrants in Russia.

But this presents a double challenge for most participants. The radio feature is an unfamiliar format in Russia; the workshops therefore not only look at how to approach the migrant issue but also at the reporter's tasks and the standards for reporting. This is Erik Albrecht's main concern. "The Russian media aren't aware of their responsibilities in a democratic society. There's hardly any balanced reporting on injustices," he says. "Our goal, however, is to sensitize the journalists to this."

One of these injustices is the situation for migrants in Russia. When the project manager Yelena Uporova is asked how

reports on migrants should be she simply responds, "calmer, quieter and more reflective."

ФНР фонд
независимого
радиовещания

FNR foundation
for independent
radio broadcasting

PARTNER PROFILE

The Russian non-governmental Foundation for Independent Radio Broadcasting, FNR, supports independent, quality journalism in Russia. One of FNR's goals is to enable Russian journalists to access advanced training. FNR works closely with DW Akademie.



Moldova “Quality journalism is essential”

A long-term DW Akademie project in the Republic of Moldova is supporting the conversion of the former state broadcaster, Teleradio-Moldova, says its director general, is to become a modern public broadcaster based on quality journalism.

PARTNER PROFILE



The Republic of Moldova’s former state broadcaster, Teleradio-Moldova, or TRM, is being restructured as a public broadcaster. The goal is to ensure its long-term viability and to establish it as a source of quality journalism. The management aims to use multimedia reporting to support the Republic’s efforts to become a democratic society.

Dorina is a 39 year-old teacher who lives with her two children in a suburb of Chisinau, the Moldovan capital. She works hard for herself and for her children’s future. In her spare time or while doing housework she listens to the radio: to Teleradio-Moldova, TRM. Dorina is an ideal listener – and the kind that the former state broadcaster would like to reach.

But Dorina doesn’t exist. “She’s a fictitious character. Listener studies would have been too costly for TRM so we created our own target listener,” says DW Akademie project manager Jochen Walter. Between April and December 2011 he flew to Moldova a total of five times. “We want to support

In 2011, DW Akademie trainers assisted TRM journalists in producing a pilot program for the morning show and in modernizing a popular agricultural TV program. This was a first step in the right direction.

In addition to journalism workshops, the DW Akademie team also provided management consulting. While Filip Slavkovic, coordinator for projects in Southeastern Europe, concentrated on the journalistic side of the project, Jochen Walter focused on management priorities. Topics included radio and TV marketing, new formats for both media, and the creation of a new multimedia editorial office. A newly-designed website went online at the end of 2011.

“We want to support TRM over the long term as it establishes itself on the market as a modern, public broadcaster.”

TRM over the long term as it establishes itself on the market as a modern, public broadcaster.” This is still a distant dream for TRM. Surveys show that the broadcaster is currently strong outside urban areas and primarily among listeners over the age of 65. In other words, people similar to Dorina’s fictitious parents.

TRM’s director general, Constantin Marin, says the future lies with quality journalism. “We want objective, accurate and honest reporting. It’s extremely important that the public believes in our credibility.” Quality journalism, he says, is essential for a democratic society and for supporting the country’s overall democratization process.

DW Akademie in Europe/Central Asia

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



Tajikistan and Russia Alumni meetings

In 2011, former participants from DW Akademie workshops met in the Tajik capital, Dushanbe, and the Russian city of Yekaterinburg. The Russian and Tajik journalists gave positive feedback on the workshops they had attended and also expressed a need for additional training opportunities. The alumni said there was a particular need for advanced technical training, management training and workshops focusing on developing children's programs. DW Akademie will continue to support journalists in both countries.



Albania and South Caucasus Political communication

Distrust remains high between politicians, political parties and media representatives in transition countries such as Albania, Armenia, Azerbaijan and Georgia. DW Akademie workshops for politicians, press officers and journalists help to improve the communication between both sides. Political and media representatives are brought together with practical, media-related exercises to review how they perceive one another. To date, workshops have been held in Albania and South Caucasus in cooperation with the Konrad Adenauer Foundation.



South Caucasus and Russia Environmental reporting

DW Akademie workshops held in Georgia, Armenia, the Urals and western Russia have established environmental reporting as a core focus. There is little reporting in the Caucasus on environmental damage and efforts to protect the environment. DW Akademie held two workshops in 2011 to help sensitize journalists and media students to the challenges. In Russia, DW Akademie used the topic of environmental reporting to reduce misgivings between journalists and environmental organizations. Participants then produced several TV and radio reports.



ON THE MOVE IN EUROPE/CENTRAL ASIA



By Lydia Rahnert Paradise lost

The setting along the Tesha river appears idyllic, but here in the eastern Urals appearances can be deceiving. "Stop! Danger!" is written on the signs. The nearby Mayak nuclear plant has been discharging radioactive waste into the river for decades, thus contaminating the water and the surrounding district. Many of the inhabitants have been resettled but some have instead remained. Living conditions elsewhere are so bad, they told us, they'd rather stay by the river – even though it's so highly contaminated.



Nicaragua

Academic degree for environmental reporters

One of Nicaragua's most pressing problems is ecological destruction, with deforestation at the top of the list. DW Akademie and the Universidad de Managua have been working together to improve environmental reporting. Journalists will soon be able to acquire an "environmental degree", not only to improve journalistic quality but also to sensitize the public to environmental issues.

Martha Irene Sánchez is a TV journalist with Canal 2 in the Nicaraguan capital, Managua.

reporting on how it affects us on the ground and the actions we can take."

David Olmos agrees. "So far," says the DW Akademie project manager, "reports are mainly about 'red' news – murders, traffic accidents and anything involving blood." In future, he says, there will be more 'green' news. In 2011, DW Akademie's Latin American division initiated a project which gets underway in 2012. It is simply called the 'environmental degree' and is based on a survey conducted among young media workers and media students by the Universidad de

and environmental reporting," says Jorge Morales, head of the university's strategic planning department. "We have a good relationship with the university," adds David Olmos, "and we all thought about ways to do this." They decided to target the program at young journalists interested in environmental issues and not at environmental experts or activists wanting to become journalists.

Nicaragua is facing massive environmental problems. Experts estimate that 70,000 hectares of forest disappear every year due to agricultural use, illegal logging

and forest fires. That is equivalent to the size of Germany's second largest city, Hamburg. The forests

play an important role in climate protection and if used effectively, could help reduce poverty and improve living standards in rural areas.

"Reports on environmental issues often have a global perspective, but there's little reporting on how it affects us on the ground and the actions we can take."

She is also a member of the journalists' environmental network REDPAS. "Reports on environmental issues often have a global perspective," she says, "but there's little

Managua (UdeM). "We asked if they could choose additional training, which topics they would like to focus on. The most frequent responses were investigative research

Latin America

THE SITUATION IN LATIN AMERICA

Latin America has the world's highest concentration of wealthy publishing houses; in many countries they are in the hands of the upper class and the opposition. Governments are now responding to this: the Ecuadorian president, Rafael Correa, and his Bolivian counterpart, Evo Morales, are using controversial media laws to try to curtail the power of private media and put them on par with the state media. This struggle to come out on top harbors potential for conflicts – and not just in Ecuador and Bolivia. In other parts of the region new governments and media are also challenging old balances of power. Reporters Without Borders has already noted a “polarization and media war”, and freedom of information has become one of Latin America's most explosive political issues.

