



Seizing opportunities

For free and independent media worldwide
2014

Who we are

DW Akademie is Germany's leading organization for international media development.

Our ideals

We strongly believe that independent media and responsible journalism are essential worldwide. Given Germany's history, we believe that people should be able to freely express their views and have access to independent sources of information. We see this as an important prerequisite for peace and democracy.

Our approach

We support the development of independent and transparent media systems, quality journalism and media expertise. We help rebuild media in post-crisis and post-conflict environments and contribute to the professional training of media workers in countries around the globe.

We respect the cultural identity of our partners and work closely with them in designing our projects. It is important for us that these projects are practice-oriented, interactive and innovative. We consider our work to be successful when our partners see the value in change and are able to follow through with reforms.



www.dw-akademie.de



Change and opportunity

Over the past years, DW Akademie has impressively demonstrated its readiness to undertake new projects and seize new opportunities.

DW Akademie's work in the field of development cooperation provides new opportunities for others. At the same time, DW Akademie also recognizes how much the organization itself benefits from working together with international partners.

The German Media Development Awards is one such example. In 2013, and for the first time in its history, the award was presented jointly by the Federal Ministry for Economic Cooperation and Development (BMZ) and Deutsche Welle. This not only increased DW Akademie's renown in international circles but also established closer contacts with leading journalists and networks in their respective countries. The awards were also a chance to learn more about the regions where these journalists live and the issues important to them – from their perspective.

For DW Akademie, projects are deemed successful when both sides desire change, and when partners are able to assume responsibility for reforms and to continue driving them forward. DW Akademie's mission is about cooperation on an equal footing, teamwork and true exchange. Respecting the cultural identity of our partners in designing joint projects is of prime importance. And while DW Akademie helps open up new possibilities for our partners we, in the process, benefit as well.

Independent media and responsible journalism are indispensable worldwide and a fundamental pillar of peace-building and democracy. DW Akademie supports the development of independent and transparent media and contributes internationally to the professional training of media workers. The organization offers partner stations comprehensive, long-term training and consultation carried out on location. The traineeships for up-and-coming journalists and DW Akademie's International Media Studies master's program offer opportunities as well – not just for young journalists but for the development of independent media around the globe.



Peter Limbourg Director General Deutsche Welle

DW Akademie staff work tirelessly to help our partners realize their aspirations for responsible journalism. Under the new director, Christian Gramsch – previously Deutsche Welle's Director of Regionalized and Multimedia Content in numerous languages – DW Akademie will be geared more strongly towards meeting the requirements of an increasingly multimedia environment.

Continual development as well as ongoing adjustments to changing situations in target countries, including crisis regions, are all part of DW Akademie's daily work. In this sense, the newly implemented and upcoming reforms here at the organization present a new set of opportunities to actively participate in an evolving DW Akademie.

Goal-oriented and working together



Christian Gramsch Director DW Akademie

The media, whether in Cairo, Kiev or elsewhere in the world, has rarely played such a critical role in political upheavals as it does today. And social media is now a vital source of real-time information alongside traditional news outlets. Both support political decision-making processes, hold political leaders accountable and give a voice to those who would otherwise not be heard.

At least in theory, that is. In practice, the majority of the world's people live in countries where fundamental rights such as freedom of the press, access to information and freedom of expression are limited. Consequently, journalists are often threatened, independent broadcasters shut down and bloggers prosecuted.

This is why DW Akademie actively supports freedom of expression and access to information around the world. DW Akademie is Germany's leading organization for international media development and Deutsche Welle's center of excellence for education, knowledge transfer and media training.

The DW Akademie magazine you have in your hands provides an overview of our global commitment and engagement. In Myanmar, for example, we will be involved over the coming years in the development of a much-needed journalism training center. It will help address the shortage of trained journalists there – one of the major stumbling blocks on the country's road to democracy.

It's a rather different story in eastern and southeastern Europe where economic uncertainties and a lack of journalistic standards are among the primary issues facing the media. In those regions we are helping develop sustainable business models. In Tunisia, Libya and other transition countries, DW Akademie is helping establish free and transparent media sectors. Our trainers and consultants do this by setting sustainable goals in close partnership with broadcasters, universities and political actors. We support these partners on site to best achieve these aims.

We also offer media programs here in Germany. DW Akademie's International Media Studies in Bonn, for example, is a bilingual master's program which gives international students a solid foundation for a career in the media sector. You can read more about what makes the course so unique in this magazine.

Up-and-coming journalists from all over the world also have a chance to hone their skills with DW's journalism traineeship program, which offers seminars and practical placements in both Bonn and Berlin, and includes internships abroad. Read on to discover more about the experiences of trainees who traveled back to their home countries to research their family histories for the multimedia project, "Granny, the regime and I".

I, too, wish you an interesting journey with this travel guide, taking you through the world of DW Akademie.

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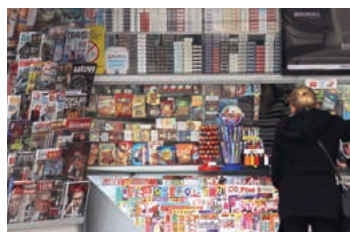
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Sheila Mysorekar

Project coordinator for South Sudan

“There aren’t many journalists in South Sudan, but the ones who do work there are highly motivated. Still, they have had little training and are under enormous pressure from politicians and militias. Our workshops provide journalists with basic professional skills, but it’s the political context that determines the extent to which they can actually apply them. The road to a free and diverse media sector is still a very long one.” *More on page 16*



Predrag Blagojević

Founder and editor-in-chief of the online portal Južne Vesti in Serbia

“Although the Serbian government no longer directly censors the media, it still exerts control by financial means – approximately ninety percent of Serbian media outlets depend on the state for their economic survival. The Internet could be a solution to this problem, but it isn't enough to simply distribute information via the web. Rather, it's crucial to win readers' trust by providing up-to-date, comprehensive information.” *More on page 18*



© Private

Marcela Peláez

Journalist and writer from Colombia

“Colombian media tend to polarize issues and the large media houses are still the ones which mainly influence public opinion. Still, there’s now a growing trend in the country: new, independent media – such as ours – are finding their own niches and establishing themselves. Winning a German Development Media Award has helped us continue our multimedia project on displaced persons and gain recognition even beyond Colombia’s borders.” *More on page 20*