The university will launch the environmental degree program in mid-2012 and approximately 20 students will be able to enroll. Martha Irene Sánchez has applied. “To help society understand environmental problems,” she says “we as journalists have to understand the issues ourselves. I believe this program will significantly improve the coverage.” The degree involves 320 academic hours spread across a five-month period. “This is a program for working journalists, so lessons will only be held Fridays and Saturdays,” says UdeM's Jorge Morales. “Most stations are so small that they can't afford to let people go for more than two days at a time.”

In addition to the environmental program, DW Akademie is working with UdeM on a plan to improve the current curriculum for communication sciences.

DW Akademie began working closely with the Universidad de Managua in 2009. The faculty recently acquired new TV cameras, radio studios and 20 new editing suites. DW

Akademie and the university now want to focus on a more hands-on approach, “and for Nicaragua,” says David Olmos, “that's a new development.”



U de M
Universidad de Managua
El más alto nivel

PARTNER PROFILE

The Universidad de Managua (UdeM) in Nicaragua has been an active DW Akademie partner since 2009. The university initially received new technical equipment to create a practice-oriented journalism program. UdeM now produces several TV programs as part of the journalism degree. UdeM is a private university with a special focus on creating opportunities for students from low-income backgrounds. Some 70 percent of the students receive grants.



Bolivia Sustainable changes

DW Akademie projects aim to contribute to lasting changes and many are long-term in nature. In Latin America, cooperative DW Akademie training and consulting initiatives can last for several years. A number of local offices have therefore been established to facilitate country-specific cooperation – for example, in Bolivia.

PARTNER PROFILE



In Latin America, DW Akademie cooperates with strong, and above all, reliable partners. In Bolivia this includes ERBOL, a national radio network; ABOCCS, the association for communication sciences in Bolivia; and UASB, a university in the Andean community. In Colombia, DW Akademie cooperates with the Universidad del Norte, and in Guatemala with the umbrella organization for cultural and educational radio, FGER, as well as with IGER, an organization for local radio stations.

Ramiro García is an old hand when he's sitting in front of a microphone – he's been a radio host for the past 15 years. It's just before noon in Bolivia and time for the main news program "Bolivia en contacto" to go on air. His voice is about to be heard across the country.

Peter Deselaers is sitting beside Ramiro. "I take a look at how shows are run," he explains, "and then sit down together with the team and station head to discuss the direction they want a show to take." Deselaer, a journalist, has been in Bolivia since July 2011. He is part of the cooperation project established by GIZ – the Gesellschaft für Internationale Zusammenarbeit – and DW Akademie. Deselaer is on the road much of the time.

"It's essential to have direct and on-going contact with our partners," says Petra Berner, head of DW Akademie's Latin America division. That is why the work with partner stations increasingly focuses on consulting services. "We used to offer classic, two-week

"It's a nice challenge to strategically plan and implement media projects together with partners in a given country."

workshops, but they weren't producing the results we had hoped for. We now have a sense that the changes are lasting, sustainable." The local journalists appreciate the personal contact with Deselaers – in Bolivia, discus-

sions achieve more than emails. Deselaers for his part also maintains close contact with DW Akademie headquarters in Bonn. "It's a nice challenge to strategically plan and implement media projects together with partners in a given country," says Petra Berner. "This on-going approach wouldn't be possible without an external office. Our colleague is based locally and can train, coach and observe what is happening in the stations – and perhaps what is not happening."

The Bolivian office was the first of its kind in Latin America. Since then other cooperation offices have opened in Guatemala, Colombia and Ecuador. But DW Akademie sets down clear conditions for a partnership: Desalaers and his colleagues work only with those stations truly interested in unbiased, balanced reporting.

Another goal is for stations to exchange their productions as part of a national network. This, in fact, is one of the pre-conditions. After Ramiro García finishes his news

program he'll broadcast a report made by a colleague in Potosí, a city in south-central Bolivia. The two journalists know each other and have met before – at a workshop conducted by DW Akademie.

DW Akademie in Latin America

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



Guatemala Youth radio

DW Akademie has begun a long-term project in Guatemala focusing on youth radio. In July 2011 it opened with the German GIZ an on-site cooperation office to coordinate the project. The goal is to produce entertaining and informative programs for young listeners by working together with two large radio umbrella organizations. The “Radio Jóven” project not only focuses on radio but is also assisting with the creation of a youth-oriented multimedia platform. The project runs until 2014.



Honduras Defusing conflicts – supporting local radio

Since the political upheaval in summer 2009 the media situation in Honduras has continued to deteriorate. Honduras is considered to be the most dangerous country on the continent for media professionals. This results in journalists censoring themselves and becoming influenced by political and financial pressures. Despite the challenges, six Honduran local radio stations are aiming to offer independent, listener-oriented programs. DW Akademie is supporting the project with journalism workshops and organizational consulting.



Brazil Long-term project in the Amazon

Over the next three years DW Akademie will support a radio network in Brazil which focuses on the environment and indigenous populations. Between 2008 and 2010 DW Akademie held workshops for radio journalists in remote areas of the Amazon Basin. Twelve stations now belong to the Amazon news network, “Rede de Notícias da Amazonia”, and regularly report on environmental issues from a regional perspective. The network provides almost 25 million people living in the region with a more critical alternative to the commercially-oriented television companies based in southern Brazil.



ON THE MOVE IN LATIN AMERICA



By Christopher Springate Currents of change

I was evaluating projects in the Brazilian Amazon and came upon a fisherman gazing across the water. In this time of climate change he seemed to be wondering what the day's catch would bring. The Tapajós, which flows into the Amazon River, is an amazing 19 kilometers wide here! These are proportions you'll find in the Amazon Basin and it's where we're supporting a network of 12 radio stations reporting on environmental issues. They know something we cannot imagine: that the world's largest rainforest – our planet's green lung – could collapse.



Egypt

The revolution is not over yet

2011 began uneasily for Egypt and it also ended uneasily. Although autocratic ruler Hosni Mubarak was overthrown, political and social problems remained. In this challenging environment DW Akademie focused primarily on supporting young journalists.

“Our primary goal in Egypt since the revolution has been to support reform-oriented journalists and media,” says Jens-Uwe Rahe, DW Akademie country coordinator. He travelled to Cairo in early March 2011, just four weeks after Mubarak was toppled. “It was a chaotic situation. Strikes and demonstrations were not only in the public sector but in the private sector, as well. I had arranged to meet with heads of organizations but some had been discharged before we could even get together,” Rahe recalls. He

had come to Cairo to identify training needs and meet with potential partners.

One of the biggest challenges, he says, was finding reliable organizations to work with. The state media had rightly been pushed to the sidelines due to their strong ties with the Mubarak regime; the private media were gaining their bearings, and bloggers and online activists, despite their

“Our primary goal in Egypt since the revolution has been to support reform-oriented journalists and media.”

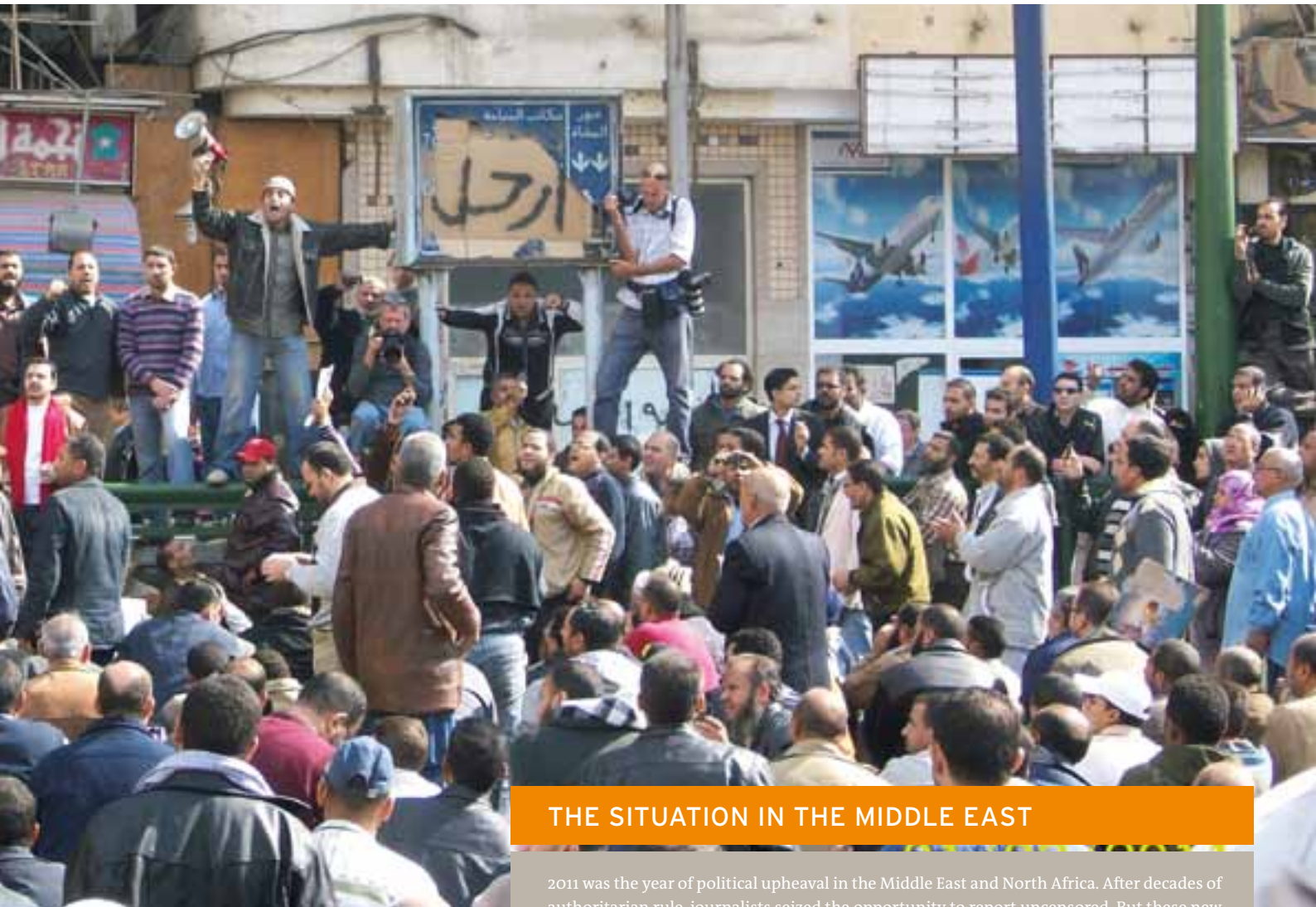
technical expertise, were mostly lone warriors and not sufficiently organized to greatly contribute to a transition process. Swift action was required and DW Akademie quickly found reliable partners with two universities. It arranged a series of workshops focusing on online journalism together with Cairo University. Many students partici-

pated as did two groups of lecturers looking to create a curriculum with more practical components. Cairo University and DW Akademie will continue the project in 2012.

The second focus was on working with journalists themselves, and the German University in Cairo (GUC) was an ideal partner for this. DW Akademie and GUC organized three workshops on election reporting, bringing together television, radio and online journalists from both the state and private media. “This was an enriching experience for everyone involved,” says Rahe.

DW Akademie’s Young Media Summit in 2011 also reflected the spirit of change in post-revolutionary Egypt. “At the end of May we brought together citizen journalists

Middle East



THE SITUATION IN THE MIDDLE EAST

2011 was the year of political upheaval in the Middle East and North Africa. After decades of authoritarian rule, journalists seized the opportunity to report uncensored. But these new freedoms had limits. In Egypt the government took harsh action against opposition journalists and bloggers who had criticized the military council. In Yemen and Bahrain prolonged protests led to attacks on media workers, and several journalists were killed or imprisoned. In Syria journalists and bloggers were systematically intimidated and most foreign reporters were forced to leave the country. The situation for journalists in Pakistan remained explosive. Reporters Without Borders estimates that again in 2011 more journalists were killed there than anywhere else in the world.

from eight Arab countries and Germany,” Rahe says. “Some had been in contact with each other via the Net but we wanted them to meet face-to-face. They went out on the streets of Cairo together to research stories relating to the revolution. Many had never worked this freely before.”

But this challenge was quickly dampened. Egypt’s military council tried to crush critique of its governing style and doubts about its democratic intentions by imprisoning outspoken bloggers and attacking journalists. Reporters Without Borders dropped Egypt 39 points to position 166 on its press freedom index.

One year after the revolution Rahe concludes, “the exuberance of the first few months has faded, but journalists have had a taste of freedom and they’re not going to forget it.”

The most difficult aspect has been the situation of the state media. “Many people working there are used to serving those in power

and the ones in power aren’t ready to release control of the media.” But, he points out, “we’re working to change that, too.”



PARTNER PROFILE

The German University in Cairo (GUC) was established as an Egyptian private university in 2002. It cooperates with several German universities and is supported by the German Academic Exchange Service. GUC began working closely with DW Akademie in 2011. To date, the focus has been on training television, radio and online journalists to report on elections.



Pakistan Listening to the people

The people in western Pakistan's tribal areas often have no access to information, and radical Islamic groups use this to their advantage. DW Akademie has been conducting workshops in Pakistan with a goal to strengthen local radio. An important component of this project is to train journalists to become trainers themselves.

PARTNER PROFILE



The Pakistan Broadcasting Corporation (PBC), commonly called Radio Pakistan, was established in 1947. Its broadcasting range has since continually expanded. It was only in the 1980s and 1990s, however, that listeners in remote areas could access PBC programming. The current management is aiming to reform the broadcaster and modernize its technology. DW Akademie has been working with PBC since 2010.