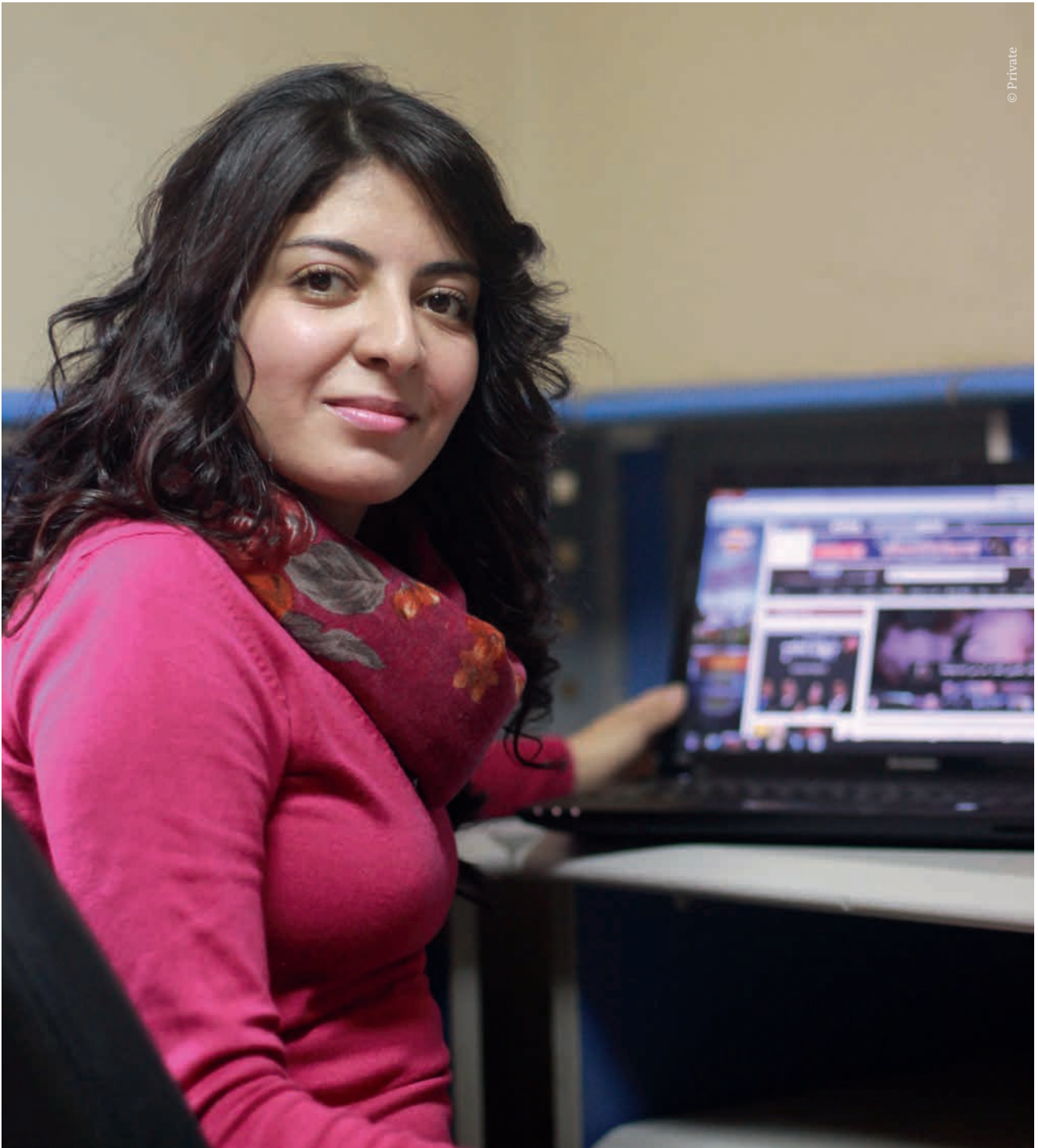


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Bektour Iskender

Head of the Kloop Media Foundation in Kyrgyzstan

“Kyrgyzstan is said to enjoy the greatest freedom of expression in Central Asia, but civil society and the media have to continually defend this freedom against political attacks. DW Akademie has definitely helped to professionalize the Kloop Media Foundation’s editorial office. Overall, I’m hoping that it will become virtually impossible for the Kyrgyz government to control the flow of information among people.” *More on page 22*



Mai Halim

Journalist for the online portal Masrawy in Egypt

“In 2011, Egyptians took to the streets to protest against injustice and corruption. We’re still protesting, but we still don’t have the media environment we deserve. New print media and news websites appeared on the market after the January Revolution, but many aren’t very professional. I’m rather pessimistic about the future of media in my country – especially as long as money continues to control the press.” *More on page 24*



© Per Henricksen

Elizabeth Shoo

DW trainee from Tanzania

“After completing my journalism studies, my goal was to take part in an on-the-job training program. Receiving one of the few places in Deutsche Welle’s 18-month journalism traineeship is a great opportunity for me. It’s also an advantage that Deutsche Welle is so well known. In Africa, journalists certainly have better career prospects if they’ve worked for a large, international media organization.”

More on page 30



Myanmar

Media in transition

Myanmar is in the midst of a remarkable political and social transition. Government-ordered reforms have breathed new life into the media sector, but well-trained journalists are still in short supply and training opportunities are rare. In addition, few government officials understand how to deal with the press professionally – and in any case, much of the media remains in state hands.

By Mathis Winkler and Ralf Witzler

Newspaper boom In Myanmar, private dailies are reemerging after nearly 50 years

After a long drive down a bumpy track, a building seems to appear out of nowhere. If it weren't for the gigantic, red-and-white striped antenna mast, it could easily be mistaken for a power plant or a top-secret research facility. But the sprawling complex, located an hour north of the country's capital Naypyidaw, has nothing to do with research or energy supplies.

In the mid-2000s, when the power of the ruling military junta was at its height, the generals decided this remote location would be the ideal place for the state broadcaster, Myanmar Radio and Television (MRTV). The authorities at the time had no interest in well-researched or balanced reporting, viewing MRTV, as it is still called, simply as a mouthpiece for their carefully censored statements. They saw no reason for MRTV to engage with the general public. But as a precaution, they built a military barracks nearby to deter any visitors.

This white elephant in the wilderness exemplifies how the development of a free media in Myanmar requires more than just improving the skills of journalists or changing long-held official attitudes. Material resources, including the existing media infrastructure, cannot remain as they are.

It is now year three of Myanmar's "revolution from above", which also saw opposition leader and Nobel Peace Prize winner Aung San Suu Kyi elected to parliament. The country's media landscape is flourishing. Since the government began granting licenses to private daily newspapers in April 2013, more than a dozen new titles have appeared.

The new array of publications is one of the most visible signs of the opening up of the media sector. Under the old regime, private daily newspapers were completely banned while weekly newspapers were subject to strict censorship. Not anymore. Today, a wide variety of privately owned dailies are sold alongside state-owned titles at newsstands. And although censorship has not officially been abolished, publishers no longer

have to send their copy to officials for approval. But the problems of the past are catching up with the present. Well-trained journalists are in very short supply. When the weekly Myanmar Times was busy planning its daily edition, it placed an ad looking for more than 50 new employees – primarily journalists. But the market has been swept clean. Now, anyone with even a modicum of writing skills easily gets a job as a reporter. Those with additional skills are quickly pushed into management positions, an additional stumbling block on the road to a free and fair press. Young people, in their early to mid-20s, are being asked to make serious editorial decisions. It's a heavy responsibility for people with little experience, especially as new media legislation is being crafted by parliament and many old laws still apply. "Reporting that displeases the government can, in theory, still be penalized," says DW Akademie country coordinator Patrick Benning, who has worked in the country regularly since early 2012. "Young journalists need training and support that enable them to take advantage of their new freedoms and avoid self-censorship."

Although the media sector has greatly benefited from the return of exiled journalists as well as from experienced colleagues who are now reporting more critically, journalism training programs need to be quickly established.

Some of Myanmar's media organizations are eager to play a role in developing their country and the media sector – perhaps as a way of repaying the population for the privileges they once enjoyed by cooperating with the old regime. Media licenses were formerly granted only to those willing to work with the authorities.

"I want to support my country," says Winn Maw, CEO of the Forever Group which operates the partly state-owned and highly popular channel MRTV-4. The Forever Group is working with a number of national and international organizations, including DW Akademie, to establish a much-needed journalism school in Myanmar. Joachim Gauck, Germany's federal president, explicitly praised DW Akademie's work in Myanmar

"Without a solid foundation you can never have an effective Fourth Estate."

Pe Myint, editor-in-chief of The People's Age Journal, Myanmar

Media pro

U Ye Htut is Myanmar's deputy information minister



during a visit there in February 2014. In a speech at Yangon University, Gauck said truth and information were essential for the country's successful transformation. "I am pleased that Deutsche Welle Akademie is involved in developing a journalism school here," he said.

Myanmar's journalists often talk about their high expectations for the Myanmar Journalism School and emphasize the necessity of its independence from the state, says DW project manager Monika Lengauer. "The school will be independent in all aspects, from organizational structure to teacher recruitment and student admissions, all the way through to curriculum development," stresses Lengauer. Her project position is financed by Germany's Federal Ministry for Economic Cooperation and Development (BMZ). The project is based on the concept of a high-quality, comprehensive education program and will offer training for newcomers to the field as well as mid-career training for more experienced professionals.

This ties in with DW Akademie's cooperation with Myanmar's National Management College (NMC), which currently offers the country's only academic journalism program. Thanks to support from UNESCO, the quality of NMC's four-year bachelor's program has recently been raised to meet international standards. Pe Myint, editor-in-chief of the Myanmar weekly *The People's Age Journal*, underlines the importance of this endeavor. "Without a solid foundation you can never have an effective Fourth Estate," he says.