“Radio can bring about social change,” says Mohammad Bilal. He works for the state-run Pakistan Broadcasting Corporation (PBC) and understands the importance of credibility. Radio programs must be well made in order for listeners to stay tuned and trust the information being broadcast. Bilal produces reports for the editorial office in Peshawar, a city in northwestern Pakistan close to the Afghan border.

“Radio can bring about social change.”

The tribal areas begin just beyond Peshawar. The people there have difficulties accessing information. Radical Islamic groups take advantage of this by using pirate radio stations to spread propaganda and win supporters. If successful, the region's political situation could become even more unstable. “But,” Bilal points out, “we know that radio can be effective in the struggle against radicals.” It's a case of credible, well-researched information versus extremist propaganda.

In 2011 Bilal took part in several DW Akademie workshops for local journalists and technicians. The workshops focused on information programs produced by local

radio stations. The goal was to produce reliable news and reports that respond to rural listeners' information needs. “Rural listeners in particular require more background information,” says DW Akademie's regional coordinator Florian Weigand. “People outside urban areas are often illiterate and radio becomes their sole source for external news and information.”

Trained journalists are the prerequisite for credible and independent local programming. “But that's currently our biggest problem,” says Javed Nasir. He works for PBC in Lahore, eastern Pakistan. “We lack everything – teaching material, equipment and trainers.” That's why top participants – including Bilal and Nasir – from previous DW Akademie workshops have now been trained to become trainers.

“Our focus is on improving the programs, but in order to do this we need to train local journalists to become trainers themselves. They, in turn, can then train young journalists in their own stations,” Weigand says. The partnership's common goal is to give the people of Pakistan more independent, more credible information.

DW Akademie in the Middle East

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

Palestinian territories Workshops for TV stations

The Palestinian Broadcasting Corporation (PBC) is making the transition from a state broadcaster to one with public broadcasting standards. DW is supporting the transition with workshops for journalists. PBC is aiming to make its programming more viewer-friendly and raise its credibility among the public. Reporters, editors and technicians attended the workshops held in the West Bank city of Ramallah. The project will continue in 2012 with the development of a youth program. DW Akademie is also assisting PBC in establishing a digital archive.



Iraq Television for children

“Information Magazine Programs for Children” is a project based on previous workshops and continued in Sulaymanya in northern Iraq in 2011. The goal of the three-week, in-house coaching at KurdSat station was to create a foundation for producing a magazine program for children between the ages of six and twelve. The program, “12 Minutes”, uses journalistic and entertaining formats to reflect everyday experiences of children living in the country’s north. The hosts and on-camera reporters are children. The final module looked at establishing “12 Minutes” as part of the station’s regular programming.



Yemen & Syria Projects on hold

DW Akademie suspended projects in Syria and Yemen due to the political unrest there. Projects originally planned for 2011 included workshops for reporting on business, environmental and youth topics as well as workshops looking at new media technologies. Violent conflicts in both countries further exacerbated the working conditions for journalists. Critical information on the governments could almost only be found in the international media or on the Internet. So as to not entirely sever the dialogue with media workers in both countries, DW Akademie invited bloggers and citizen journalists to take part in the 2011 Young Media Summit held in Cairo.



ON THE MOVE IN MIDDLE EAST



By Jens-Uwe Rahe Camel drivers in Giza

Where have all the tourists gone? Since the January 25 revolution camel drivers at the Giza pyramids can spend hours waiting for customers – often in vain. I took this photo in autumn 2011 while on a project, and at a time when many Egyptians were having greater financial difficulties than before. They knew that the road to political stability, social justice and economic recovery would be a long one, but their greatest expectations following the revolution remained: a better future for the young and better living conditions for all.

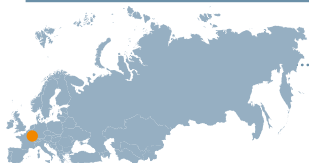
New cooperation projects

Bujumbura, Burundi

Ouagadougou, Burkina Faso



WCF Factories supports young filmmakers and is a cooperation project between the Berlinale World Cinema Fund (WCF) and DW Akademie. The project was launched in September 2011 with the feature film “Amaguru n’Amaboko” (“Hands and Feet”), written and directed by Burundian filmmaker Roland Rugero. It was followed in October by “Moi, Zaphira” (“I, Zaphira”) directed by Appoline Traoré from Burkina Faso. The directors each chose a production phase where they required support. The film crews were then coached by DW Akademie instructors and filmmakers from internationally acclaimed film productions.

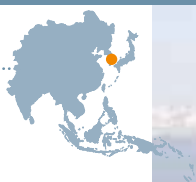


Brussels, Belgium

DW Akademie, together with BBC Media Action, the Dutch organization Freepressunlimited and other European partners, has been involved in discussions on the future direction of European development cooperation. Responding to the new EU “Agenda for Change” development strategy the group showed the role media could play in development projects. Free and independent media are a vital control factor within a society, argued EU Commissioner for Development, Andris Piebalgs, (photo) and must therefore be part of a sustainable European development policy.



Busan, South Korea



In cooperation with the Organisation for Economic Co-operation and Development’s (OECD) task force on good governance, DW Akademie looked at the media’s role in good governance in preparation for the international donor and partnership conference held in Busan, South Korea in December 2011. This aspect was then addressed for the first time in an OECD position paper. DW Akademie also joined the Global Forum for Media Development (GFMD) to further advocate for support of the media in development cooperation projects. Worldwide, GFMD counts some 400 media-related organizations among its members.



Events



Warsaw, Poland

International media experts discussed “Democracy 3.0 – new media development strategies in the new media age” as part of the European Development Days held in December 2011. The panelists were Klaus Rudischhauser (Director General of Development and Cooperation, EU Commission), Amadou Mahtar Ba (Director General of the African Media Initiative, Senegal), Ahmad Moeed (Head of New Media at Al Jazeera, Qatar), Gabriel Accascina (Director of the United Nations Development Program’s Knowledge Management Group) and Mark Wilson (Director of PANOS, London). Patrick Leusch (DW Akademie) moderated the discussion.



Bonn, Germany

“Hype or Hope? The impact of digital media on journalism and development” brought together more than 100 international and German participants to discuss the impact of digital technology and modes of communication on mass media and media support. The three-day conference held at Deutsche Welle’s broadcasting center in Bonn in October 2011 was organized by the “Forum Medien und Entwicklung” (FoME) and hosted by DW Akademie. FoME has 860 members, including journalists and those working in the fields of communication research and development cooperation.



Mexico City, Mexico

In July 2011, journalists, opinion makers and media artists from Costa Rica, Nicaragua, Colombia, Peru, Mexico and Germany got together to take part in “Young Voices”, a three-day media dialogue organized by DW Akademie and held in Mexico City. The dialogue focused on ways for young journalists to successfully gain a foothold in the profession. Germany’s Foreign Minister, Guido Westerwelle, and DW Director General, Erik Bettermann, visited the dialogue on the third day and answered questions posed by the 16 participants.

“A special way of looking at the world”

The first group of students to complete the International Media Studies program received their Master's degrees in September 2011. Since graduating from the 18-month program many have returned home to pursue their careers. Among them are Danh-Quy Nguyen from Vietnam, Emmy Chirchir from Kenya and Ana Cristina Wegelin from Brazil.



Emmy Chirchir



Danh-Quy Nguyen



Ana Cristina Wegelin

Many IMS graduates, including Danh-Quy, Emmy and Ana Cristina, said their goodbyes with a mixture of tears of joy and sorrow. They had participated in DW Akademie's International Media Studies program and together with 19 other international students were the first group to graduate. Although they had enjoyed and benefited from their time in Bonn, they quickly immersed themselves in their new careers upon returning home. Many had in fact signed their work contracts before finishing their studies.

“I was in Vietnam in April 2011 and met the publisher of Elle magazine,” Dan-Quy recalls. “We got on extremely well and she told me about Vietnam's magazine market. In exchange, I talked about digital publishing and modern forms of journalism – things I had learned during the IMS program.” His enthusiasm paid off. In October 2011 he became the digital managing editor for the Vietnamese edition of the fashion and lifestyle magazine. When he began the IMS program, he says confidently, he knew his career would get off to a good start.

“I didn't expect to get a position so quickly.”

It was different for Emmy. “I didn't expect to get a position so quickly,” she says. But during an internship with the United Nations she came into contact with the African Enterprise Challenge Fund in Nairobi. She speaks several languages and now works as the Fund's marketing and communications officer.

For Ana Cristina from Brazil it was clear from the start that she would return to her former employer, the state electricity supplier. She

hopes to soon be transferred to the company's communications department. “They certainly want to have me, but my current boss isn't prepared to let me go yet.”

The farewells in Bonn gave them an opportunity to look back on their studies. When asked why media producers should be interested in DW Akademie's Master's program, Emmy responds, “because it's a good program and it's getting better and better.” They say their most formative experiences during the 18 months were learning more about multimedia and online journalism, working in editorial departments, and getting a sense of different cultures and political systems. They also point out that learning in a multicultural environment played an important role. Danh-Quy sums it up like this: “The IMS gives you a special way of looking at the world.”

It also gave them something else. During the graduation ceremony, the director of IMS, Professor Dr. Christoph Schmidt, and the Dean of the Bonn-Rhein-Sieg University of Applied Sciences, Professor Dr. Michael Krzeminski, praised their team spirit. “We were more than a good team,” says Danh-Quy. “I guarantee that anyone who enters the IMS program will make good friends.” The graduates continue to stay in touch with each other, although, he says, “it's sometimes difficult because of the time differences between continents.”

A few days after Danh-Quy, Emmy and Ana Cristina headed home, DW Akademie welcomed a new group of IMS students. These 30 media practitioners will complete their Master's degree in 2013.



DEUTSCHE WELLE MEDIA DIALOGUE

In April 2011, the symposium “Turkey - Media Organization en route to Europe” brought together academic, political and media experts to discuss various aspects of the Turkish media system. The focus was on Turkey's structural, economic, legal and media policy prospects. The panel included Professor Dr. Rita Süßmuth, former president of the German parliament and president of the consortium for the development of the German-Turkish University; Professor Dr. Haluk Sahin, a columnist and professor of journalism at the Bilgi University in Istanbul; Halim Hosny, Istanbul correspondent for the German television broadcaster ZDF, and Baha Güngör, head of DW's Turkish service. The symposium was organized by DW Akademie and held at the Deutsche Welle broadcasting center in Bonn.



INTERNATIONAL MEDIA STUDIES

International Media Studies (IMS) is a four-semester, international Master's program launched jointly in 2009 by DW Akademie, the Bonn-Rhein-Sieg University of Applied Sciences and the University of Bonn. This unique program is bilingual (German/English) and links media with development cooperation. The curriculum combines the disciplines of media and development, journalism, communications and media management. Under the guidance of experienced media professionals students apply theory to hands-on modules and profit from a distinctive combination of research, theory and practice.

More information is available online at www.ims-master.de

Sankt Augustin
09-23.08.2011

“The Internet is here to stay”

Public debates are increasingly being conducted on social networking sites. At the same time, issues discussed on the Web are finding their way into the traditional media. Marcus Bösch, a journalist and social media trainer, talks about the impact of new forms of communication.

To what extent are social networking sites such as Facebook and Twitter changing the way we communicate?

They're changing things fundamentally. If you look at how companies, institutions and organizations now work, it's entirely different to the way it was a few years ago. This also means professional communication is no longer a one-way street. The Internet has created a new framework for dialogue.

What can clients learn about this dialogue during a DW Akademie workshop on social media?

Companies, organizations and individuals are increasingly finding that everything revolves around social media. We can't ignore them and we have to use them – but how do we do this? People often feel overwhelmed. They try to work with social media but are often disappointed and frustrated because they're not getting the results they expected from, say, Twitter or Facebook. That's where we come in. We look at what works for them and what doesn't. One really needs to learn how to effectively communicate online. For the last ten years we've been testing new tools and services used on the Net. We share the results with those who are interested, but we don't have a zealous or missionary approach. We show where and how it's worth investing time, where the limits are and how to get the most out of popular tools.

What can social media offer companies and organizations?

They can make companies visible in areas where they weren't previously noticed. Our clients can use social media to create lasting bonds with partners, customers and users in ways they couldn't do before. They can also use social media to present their company or organization from an entirely new angle and with a much more personal approach.



Journalist and social media trainer Marcus Bösch

Many people are still wary about using social networks. How do you motivate them?

Those who are the most skeptical are usually people who haven't really used a social network before. That's why I start off by showing and explaining this incredible world of networking. My job is not really to be an external motivator but to work together with the participants to discover the advantages it can bring them and to see where it can be worthwhile for them to invest time and money.