Developing such a solid foundation would benefit the entire population. Myanmar is home to numerous ethnic groups, many of whom have a dire need for information – especially those living in outlying provinces. Reducing ethnic prejudices by means of objective and balanced reporting as well as public discussion is essential. "Media freedom is only possible when media structures exist that can help connect more than 100 nationalities and give them a voice," says Patrick Benning. "Whether Myanmar actually gets real press freedom doesn't just depend on decisions made in Yangon or Naypyidaw."

There are several reasons why many ethnic minorities have little or no access to mainstream media. Regional and local infrastructures are sorely underdeveloped and rural populations have little buying power. In addition, although the government has allowed ethnic media since 2012, the previous ban still has a considerable impact. While digital TV, the Internet and social media quickly appeared in the commercial center Yangon, rural regions remain cut off from most media. Daily newspapers take days to reach the provincial capitals, if they arrive at all, and state radio and television



Myanmar Outside of the large cities information can be hard to come by

are still the only free-to-air media with blanket coverage around the country. Myanmar's media sector faces additional difficulties. As discussions on new media laws continue, critical observers worry that some form of censorship will continue. Deputy Information Minister U Ye Htut, who is primarily responsible for the media reforms, maintains that some restrictions are still needed to ensure a smooth transition to democracy.

U Ye Htut is an ever-present figure in the foreign media coverage of Myanmar. He comes across as down-to-earth, Western and very open. His body language and gestures are like those of a media-savvy professional politician. These qualities are likely the reason that President Thein Sein made Ye Htut his spokesman, a post he holds in addition to his ministerial position. Ye Htut has more than 56,000 Facebook fans and regularly uses social media as a communication tool, but the government is otherwise extremely reluctant to talk to journalists. Media inquiries are either ignored or



© Charlotte Hauswedell

Challenges Media outlets are rarely interested in ethnic minority groups

forwarded to the eloquent Ye Htut. The ministries themselves have neither professional press officers nor communication strategies and officials still hide behind the thick walls of silence that were built up over decades of dictatorship.

For many journalists in Myanmar, a central question remains: how much can they trust officials and is the government really serious about political openness? There is still no legislation enshrining freedom of the press or freedom of information. On the one hand, journalists do not want to miss out on opportunities because of possible unfounded suspicions. On the other hand, skepticism is warranted as the day-to-day experiences of journalists in Myanmar continue to show.

Many ministries only issue press releases to state media, leaving private media in the dark. “When we request information, most of the ministries refuse to provide it,” says Pe Myint from The People’s Age Journal.

Financing is another challenge for journalists and publishers: the de facto end of censorship is no guarantee of economic survival. Some of the new publications have already folded and of those that still survive, none have yet managed to reach a circulation of 70,000 – the magic mark that Myanmar publishers see as necessary for a paper’s economic viability. Papers can therefore not survive on sales revenues alone. A dependence on ad revenues carries the danger of influence by large companies, which often follow their own political interests. There are other threats to the continued expansion of the print media market, including the rising number of mobile phones, increased Internet access and the competitive advantages enjoyed by government-controlled newspapers. These state-owned papers continue to dominate the ad market and are therefore cheaper to buy. Myanmar’s press council has called upon the government to privatize its former mouthpieces, but the Ministry of Information says it is sticking to the idea of transforming state newspapers into publicly owned publications supported by private investment.

Much remains to be done in Myanmar, especially in the media sector. The country’s state broadcaster is still marooned in its remote outpost, far from urban life. And as the occasional employee scurries along the building’s dim, endless hallways, the question lingers: are they the last representatives of a bygone era, or are they being kept on in case the “revolution from above” changes direction?



South Sudan

After decades of civil war and almost three years since gaining independence, South Sudan is still on shaky ground. This is not only true for the government and the economy but also for the media. Setbacks and violence cannot be ruled out.

By Sheila Mysorekar

Even prior to the recent clashes, DW Akademie projects in South Sudan were never easy: setting up a radio station, training young journalists as regional correspondents and moderating a media dialogue between members of the rival countries, South Sudan and Sudan, have been challenging – and completely new experiences for DW Akademie trainers.

Media development in South Sudan includes building a radio station where electricity is scarce; training young journalists who have spent their childhoods in refugee camps; taking a bush plane to get to a project because the roads are too dangerous; and discussing the concept of understanding with people who were once bitter foes.

South Sudan is one of the poorest countries in the world and is far from achieving social or political stability. The government, made up of former rebel army members, was challenged in December 2013 by new rebel groups. The initial political dispute quickly turned into a violent, countrywide conflict. Within the first

few weeks, thousands were killed and hundreds of thousands fled marauding militia groups. Creating long-term stability is crucial, and the media, as part of civil society, is essential for building a bridge between rival ethnic groups. This vast country also faces other challenges such as food shortages and poor infrastructure: roads are few and agricultural equipment is in short supply. So are communication channels. Many of the provinces have little contact with the capital, thus enabling local militias to control and terrorize the rural population. The lack of reliable information creates massive problems. With a population of approximately 50 million, half of the people live below the poverty line and more than 70 percent are illiterate. Radio is thus the most important medium but reception outside of the capital, Juba, is limited.

Poor working conditions for journalists also make reporting difficult. Media outlets have little financing and are badly equipped; journalists are poorly paid and have little – if any – training. Although freedom of the press is theoretically protected by the constitution,

Overflowing refugee camps At the start of 2014, more than 200,000 people were on the run in South Sudan



Patrick Leusch

@patrickleusch, 19 Dec. 2013
Rebels took Bor #southsudan.
We are concerned about friends
and partners @ Jonglei Public
Radio Station. @dw_akademie
#mediadev

since the murder of the well-known journalist Isaiah Abraham in December 2012, the situation for critical media professionals has continued to deteriorate. Because safety has long been a critical issue, DW Akademie trainers all undergo mandatory security training before leaving Germany. When clashes erupted in December 2013, three DW Akademie employees were evacuated from South Sudan with the help of Germany's Foreign Office. This was a nerve-wracking experience for those on the ground and a logistical and administrative challenge for the staff based in Bonn.

DW Akademie began supporting the development of a professional media sector in Sudan and what is now South Sudan more than seven years ago, focusing on radio. Before the recent fighting broke out, a typical working day for DW Akademie trainers usually began at 5 a.m., when they would send out emails before the Internet broke down. They then headed to their assigned radio station to make sure the generator had enough diesel to provide the studio with light. Helping reporters edit material for the morning show and answering questions at editorial conferences were also on the agenda. The journalists wanted to know, for example, how to report on politically sensitive issues.

Teaching journalism skills also played a role. "Our goal has always been to support young South Sudanese journalists in producing lively programs by encouraging them to go out on the street with their microphones, for example, and record – and then broadcast – people's opinions," says trainer Jesko Johannsen.

After decades of civil war and ongoing ethnic conflicts, peace journalism and conflict-sensitive reporting have been a priority. DW Akademie has also been active in supporting the development of a South Sudanese state broadcaster as well as a number of private radio stations. These projects are primarily funded by Germany's Federal Ministry for Economic Development and Cooperation (BMZ).

Training regional correspondents for the state broadcaster has been another priority, with a goal to improve reporting from various regions and to convey professional and ethical journalism standards. The general population and media representatives themselves are often not clear on the role the media should play in a democracy, nor on the rights and responsibilities of journalists.

DW Akademie, together with other partner stations, has also been involved in a project to establish a radio station in Bor, the capital of the turbulent Jonglei State. The Jonglei Public Radio (JPR) project, which started in 2013 with financing from the UN Development Program, is based on a public broadcasting model. When it began, the project focused on training journalists, technicians and managers as well as creating programs, developing programming structures and assisting in the launch of the programs.

However, Bor was heavily damaged when the conflicts broke out in 2013/2014. The JPR facility was looted and journalists fled. The station is currently not broadcasting. Peter Okello, JPR's young program director, fled to Kenya. Before the violence started, Okello said DW Akademie's support had enabled those at the station "to work more professionally."

As soon as the situation allows, DW Akademie will resume its projects in South Sudan, supporting journalists like Peter Okello who remain dedicated to the country and its people, despite the odds.

"DW Akademie has given us the chance to work more professionally."

Peter Okello, program director of Jonglei Public Radio



Serbia

Serbia is considered key to the stabilization of southeastern Europe. However, the media sector there faces difficulties: it enjoys little respect and is poorly financed. And the growing move towards tabloid journalism has not been particularly helpful in a country with numerous ethnic and religious minorities.