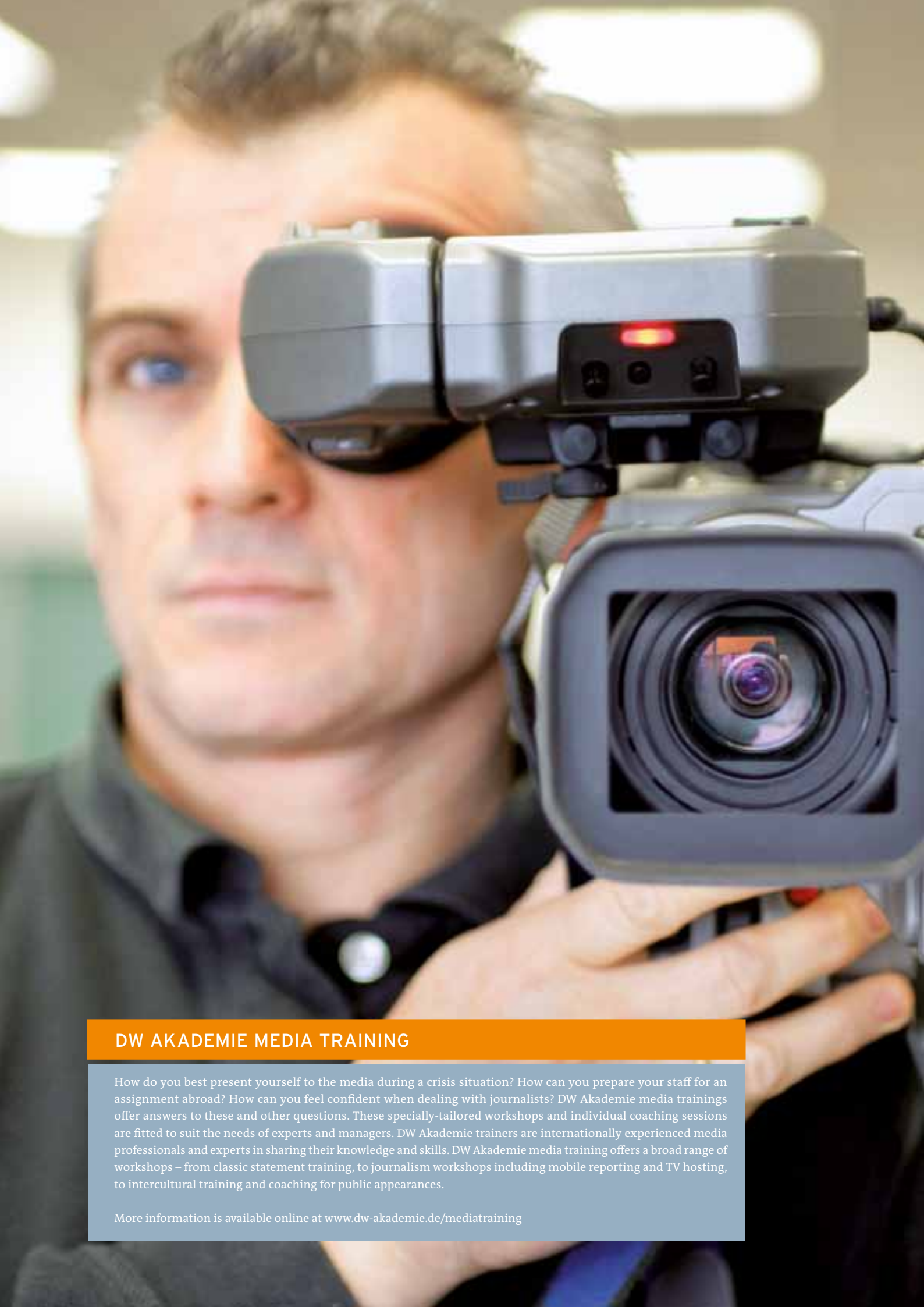
If we're looking for predictions, what can our tea leaves tell us about the ways social media will change in the future?

The Internet is here to stay, online social interaction will be the norm and will become increasingly mobile. That's a given. And it's also a given that the Internet will be everywhere – from the soft drink cans in the supermarket to the soles of our shoes.



OPEN WORKSHOPS

In addition to workshops tailored for companies, organizations and institutions, DW Akademie also offers “open workshops” for individuals. The workshops last one or more days and cover areas such as social media, event hosting, crisis communication and public appearances. Other areas include TV moderation as well as journalists' workshops on video reporting, mobile reporting and the use of multimedia. DW Akademie also offers intercultural training for people preparing for an assignment abroad. Destinations include China, Japan, Afghanistan as well as countries in the Arab world. More information and workshop dates are available online at www.dw-akademie.de/mediatraining



DW AKADEMIE MEDIA TRAINING

How do you best present yourself to the media during a crisis situation? How can you prepare your staff for an assignment abroad? How can you feel confident when dealing with journalists? DW Akademie media trainings offer answers to these and other questions. These specially-tailored workshops and individual coaching sessions are fitted to suit the needs of experts and managers. DW Akademie trainers are internationally experienced media professionals and experts in sharing their knowledge and skills. DW Akademie media training offers a broad range of workshops – from classic statement training, to journalism workshops including mobile reporting and TV hosting, to intercultural training and coaching for public appearances.

More information is available online at www.dw-akademie.de/mediatraining

“Africa from a different perspective”

DW Akademie’s internationally recognized traineeship offers participants more than just television, radio and online training. It enables them to view things from a different perspective. Trainee Jan Bruck accompanied DW Akademie instructors to a special project in South Africa and this is the story he tells.

As the plane takes off from the Cologne-Bonn airport and heads for the Cape of Good Hope, I’m excited about meeting the young African participants. They’re journalists who want to tell stories about their continent from an African perspective. That is the concept behind the DW Akademie “African Stories” project and stations from 30 African countries are taking part.

From Day 1 of the workshop I realize my African colleagues and I have much in common. They want their voices to be heard, just as I want mine to be heard, too. They want their stories to have an impact and they want to show the world who they are as Africans.

My perception of Africa is changing. There are countless stories to tell about this continent but the mass media aren’t telling them – at least not the positive ones. As the workshop unfolds I sense a change in the air, one that many of my African colleagues are responding to. They want to show that Africa can face the future with confidence and that many Africans are trying to shape their own destinies.

“Western journalists often concentrate on just one aspect of Africa, like poverty, for example,” says Mathew Nhtala, an editor at MUVI TV in Zambia. “The workshop is helping us to show Africa’s huge potential. ‘African stories’ for me is about portraying Africans who dare to create a better future.”

Many here say that the stories must be told by African and not foreign journalists. “We’re the ones who know our continent best,” says Rebecca Phwitiko from Malawi. “Our challenge, though, is to know how to approach a story and tell it in a way that draws in the public. The trainers are supporting us in this.”

The workshop comes to a close after two weeks of intensive instruction, research, filming, editing and laying the soundtrack. Participants say it will greatly influence the way they’ll now produce their pieces. And for me as a trainee, South Africa has been a valuable



Trainee Jan Bruck now sees things differently. He accompanied DW Akademie instructors to a project in South Africa.

experience. It’s been good to see the effective way DW Akademie works on location. I’ve learned a lot and have been able to pass on things I myself have been learning in the traineeship program.

From the workshop emerge four stories about South Africans intent on creating a better future. They tell about a group of grandmothers fighting against poverty and the impact of AIDS; they portray a visually impaired man who campaigns for the rights of the blind; they recount the experiences of a gardener who, in the urban center, sows vegetable patches for schoolchildren; and they show an organization which records and documents the most-treasured memories of people afflicted with AIDS. The people in the stories all have one thing in common: they’re facing the future with confidence. On the flight back, as we leave the Cape of Good Hope behind us, I realize that Africa has a wealth of good stories to tell.



ALUMNI GATHERING

Former DW trainees networked with each other well into the night. The third alumni get-together brought former trainees from all over Germany to DW Akademie’s Open Day held in November 2011 in Bonn (see p.32). DW editors also stopped by to talk about old times and catch up on new projects. “It was great to see that some of the journalists who are now established started off the same way as I have,” said Charlotte Hauswedell, currently a DW trainee herself. The day was rounded off with a lively alumni party where current and former trainees refreshed old contacts and established new ones. Thanks to the DJ, Ali T, DW Akademie became one big party well into the night.