By Ralf Witzler

Journalists in Serbia have few opportunities for independent reporting despite laws guaranteeing freedom of expression and information. Major media organizations and managers hardly fare better for a number of reasons, including political pressure from the government and the opposition, the fear of budget cuts or a loss of advertising revenue, and threats of violence from radical groups and criminal organizations.

In Serbia, as in neighboring countries, respect for journalists and the media has been on a downward slide for years. Mistrust of media organizations is widespread; many Serbians believe that media outlets are simply instruments of those in power and that editors-in-chief dance to the tune of politicians and oligarchs. Journalists as a group are regularly accused of lying but at the same

time are expected to carry out investigative research, represent the public interest and report objectively. Neither journalists nor the outlets they work for can meet these expectations given the current climate. The media market has never been particularly strong and has become even weaker since the 2008 financial crisis. Serbia's economy is stagnating and a quarter of the working population is unemployed.

In general, media in Serbia cannot be financed by advertising revenue alone. Approximately 1,100 media organizations compete for a market volume of approximately 175 million euros. More than half of advertising money flows to the major TV stations, a quarter goes to the newspaper sector, and the remainder is shared by radio stations, online portals and outdoor advertising agencies. Newspaper and magazine circulation is low, which also factors

Common practice at the newsstands
Sharing newspapers instead of buying them

“Between 2012 and 2013, print media circulation fell by an estimated 20 percent and the advertising market by about 30 percent.”

Filip Slakovic, country coordinator for Serbia and the western Balkans

into the shrinking revenues. It is common practice, for example, to share newspapers in cafés, at work or even at newspaper stands. Up to ten people might read a single newspaper copy. DW Akademie recognizes the need for training and consulting on ways to stabilize finances, improve the quality of newspaper content, and make distribution and marketing more efficient.

In an attempt to lower expenses and generate more revenue, editors are increasingly turning towards tabloid-style journalism. In Serbia, eight of the ten national dailies are tabloids and these have a considerable influence on public opinion. The tabloids, however, only cover a limited range of issues and balanced reporting is not a priority. In general, Serbian media focuses on low-budget reporting for the masses. The coverage has nationalistic overtones, and there is little critical analysis of the political and business elites. Topics tend to be selected according to their expediency rather than their importance, and the people’s need for information – especially in rural areas – is barely met. In addition, issues concerning ethnic or religious minorities are rarely reflected in any type of media. Seen as a whole, the media is failing to meet its core responsibilities of informing the public, giving diverse groups a voice and keeping those in power in check. However, the country’s efforts to join the European Union (EU) are bringing some changes to the media environment. Current reforms regarding media legislation and media self-regulation are aimed at meeting the legal framework for EU accession and at conforming to EU legal practice.

Predrag Blagojević is a shining light in Serbia’s media landscape. The 32-year-old journalist has already won Serbia’s two most important prizes for investigative reporting – despite the fact that he launched his online news portal, Južne Vesti, just three years ago. The regional portal, based in Serbia’s southeastern city of Niš, is best known for its investigative journalism. But as well as receiving prizes, the site also gets its fair share of criticism and even threats. Regardless of whether people love or hate Južne Vesti’s reports, however, they all read them, leave comments, and share them on social media. DW Akademie is planning to cooperate with Južne Vesti and RTV (Radio-televizija Vojvodine), the regional public broadcaster serving the culturally diverse northern province of Vojvodina, as well as work with other Serbian regional media recognized for critical reporting and high professional standards.

In Serbia, as elsewhere in the Balkans, it is primarily the regional and local media outlets that provide the best opportunities for the inclusion and participation of diverse groups and communities. In this respect, DW Akademie is making a difference.



Serbia A key country in southeastern Europe: headlines here also have an impact on their neighbors

In Autumn 2013, for example, two DW Akademie media consultants spent four weeks in the southern Serbian town of Bujanovac, working with the staff of the weekly newspaper *Nationali*. Published by the Albanian National Council, it is the only Albanian-language paper in Serbia. Although distributed for free, *Nationali* staff said hardly any of Serbia’s 50,000 Albanians were reading the newspaper. Why? Because the paper reported on random topics, lacked a clear concept and the print quality was so poor it was barely legible.

After numerous discussions with the publisher, the layout artist, the printer, two editors and ten reporters about workflow, content, production, research, photos, stories and even spelling, *Nationali* was revamped. And staff members were proud of the new look – so much so that they sent copies of the new issues to their DW Akademie colleagues in Bonn and Berlin.



© Ramón García-Ziems

Colombia

DW Akademie has been active in Colombia for the past six years. Ramón García-Ziems is based in the northern city of Barranquilla, where he teaches journalism at the Universidad del Norte and also supervises a local DW Akademie media project. We asked him to write about work and life on Colombia's Caribbean coast.

Monday, 7:30 a.m.

It's wintertime and I'm on a bus heading to the university. Out of the window, I see dark ominous-looking clouds. Apart from the weather, people these days are also talking about the possibility of peace in Colombia – although up here in the north, the war feels far away. The military, guerillas, paramilitaries and narcos tend to do their fighting elsewhere.

I'm scheduled to meet with Universidad del Norte's head of communications to talk about the 2014 award for investigative reporting, ¡INVESTIGA!, which the university and DW Akademie initiated two years ago. In 2013, we received many well-researched multimedia entries and we're now working closely together with last year's winner. She's with an independent journalists' association called Consejo de Redacción that promotes critical investigative journalism.

DW Akademie, the German development organization GIZ, and Consejo are building an online platform that will allow local journalists from different parts of Colombia to discuss pressing issues. One of the biggest problems is displacement – nearly ten percent of Colombia's population has been forced to migrate within

their own country. DW Akademie project manager Matthias Kopp is coordinating this project from Berlin. It's afternoon now. For the 22 students enrolled in Journalism III, that means it's time to practice interviewing techniques. In role-playing exercises the students pretend to interview Colombia's President Santos, the Pope, and Barranquilla's most famous pop star, Shakira. The Shakira interviews are terrific, the ones with the Pope are okay and the Santos interviews are terrible. "We're not interested in politicians," the students say. "They're all corrupt." That's something I hear all the time. Still, the students are friendly, open-minded and even interested in Germany. They think the German public broadcasting system is fantastic.

Tuesday, 1:00 p.m.

I hop into a taxi and head to Vokaribe, a local radio station DW Akademie is working with. Vokaribe is in the southeast of the city and the 18-minute trip there is like a mini tour of Colombia. First we pass the temples of consumption – shopping malls full of food courts and designer stores. Next come the empty lots where office

complexes and more malls will spring up soon. Then the driver makes a turn and stops. We've arrived in what used to be one of Barranquilla's most dangerous and poorest districts – Barrio La Paz. Things have started to change here, says Octavio González, who works at Vokaribe. "People are now getting involved with the neighborhood and a lot has improved, but the media aren't much interested in the efforts people are making. That's hard, because one thing worse than being poor is being ignored." That's why Vokaribe is giving people a voice who otherwise wouldn't have one at all. The station attracts artists, musicians, young people and ordinary folk from the barrios. Funding is Vokaribe's biggest problem and keeping the station on the air is a constant struggle. The tiny studio in the La Paz cultural center only has one computer and two microphones – just the basics.

By about 2 p.m. most of the weekly media workshop participants have straggled in. The youngest is 14, the oldest 70. Octavio and I are teaching them about the concept of local journalism. We look at what topics are relevant to the barrio, how to tell these stories and involve people from the district. Several other stations are taking part in DW Akademie's local media project: *Collectiva* in the town of Cartagena, *Voces* in nearby Santa Marta, *Guajira Estereo* in Riohacha and a radio and TV station in Sierra Nevada that belongs to the indigenous *Kankuamos* minority group. For everyone, telling local stories and involving the local audience is crucial.

Wednesday, 9:30 a.m.

One of my students is giving a presentation and texting on her phone at the same time. I'm amazed. Her eyes flit between her fellow students and the small screen. She's in my Journalism IV course and is supposed to be talking about how journalists see their role, and about public media in general. The latter is so underfunded that there is little to say about it. Even so, she takes her time and probably won't finish in this session. She keeps fiddling with her phone and I'd really just like to throw it out the window. It's a good thing the windows here on the fifth floor don't open.