TRAINEESHIP: UNIQUE AND EXCEPTIONAL

Deutsche Welle's cross-media traineeship has an excellent and long-standing reputation. DW Akademie offers up-and-coming journalists in-depth, international, editorial training for radio, television and online media. Trainees also profit from the global orientation of Germany's international broadcaster. In addition to a traineeship for German native speakers, DW offers a unique traineeship for young international journalists. Participants of both programs spend 18 months working in DW's German and foreign language editorial offices and departments located in Bonn and Berlin. Trainees can also intern at DW studios in Brussels, Washington, Moscow or Berlin. They can choose their elective posting from a variety of media organizations ranging from CNN to the German radio service in Namibia. Application deadlines are listed online at www.dw-akademie.de/traineeship

DW Akademie online



Since 2011 facebook.com/DWakademie provides the online community with information on DW Akademie projects and events. Also included are details on trainee-ship applications, links and information

relating to media development, publications for downloading and opportunities for networking. The page is linked to Facebook pages specific to Africa, Asia, Latin America, Europe and Central Asia, and the Arab world, enabling workshop participants and DW Akademie alumni to exchange ideas and experiences in their own languages. Many of these Facebook links connect users to DW Akademie's regional blogs. The blogs are designed for journalists and media practitioners in their own regions and provide practical tips, reports from workshop participants and trainers, videos and photos relating to projects, as well as tutorials and background information.

Links:

<http://www.facebook.com/DWakademie>
<http://blogs.dw-akademie.de/africa>
<http://blogs.dw-akademie.de/asia>
<http://blogs.dw-akademie.de/america-latina>
<http://blogs.dw-akademie.de/eurasia>

INTERNATIONAL MEDIA STUDIES

Prof. Dr. Christoph Schmidt

MEDIA TRAINING

Daniela Wiesler

JOURNALISM TRAINING/TRAINEESHIP

Bernhard Graf von der Schulenburg

OPEN DAY

DW Akademie's first Open Day held November 17th was open to all Deutsche Welle staff and former trainees. DW Akademie teams used the occasion to present projects in Africa, Asia, Latin America, the Middle East and North Africa, and Europe and Central Asia.

“Open Day was also an opportunity for trainers to network, learn from each other and get new ideas for their projects.”

Open Day also offered link-ups with overseas partners, a look at the work of DW trainees and students from the Master's program, and opportunities to practice on-camera presentation techniques with DW Akademie media trainers. The focus of Open Day was to exchange views and experiences with Deutsche Welle colleagues

and DW Akademie trainers. “DW Akademie projects are international and incredibly diverse,” says DW Akademie director, Gerda Meuer. “Open Day was also an opportunity for trainers to network, learn from each other and get new ideas for their projects.”

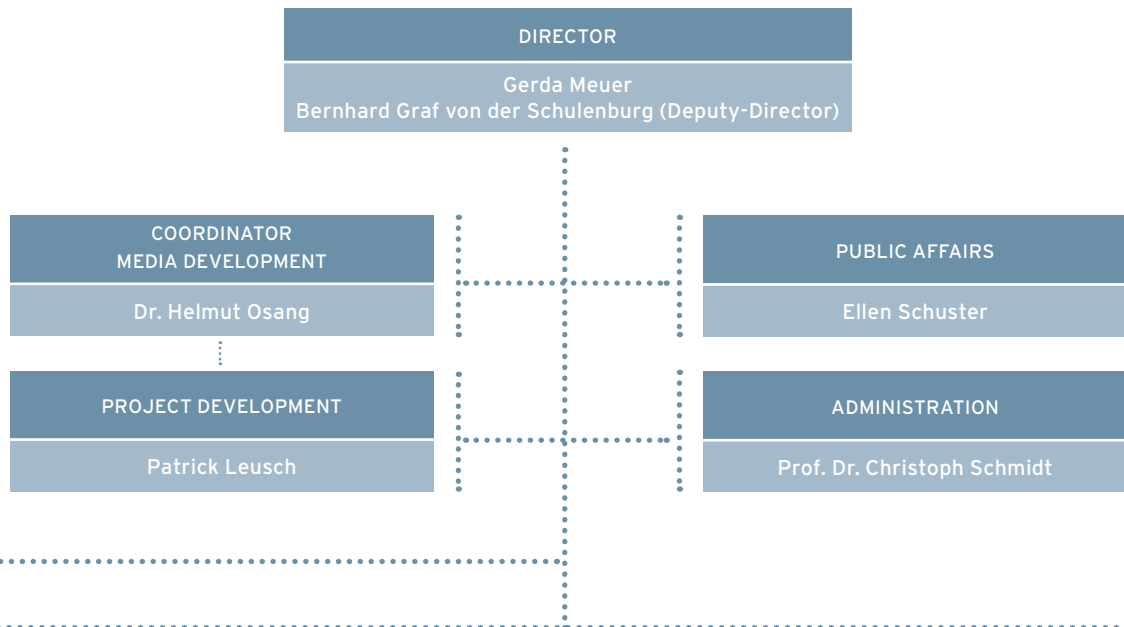
Markus Mörchen, a former DW trainee, now heads the German children's tele-

vision program, “Logo!” and was once a DW Akademie instructor himself. “It was interesting for me to see how DW Akademie is developing,” he says, “with long-term international projects, for example, and the Master's program.”

DW Akademie's next Open Day is planned for 2013.



About us



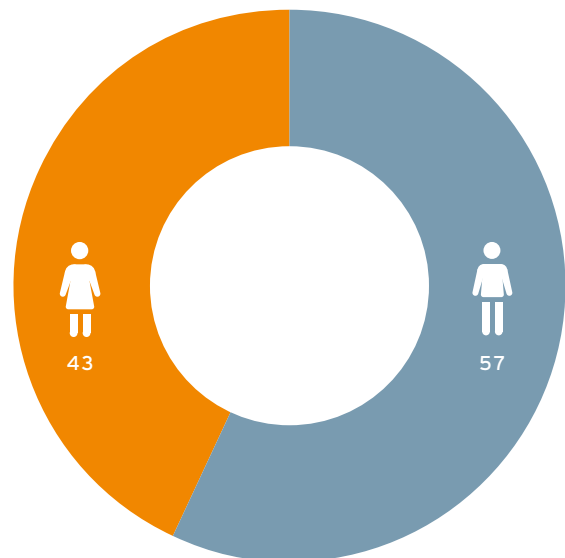
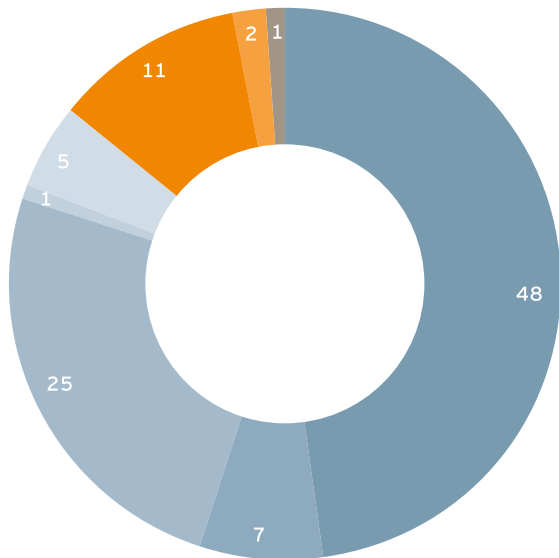
MEDIA DEVELOPMENT