I get together for lunch with a university colleague, Alberto Martínez. Alberto is a journalist and professor. He also has the uncanny knack of needing less than five minutes on his iPhone to solve pretty well any problem – from getting an appointment with the dean to finding someone to fix a leaky roof.

Alberto is one of three local Colombian trainers who've been working with DW Akademie since 2013. He's supervising a joint journalism project with a few of our partner stations; it focuses on historic city centers. Although the cities in question aren't far from each other, they couldn't be more different. Cartagena is a major tourist destination thanks to its historic old town; Santa

Marta is still charmingly scruffy but becoming gentrified; and Barranquilla, this city split between the poor and the rich, has an urban center that most people avoid because it's so loud and dirty. There's chicken and rice for lunch and Alberto and I sit in the section of the cafeteria reserved for lecturers. The air conditioner is on, which means it's time to put on sweaters and scarves.

Thursday, 6:30 a.m.

DW Akademie project manager Matthias Kopp calls from Berlin. Apart from a few family members, he's probably the person I speak to the most. He tells me about DW Akademie's strategic plans for Colombia, which is a focus country for German development cooperation projects in Latin America. A major part of the strategy could focus on "Media and Minorities". Colombia has 102 indigenous ethnic groups with 60 different languages among them. There's also the Afro-Columbian minority. Indigenous media are especially important in areas affected by the civil war. We discuss this and more mundane things, like travel expense forms and invoices. Then we daydream about possible trips to some beautiful Caribbean island that surely has a radio station in dire need of our expertise.

Friday, 6:00 a.m.

I'm on the road early, this time doing a 90-minute drive to the *Voces* radio station in the center of Santa Marta, Colombia's oldest city. The exterior of the building that houses *Voces* is a little rundown, but inside it's a different story. The station has almost everything it needs: modern equipment and both a production and live studio. Jesús, the station director, is different, too. He is a priest. During mass, he's had his congregation repeat the station's frequency again and again until they know it by heart.

Voces is the only community radio station in Santa Marta and it's Jesús' life work. Everyone in the city knows him and everything here has been financed by donations. "Our goal is to impart values, not sound like a church radio station," he says. But that's exactly the problem. The station sounds too preachy and rarely covers sensitive, relevant topics. We discuss the possibility of developing a daily news program. We also talk about how glad we are that Eduardo is involved with the station. Eduardo is the recipient of Colombia's most important journalism prize, the Premio Simón Bolívar. He says he's learned a lot from DW Akademie – that's always good to hear. In the afternoon, I'm back in Barranquilla at the university. The Journalism IV course is finishing up for the week. While my social media-loving student is wrapping up her presentation, she's also managing to argue with her boyfriend via Facebook and write to her mother saying she'll get in touch later. The students clap wildly. I do, too.

"One thing worse than being poor is being ignored."

Octavia Gonzalez from Vokaribe radio station, Colombia

Left Walter Hernandez from Vokaribe and Ramón Garcia-Ziemsens (right) with long-awaited transmitter parts from Germany



Above Project manager Garcia-Ziemsens during a training session in Colombia

Below ¡INVESTIGA! prize winner Edilma Padra Céspedes (center), Matthias Kopp (left) and Rodrigo Villarzú (right), head of DW Akademie's Latin America division



Kyrgyzstan

Opportunities for quality journalism training in Central Asia are few and far between. One of them is DW Akademie's Summer School in the Kyrgyz capital, Bishkek. And far from that city, nestled in the country's deep valleys, are community radio stations that are often the only source of useful information for local residents.

By Erik Albrecht

With great concentration, Ozod balances on the passenger seat of an old Lada Niva four-wheel drive belonging to the Bishkek police force. He hangs his video camera out of the window to get footage. It's a risky maneuver because Ozod's seat doesn't have a backrest, and it's only the knees of the chief trade officer that are keeping him in place. The 22-year-old Tajik journalist and his colleague Zauré from Kazakhstan had originally planned to interview city officials about pensioners who earn extra income as street traders. But as luck would have it, the city's labor inspectors invited the two journalists to accompany them on patrol.

The video footage is for the two young journalists' first-ever TV report, which they are producing as part of the Central Asian Summer School of Contemporary Journalism. This ten-week program,

which DW Akademie conducts together with the OSCE Academy in Bishkek, gives 13 Central Asian journalists between 18 and 25 years of age the chance to receive solid, hands-on training in various media formats. Good journalism training is a rare commodity in Central Asia and competition to get into the program is fierce. Having attended seminars in print, online and radio, the participants are now learning about video journalism. They do everything themselves, from story development to shooting, editing and scriptwriting. They're now focusing on local topics after having produced reports on the broader issues and ethnic conflicts affecting the region.

Zauré and Ozod have just set up their camera in Bishkek's main street, Chuy Avenue. They need footage of pensioners peddling their wares on the sidewalk. Dressed in a red-and-white sum-



Left In far-flung villages, people depend on community radio stations for information

Above After the workshop, participants apply what they've learned

mer dress, Larissa Gregoryevna has spent hours kneeling on the ground weighing out tomatoes, cucumbers and apples on a small, hand-held scale. Ozod films her and the scene around her according to the five-shot method he's learned at the summer school, mentally running through the list of the who, what, how, where and the mandatory "wow" shots before taking the camera from his shoulder. 2013 marks the fourth year in a row that DW Akademie is holding the summer school, which has earned wide respect. Its vocational approach contrasts with the theoretical focus of most journalism faculties in the region, where many journalism lecturers have not actually worked as reporters for decades. Many summer school graduates take on greater responsibility within their media organizations once they get back home; others are now working for larger media concerns in the Central Asian capitals of Astana, Dushanbe and here in Bishkek.

The next stage will be to carefully hand the project over to a local partner so that its overall concept becomes firmly established in the region and remains sustainable.

By mid-October, snow covers Kyrgyzstan's Chong Kemin mountains and some white has even made its way down into the valley. It's quiet in the village of Kalmak-Ashu and only the occasional cries of a donkey or rooster break the silence. The airwaves are fairly quiet, too. A signal from Kemin FM is one of the few to reach this wide valley, two hours east by car from Bishkek. Kemin FM is part of Kyrgyzstan's vibrant community radio environment. Here in the rural areas, in places where mountains block the signals from larger stations, volunteers are producing radio for their own communities.

Every afternoon, Gulzat leaves the village school where she teaches, and makes her way to Kalmak-Ashu's cultural center. She climbs the crooked staircase to the Kemin FM office. Once

there, she keeps her coat on. Although it's only October, the chilly temperature inside offers a taste of the harsh winter to come. Together with other volunteers from the village, Gulzat puts together the news, conducts interviews and hosts programs. She does all this in spite of the fact that she and the volunteers here have never had any formal journalism training.

The community radio journalists provide news and information for the entire valley. It's an enormous responsibility – and similar to the one taken on by many other community stations. People living in the country's vast rural areas have little access to information relevant to their region and get most of their news from neighbors, friends or work colleagues. Community journalists are therefore important sources of information. DW Akademie has been training community radio journalists for years now. During workshops and in-house trainings, radio volunteers learn how to produce news and radio reports as well as host talk shows.

As well as being a vital source of news, community radio stations make a valuable contribution to democracy at the local level. In Suusamy, in the northeastern part of the country, the akim (mayor) has announced he will visit villages in the high valley. Aisada, from the community radio station Suusamy FM, tells listeners when and where they can meet the mayor to discuss their problems. The listener response is considerable. Before Suusamy FM went on air, it was almost impossible to organize discussions between local administrators and residents.

Another positive development is the growth of Internet access in rural areas. In the future, station volunteers will also need to know how to post information online or give news updates via text messages. Kyrgyzstan's community radio stations are already working on various models – with DW Akademie's ongoing support.

“In places where mountains block the signals of larger stations, volunteers produce radio programs for their own communities.”

Erik Albrecht, journalist and trainer



Egypt

Egypt's media landscape has become far more dynamic since the country's 2011 revolution. New TV channels, newspapers and Internet portals have appeared and citizen journalism is thriving. Still, this newfound press freedom is fragile and women are seldom seen in newsrooms.

By Ralf Witzler

Tilman Rascher, head of DW Akademie's Middle East division, talks about the current situation for Egypt's media and DW Akademie's new strategy and goals for the country.

Mr. Rascher, how do you see the media in Egypt?

Political disputes have dominated the headlines since the revolution, and innuendo, rumors and gossip are rife. Much of this gets published and has taken a toll on the credibility of journalists. Equally worrying is the fact that specific problems and issues are no longer being included in the media discourse.

What kind of issues?

Studies show that even since the revolution, media coverage of women and women's issues has remained low – the percentage is in the single digits. Equally sparse is the coverage of issues affecting ethnic and religious minorities, children, people with disabilities and the poor. Coverage is also very much focused on Cairo.

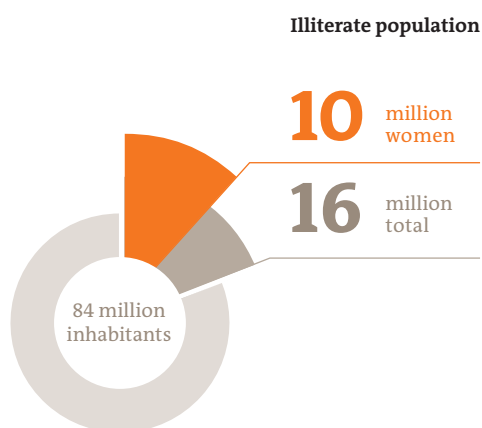
When journalists cover regional or local issues at all, they do so with a national audience in mind and ignore the needs of people in the regions. DW Akademie's long-term projects in Egypt have been formulated with this in mind. One of media development's primary goals is the inclusion of all parts of society in the public debate, which is a fundamental prerequisite for equal participation in public life and decision-making. So far, this has not been the case in Egypt.

Are there ways to counter this trend of restricted coverage?

I believe that the media platforms starting up at both the regional and local levels have great potential. They're run by young people who are more open to new ways of thinking and to developing new types of organizations. They aim to work closely with the communities in their regions and to introduce more transparency at the municipal level. DW Akademie can engage with these new platforms with the aim of fostering long-term, sustainable improvement.

Aspiring media professionals

Most of Egypt's journalism students are women



Journalism graduates



Statistics from the Faculty of Mass Communication, Cairo University, 2012–2013

Quotes by women in the media in 2012

6.4 %
on television

7.8 %
in newspapers

Source: DW Akademie

What are DW Akademie's goals in Egypt?

Our focus over the next three years is to promote women's participation in the media and to broaden the diversity of topics covered at the national, regional and, in particular, local levels. Our goal is to support alternatives to the predominant coverage of news from and about Cairo, which is produced for a Cairo-based audience.

Why is the project focusing on women?

Egyptian women have limited possibilities for articulating their opinions and issues, even in a free and independent media landscape. Although the majority of journalism students are women, it is difficult for them to gain a foothold in the profession and exert influence at the editorial level. The situation is even harder for women in rural areas. At DW Akademie, we see a clear need for more coverage of topics that are important to women who live far from the capital; it's important to have their voices included in the media.

What is DW Akademie doing specifically to improve the situation?

Through targeted support at the university level we're aiming to increase the chances of women entering the journalism profession and climbing the career ladder. We'll also be providing opportunities for women to learn how to articulate their concerns, clarify their demands and get their issues on the agenda. One of the ways to achieve this is through workshops designed for female journalists or the staff of NGOs who focus on women's issues. We'll also work on strengthening networks of women in the media and in civil society. An additional strategy is to interest media organizations by highlighting the untapped potential that women have as media consumers. When women find their interests being reflected in the media, it's not only good for gender equality – it's also good for the financial stability of TV

and radio stations, newspapers and online portals. This is especially true for small, local media outlets which compete for circulation numbers and broadcast frequencies.

What is the project's long-term goal?

If women and women's issues can become a permanent part of our partners' media coverage, it will help strengthen women's overall social status in Egypt. This in turn will improve gender equality there. Of course, the media can't do this alone, but it can help make Egypt's transformation a more inclusive one.

The project is set to run for three years. How are you planning to do this, given Egypt's political instability?

Implementing this strategy certainly won't be straightforward. We're closely monitoring developments and negotiating with potential partners in regions far from Cairo. Even though we might be clear on our goals and the direction we want to take, we will no doubt have to review certain aspects as we move forward. We need to make sure that we're flexible and can react quickly, modifying individual projects along the way if necessary. This kind of long-term strategy is different from more short-term, tactical decisions such as whether or not to hold a specific workshop.



Tilman Rascher Head of DW Akademie's Middle East division



Tunisia

The relationship between media professionals and politicians in Tunisia is a shaky one. Journalists generally suspect politicians of not telling the truth while politicians assume that the media simply writes what it wants to.

By Gunnar Rechenburg

There is a lack of trust between government ministries and journalists, notes Amel Bouziri from Tunisia's Ministry for Women and Family Affairs. As a result, the general public is often less than adequately informed about political affairs. To help improve the situation, DW Akademie has been holding a series of workshops that focus on improving the communications strategies of Tunisia's political decision-makers. The project, running since mid-2012, is sponsored by Germany's Foreign Office.

One of DW Akademie's primary goals in Tunisia is to support a new generation of press officers and public relations staff so that they can support and sustain the country's reform process. Transparency is a priority. "We realized that ministry staff were often wary of dealing with the media," says DW Akademie project coordinator Klaudia Pape. "Because of this, many ministries have never formulated a professional public relations strategy." When the public definitely has to be informed about something, ministers usually do this themselves, Pape says. "Still, the most common strategy is to simply disappear."

To learn how to deal professionally with the media, workshop participants look at topics such as organizing press conferences, writing press releases, communicating during crises, and determining the roles and responsibilities of ministry representatives when dealing with the media and the public. Public relations staff from all of Tunisia's 26 government ministries have taken part in these workshops.

"We've also held extensive consultations with the press offices in five ministries," says Pape. "We visited these ministries, looked at the workflows in their communications departments, talked with the people directly involved, and then offered concrete advice on how communications could be improved." Pape emphasizes that the trainings and consultations are not about teaching politicians how to hide facts or spin the news. "We offer strategies on how information can be presented to the press and the public in a transparent manner – politicians and government spokespeople need to be clear."

Amel Bouziri agrees there is a pressing need for transparency. "It plays a key role in the transition to democracy," she says, adding that Tunisia also requires new institutions to develop and strengthen the democratic process. "We need a constitution that guarantees human rights and freedom of the press and expression," she says. "That's our greatest challenge for the future."

Media training

DW Akademie offers customized training on how to deal professionally with the media and how to recognize the subtleties of intercultural communication. Courses are designed for specialist and management staff from the worlds of business, politics and administration as well as non-governmental organizations. DW Akademie trainers are skilled media professionals with extensive international experience.



Master's program

The International Media Studies (IMS) master's program is unique in Germany, combining research, lectures and hands-on media work. It is open to young, international university graduates with previous media experience.

Research projects are a special component.

By Ralf Witzler

In a current pilot project, four students are conducting research for an international comparative study on journalism training. "Everyone benefits in numerous ways when students get involved in these research projects," says Professor Christoph Schmidt, head of the IMS master's program and a senior lecturer. "They become part of a team and their findings get published, which serves as an additional motivation to do high-level work." The IMS itself also benefits, he points out, because student participation gives the research a broader base and enables international comparative studies to be conducted.

The "International Journalism Education Standards" (IJES) study looks at an area which has so far received scant attention: it analyzes the standards and methods around journalism training in selected developing and transitional countries. One aspect is the human rights component, which is part of media and development cooperation. To date, journalism training research has been mainly limited to western countries and research on the media's role in development and education cooperation has been largely ignored.

The IJES study is aimed at filling some of these research gaps. It compares journalism training in Ukraine, Colombia, Myanmar and Kenya – all "focus countries" of Germany's Federal Ministry for Economic Cooperation and Development (BMZ). The four share several traits: their population numbers are similar, as are their levels of democratic development, human rights and press freedom. At the same time, they also have clear differences: the countries are located on different continents and have different cultural contexts.