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

VERSION: 2012



Facts and figures



Annual Statement for 2011 – Revenue

Figures in percent



Participants in 2011

Figures in percent



While Deutsche Welle departments are funded by Germany's Federal Commissioner for Culture and Media, DW Akademie receives its funding from other sources. In 2011, approximately one-half of its budget came from the Federal Ministry for Economic Cooperation and Development (BMZ). DW Akademie assigned these funds to international media development projects and the International Media Studies Master's program. As in the past, additional funding for DW Akademie projects in 2011 was provided by Germany's Federal

Foreign Office, the Organisation for Security and Co-operation in Europe (OSCE), the European Union and other institutions. In 2011 DW Akademie organized a total of 345 projects in Africa, Asia, Latin America, Central Asia, the Middle East and North Africa, and Europe. More than 3,200 media workers took part in training, educational and consulting opportunities. Forty-three percent of these participants were women. The vast majority of projects were conducted on location in DW Akademie's partner countries.



COMMUNICATION. PARTICIPATION. DEVELOPMENT.

The media can support public participation in society and development, and enable educational and learning processes for all. In developing and transition countries as well as in post-conflict, conflict and transformation states media development aims to strengthen the media over the long term. It works at various levels to achieve this. One level focuses on professionalizing individuals – journalists, technicians and managers – through workshops, trainings and coaching. Another looks at strengthening organizations, broadcasters and universities. Media development is also active at the political level, promoting favorable conditions for developing a healthy and diverse media sector. DW Akademie is Germany's largest media development organization.

DW – In dialogue with the world



DW represents Germany in the international media landscape. Germany's international broadcaster conveys the country as a nation rooted in European culture and as a liberal, democratic state based on the rule of law.

As part of its statutory mission, DW works independently to present events and developments in Germany and the world and picks up on German and other points of view. It promotes exchange and understanding between the world's cultures and peoples. Deutsche Welle also provides access to the German language, the daily life and the mentality of the people.

We fulfill this mission with a full range of television, radio and online services. DW is synonymous with in-depth, reliable news and information in 30 languages. We provide the latest news, classify facts, explain contexts and analyze background information.

We address people who are interested in Germany and Europe – especially those who are seen as opinion-leaders in their respective countries. In authoritarian states, this applies to those who actively stand up for democracy, civil rights and progress. They value us as a reliable source of information.

Deutsche Welle is regulated by public law and financed by federal tax revenue. More than 1,500 employees and hundreds of freelancers from 60 countries work in our headquarters in Bonn and Berlin.

www.dw.de/aboutus

www.dw.de/press

blogs.dw.de/weltzeit (German)

DONORS AND PARTNERS



COOPERATION PARTNERS

BBC Media Action
Bonn-Rhine-Sieg University of Applied Sciences
Bonn University
Das Nürnberger Haus in Kharkov
European Journalism Centre
Foundation for Independent Radio Broadcasting
Fondation Hirondelle
Funkforum e. V.
German Academic Exchange Service (DAAD)
Gustav-Stresemann-Institut (GIS)
IBB Minsk
Institute for Further Education of Journalists
Institute for War and Peace Reporting

I. Javakhishvili Tbilisi State University
International Media Support
International Federation of Journalists
Internews Europe
Knight Foundation
National Taras Shevchenko University of Kiev
One Fine Day Films
OSCE
OSCE Academy
Press Now
Pro NGO
Prospective
The United Nations
University of Queensland

LOCAL PARTNERS

AFRICA

Africa Community Publishing and Development Trust, Zimbabwe
Arab States Broadcasting Union, Tunis, Tunisia
East African Business Council, Tanzania
East African Community, Tanzania
Ginger Ink, Kenya
IGAD, Djibouti
IPSI, Tunisia
ISIC, Morocco
EIRENE, DR Congo
Media Monitoring Project, Zimbabwe
National University of Rwanda
Voluntary Media Council of Zimbabwe
Zimbabwean Union of Journalists

ASIA

Asia-Pacific Institute for Broadcasting Development
Berlinale international film festival
Bhutan Broadcasting Service Corporation
Indira Ghandi National Open University, India
Lao National University, Laos
Mongolian National Broadcaster
Myanmar Media Development Center
Pathshala, The South Asian Media Academy, Bangladesh
QRTV, Vietnam
Radio Broadcasting Service, Nepal
Radio The Voice of Vietnam
Royal University of Phnom Penh, Cambodia
Sri Lanka Broadcasting Corporation
Vietnam Television Training Center

EUROPE/CENTRAL ASIA

Belarusian Association of Journalists (BAJ), Belarus
Foundation for Independent Radio Broadcasting (FNR), Russia
Gala TV, Armenia
Georgian Public Broadcasting (GPB), Georgia
Kloop.kg, Kyrgyzstan
Obyektiv.TV, Azerbaijan
Radio Asia Plus, Tajikistan
Radio Lwiwska Chwyla, Ukraine
Radiomost, Kyrgyzstan
Radio Sto Plus, Serbia
Rundfunk Kosovo (RTK), Kosovo
Teleradio Moldova, Moldova

LATIN AMERICA

Acción Cultural Loyola, Bolivia
Asociación Boliviana de Carreras de Comunicación Social
Educación Radiofónica de Bolivia
ECTV Ecuador TV, Televisión Pública
Federación Guatemalteca de Escuelas Radiofónicas
Instituto Guatemalteco de Educación Radiofónica
Radio Santa Cruz, Bolivia
Radio Televisión Nacional de Colombia
Rede de Notícias da Amazonia
Red PÍO XII, Bolivia
Universidad de Managua, Nicaragua
Universidad del Norte, Colombia

MIDDLE EAST

An-Najah University, Nablus, Palestinian territories
Arab States Broadcasting Union, Tunis, Tunisia
Ariana TV, Kabul, Afghanistan
Cairo University, Egypt
German Information Center Cairo, Egypt
German University in Cairo, Egypt
KurdSat, Sulaimani, Iraq
Linkonline, Cairo, Egypt
ON-TV, Cairo, Egypt
Palestinian Broadcasting Corporation, Ramallah, Palestinian territories
Pakistan Broadcasting Corporation, Islamabad, Pakistan,
Shamshad TV, Kabul, Afghanistan
South Asian Media School, Lahore, Pakistan
Southern Sudan Radio, Juba, Southern Sudan
University of Peshawar, Pakistan

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