The four students involved in the project are examining journalism training practices, similarities and differences among training programs, and the role that human rights play in the training curricula.

Ukrainian Iryna Berezenko studied law and worked for four years as an editor for Radio Ukraine International. She came to Bonn more than a year ago to take part in the IMS program and is now involved in the IJES project. She'll be collecting data from back home. "I'm very interested in how journalism training in Ukraine has changed since the end of communism and since the country signed the 'Bologna Process,'" she says, referring to the series of discussions and agreements designed to ensure comparable standards in higher education across more than 45 countries.

IMS student Joana de Paula Cidade Miranda from Brazil is also involved in the study. She has a bachelor's degree in social communications and has worked for international television channels such as National Geographic, the Discovery Channel, HBO and BBC. Cidade will be focusing on Colombia and interviewing experts there in the first half of 2014. The questions for all four countries have

been standardized so that answers can be compared and analyzed at an academic level. The fact that her work will be published as part of the overall study gives her additional motivation, says Cidade. "I'm glad that I won't be writing a master's thesis just for myself," she admits. "The work we're doing will be read by others, so we'll be making a small contribution to the advancement of development cooperation."

There are also clear practical advantages for students working on the project. Ahm Abdul Hai from Bangladesh will be conducting research in Myanmar. "We're able to participate in workshops designed just for this project and benefit from intensive support from our lecturers," says Hai. Maryann Ijeoma Egbujor from Nigeria also sees the project as an opportunity, adding, "It's important for me that the project is focused on transition countries and that an African country is involved."

"We'll be making a small contribution to the advancement of development cooperation."

Joana de Paula Cidade Miranda, IMS student

International Media Studies program

The bilingual International Media Studies (IMS) master's program is conducted in English and German, and focuses on media-related content and methodological skills. Students are trained to become professional media experts and managers working in international environments, where they can take on numerous responsibilities and meet a variety of challenges with expertise. The IMS is a joint program offered by DW Akademie, the University of Bonn and the Bonn-Rhein-Sieg University of Applied Sciences. Scan the QR code for more information about the program and application requirements, as well as participating partners.



Media and development

International debate is intensifying on what should replace the United Nations' eight Millennium Development Goals (MDGs) that were originally to be met by 2015.

DW Akademie is calling for media freedom to be made a central component of the UN's post-2015 development agenda.

By Jan Lublinski

The right to freedom of expression and access to information is firmly entrenched in Article 19 of the UN's Universal Declaration of Human Rights. This right applies to everyone – from Egyptian demonstrators who used Twitter to guide wounded protesters to a field hospital in Cairo's Tahrir Square, to Bolivians who produce community radio programs in their native Quechua language, and to patients in Uganda who tell reporters about malaria medication shortages, thereby forcing the government to act.

As these examples show, the media provides people with important information, helps create spaces where they can freely express their opinions, and strengthens cultural identities. Journalists who work for professional media organizations thus play a special role. They create forums for public discussion, report independently on elections and crises, and keep a check on those in power.

With the arrival of new digital communication technologies, even more actors are appearing on the scene, with bloggers, activists and experts widening the channels of communication, especially through social media. As a result, it has become increasingly difficult to define the terms "journalism" and "media".

Even as the media landscape rapidly changes, one thing remains clear – there is still a need for global action to ensure that information is accessible and that expression is free. These fundamental rights are severely restricted in many countries, so the question arises as to why they were not included in the UN's original MDGs.

In 2013, the UN's High-Level Panel of Eminent Persons released a report with recommendations for the new post-2015 development goals. In the report, the panel suggests a clause to ensure "freedom of speech and the media, open political choice, access to justice, and accountable government and public institutions." The report also calls for a "new data revolution" to make development more sustainable and transparent, and recommends guaranteeing the public "the right to information and access to government data." To advance these goals, it is essential for media freedom to be included in the post-2015 development agenda. A DW Akademie discussion paper outlines two possible approaches to achieving this.

One would be to include press freedom and freedom of expression as a distinct global development goal. Like the current eight Millennium Development Goals, such a goal would focus on increasing the well-being of individuals.

A second approach would be to establish a specific goal addressing good governance. Freedom of speech, access to independent media and information, accountability and transparency would all then be named as individual targets of this goal, together with other components such as political participation and tackling corruption. In this case, the goal would not be aimed at benefit-

ing individuals as such but rather would be in the global interest of all society, and would therefore need to be included in a new and broader development agenda. It would of course be possible to combine the individual benefits of freedom of expression and access to information with the wider societal benefits of good governance, where the media acts as a watchdog.

At this stage, it is still unclear whether freedom of expression, press freedom and access to information will be included in the post-2015 development agenda, and if so, in which form. It can be argued that specific reference to media freedom should continue to be excluded since this might ease negotiations with authoritarian governments regarding other goals. But failure to incorporate goals related to freedom of expression and access to information would also mean neglecting essential human rights as well as certain governance processes with all their potential influence on other development sectors.



Post-2015 MDGs: Freedom of Expression and the Media
Discussion Paper 09/2013



Media Freedom Indices: What We Can Learn From Them
A Practical Guidebook

www.dw.de/dw-akademie/publications/s-9527



DW Akademie, together with approximately 200 other international organizations and civil society groups, is part of a campaign calling for access to information and freedom of the press to be included in the new UN development agenda. Scan the QR code for more information.





Orientation and strategy

Successful media development cooperation requires a flexible strategy. Media markets vary as each is subject to differing influences and political frameworks. DW Akademie has developed a model for its activities in international media development. DW Akademie's overriding goal continues to be the advancement – for everyone – of the basic rights of freedom of expression and access to information.

Strategic areas of activity

Political and legal frameworks

- Providing consultation services to public institutions on legislation, jurisdiction and judicial practice which fall under Article 19 of the Universal Declaration of Human Rights enshrining the right to freedom of opinion and expression.
- Strengthening media self-regulation and self-regulatory bodies such as press and media councils.
- Supporting non-governmental actors who work to ensure the safety and protection of, and the provision of legal assistance to, media workers and activists.

Qualifications

- Strengthening structures for high quality, sustainable and practice-oriented training for media workers in support of the right to information and freedom of expression.
- Supporting the establishment of journalism training courses and post-secondary education programs within institutions, as well as the development of curricula, dual vocational training programs and more practice-orientated instruction.

Professionalism and economic sustainability of the media sector

- Providing editorial and management consultation services to professional media organizations and institutions with the goal of supporting independent and sustainable journalism with locally relevant, comprehensible and high-quality content.
- Strengthening and creating networks for local institutions and platforms and further developing practical specialist services for the media sector.

Participation in society

- Empowering disadvantaged people and groups, also in cooperation with non-governmental actors.
- Providing consultation services for media activists and citizen journalists publishing information in a quasi-professional capacity, such as bloggers living under dictatorships who create an alternative public sphere or encourage political plurality.
- Advancing media literacy, human rights education and information about the rights of freedom of expression and access to information.

Digital change

Digital change is an issue which intersects with all of DW Akademie's strategic areas. The Internet and new mobile communication technologies offer opportunities as well as challenges for media workers, media consumers, and domestic and international media policies.



Traineeship

Multimedia workshops are an essential part of the DW traineeship and are where journalism trainees learn additional skills and ways to approach topics from different perspectives. The project “Granny, the regime and I – grandmothers talk about their lives under a dictatorship” is a good example.

By Iryna Shpakouskaya and Elizabeth Shoo

What is it like to live under a dictatorship? What are people’s coping mechanisms? How do people protect themselves and their families? DW trainees decided to ask their grandmothers about their experiences – and six very personal accounts emerged from six countries.

“What a great idea! What a great name for it!” That’s how people usually react when they hear about our project. They also want to know how we came up with the idea. It’s not as if we’d been looking for another project back then. It just came to us one evening while we were sitting in a train, heading to a party. We were tired but elated that we’d just finished a big multimedia project that included five radio programs and corresponding online pieces. The semester was over and it was finally time to celebrate. We

can’t remember why but we ended up talking about dictatorships. At some point, we realized that most of us came from countries that had either been under a dictatorship or were still under one. That got the ball rolling, and given that it’s part of our training to always be in a creative mode, we couldn’t stop brainstorming. By the time we got off the train, we knew we wanted to approach the topic from a personal as well as a professional angle. We sold our DW trainers on the idea, and a few days later sat down to develop the project. How did our grandmothers become the focus of our story? We all had emotional ties to the topic and decided to use our own family histories as a way of reporting on our countries’ dictatorships. We would use these very personal stories to reflect larger, general experiences. We began to research our family histories and then shared the results with the group. The accounts

Then and now It was important to keep families together and keep memories alive for the next generation



Time travel Trainees Louisa Frey (above), Michael Hartlep (below left) and Carolina Machhaus (below right) interview their grandmothers, crucial eyewitnesses to their families' histories, in Brazil, Germany and Chile

we collected varied but they all had one thing in common: our grandmothers had always played a central role. In each case, she was the strongest one, the one who had been able to keep the family together, regardless of political points of view, imprisonment, persecution or geographical separation. Each grandmother was a witness to history, the bedrock of the family, a symbolic figure and a guardian angel – all rolled into one. Once we understood this, we knew the project stood on solid ground and was one that we could build on. We listened as our grandmothers recounted events as they had experienced them, putting historical events into personal contexts. Six grandmothers from six countries: Chile, China, Belarus, Kenya, Brazil and the former East Germany. In August 2013, six teams began travelling to different locations, searching for clues, filming and collecting stories. In Spring 2014, the “Granny, the regime and I” multimedia project went online.

Multimedia project, “Granny, the regime and I”
(currently available in German only)
www.dw.de/oma



DW’s international multimedia traineeship

DW Akademie offers young journalists training in DW’s multimedia programming. The 18-month traineeship takes place in multicultural teams and is conducted in German and English. The focus is on television and online training but radio training is also involved. Live reporting and multimedia storytelling play a leading role. Scan the QR code for more information.





Ala'a Shehabi @alaashehabi
2 Dec. 2013

In repressive regimes where free expression is outlawed, digital devices r considered 'criminal' evidence if used to report events #digisafe

DW Akademie @dw_akademie
2 Dec. 2013

#digisafe live: Ala'a Shehabi – Clicking on the wrong (phishing) link can send you to prison <http://akademie.dw.de/digitalsafety/> #privacy #media

In January 2014, DW Akademie and German public TV broadcaster ARD hosted a panel discussion on digital safety for journalists #digisafe



Anne Roth is a blogger and on-line activist. She has also worked as a journalist and is currently a program researcher and editor with Tactical Tech.

Anne Roth @Anne_Roth
23 Jan. 2014

Good point from @johngoetz "If I can do encrypted chats, how hard can it be? Anyone can." #digisafe

Gerd Fleischer @GerdFleischer
4 Dec. 2013

Digitale Revolution hat Vor- und Nachteile. Was #Journalisten beachten sollten: buff.ly/19OXAXz @h4k3 @dw_akademie #digisafe

Sarah Mersch @sahra81m
4 Dec. 2013

Managing your online footprint on social networks akademie.dw.de/digitalsafety/... #digisafe

Digital security

Journalists and media activists all over the world are increasingly subject to digital surveillance and hacking – and not just since the NSA revelations. DW Akademie's "Digital Safety" online workshop offered tips on how to overcome some of these challenges.

By Kate Hairsine



DW Akademie's week-long "Digital Safety for Journalists" online workshop took place in December 2013. Open to everyone wanting to participate, the workshop included a panel discussion and live web seminars accompanied by blog posts on a wide range of digital security topics. The workshop, developed and held in cooperation with Reporters Without Borders, received an overwhelmingly positive response.

When hackers cracked the Twitter feed of the Associated Press (AP) in 2013 and sent out a tweet about explosions at the White House, the US stock market took a nosedive. The tweet read: "Breaking: Two explosions in the White House and Barack Obama is injured." Shortly beforehand, AP staffers had received an email with a link to a supposedly important article. Although the email looked legitimate, it was actually a phishing attack. The link was fake, directing those who clicked on it to a fraudulent site where they were asked for their logins. At least one employee fell for the ploy, giving the hackers the password they needed to tweet in the AP's name. In this case, the incident proved more embarrassing than damaging – the tweet was corrected immediately and the stock market recovered within minutes.

But falling for a phishing attack can have much more serious repercussions. In Bahrain, at least 11 people were imprisoned between October 2012 and May 2013 after the Bahraini government phished their identities. All had allegedly written anonymous tweets criticizing Bahrain's King Hamad. An investigation by the human rights organization Bahrain Watch revealed that authorities managed to identify the individuals by sending them links on Twitter and Facebook.

When they clicked on the links, they were taken to a fake website where spy software noted the computer's IP address, allowing authorities to track them down.

Phishing attacks don't just have to come from Twitter or emails, though. Malicious links can be embedded in any kind of communication, from text messages to Skype, What's App or even the comments box on an online article. Phishing is one of the biggest digital threats facing reporters, bloggers and activists today. The phishing messages received by journalists are often professional and written to trick their targets into thinking they're from a trusted source.

Another danger potentially lurking in any electronic communication is spyware – that is, malicious software that installs itself on the target's computer or smartphone and secretly collects information. Renowned security expert Jacob Appelbaum tweeted earlier this year about discovering spyware on the computer of an Angolan anti-corruption activist. Installed unwittingly by opening an email attachment, the spyware took shots of the victim's screen, automatically sending the images to remote servers.

These examples show just how important, and at times vital, it can be for journalists to be aware of the potential dangers and to learn how they – and their contacts – can protect themselves from becoming targets.

Online workshop
Digital Safety for Journalists
<http://akademie.dw.de/digitalsafety>

E-learning

Creating online courses that allow for learning and instruction – independent of time or place – is a captivating idea. Education in the era of Facebook and Twitter has great potential for those living in developing and transition countries.

By Holger Hank

When Stanford computer science professor, Sebastian Thrun, put his course on Artificial Intelligence online three years ago, it triggered what has since been called a “campus tsunami”. This is because the virtual turnout for Thrun’s free course was stunning: 160,000 students from 190 countries signed up. Although it was not the first time that an MOOC (Massive Open Online Course) was made available, the sheer numbers who flocked to Thrun’s course galvanized the move to Internet-based learning, inspiring education specialists and investors around the world.

The initial enthusiasm for MOOCs has cooled somewhat, and even pioneer Thrun is skeptical that virtual courses will completely replace lecture halls and seminar rooms. Nevertheless, MOOCs have introduced new concepts in education, and these could well benefit people in developing and transition countries. The theory behind MOOCs is that people without direct, physical access to educational institutions or educators can still learn if they have access to the Internet. The potential of this idea prompted DW Akademie to hold an Open Media Summit (OMS) at the end of 2012. The six-week open online course was free and aimed primarily at digital media journalists and activists from North Africa and the Middle East. The course attracted approximately 400 participants. Sponsored by Germany’s Federal Ministry for Economic Cooperation and Development (BMZ), the project focused on issues relating to the establishment of regional online platforms, data journalism, the verification of online sources and ways of circumventing Internet censorship. The OMS 2012 website was the first of its kind in the area of development cooperation. It was set up as a central

platform linking online learning materials, live video sessions and discussions via Twitter and Facebook. This mix of classic e-learning modules with web seminars and social media created an innovative learning experience. Hosted by DW moderator Dima Tarhini, the six weekly video sessions with experts were also streamed online and participants were able to ask questions and contribute to discussions during the live sessions.

One participant was Abdalrahman Jahja Al-Zafri, general director of technology and information systems at Yemen’s Institute for Radio and Television. “During the OMS, I learned how to deal with Internet surveillance and censorship, and what to do when websites get blocked, for example, or when journalists become targets of those who don’t want the truth to be published,” he says. For him, the most important aspect of the course was being able to learn from the experiences of other participants.

The ability to learn with – and from – each other lies at the core of these online courses. As such, they can resemble exchanges via social networks. Open online courses such as DW Akademie’s Open Media Summit are therefore more than just about knowledge transfer, they also support lively discussions and exchanges. For this reason, the open online format is especially suitable for topics where there is no single right answer but rather a number of possible solutions.

Open Media Summit 2012
<http://specials.dw.de/oms-en>



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