

What's on 2010/2011



# IIJ Alumni Review

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# Editorial

We are change! If any, I would suggest this as the heading for 2011. And if you think of Aristotle (Time does not exist except for change) or Mahatma Gandhi (Be the change you want to see in the world) you find yourself in a pretty good company encouraging and raising spirits. There is more: Jump into our times right here, right now, and let's listen to Peter Senge, author of the best-selling Fifth Discipline Fieldbook. One of the points Senge brings up is that parallel to what happens in nature where all movement occurs while it is being inhibited effective organisations cannot but take part in the balance between growth and the limits to growth. Hence, it is key that obstacles arising naturally wherever growth and learning take place must be anticipated and mastered in order for sustained growth to occur. Senge calls this the dance of change. Doesn't this sound appealing?

Indeed, there are a lot of jazzy beats in the current work of the IJ. To begin with: Since January 2011 we have been part of the GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit which brings together the long-standing experience of DED, GTZ and InWEnt. This is, by the way, the reason why our Alumni Review comes with a new design, whereas we were careful to keep the pen of our alumni and trainers writing for it. They are our voices, and the testaments to our success. But one word more to the new GIZ: it is a federally owned company that supports the German government in achieving its objectives in the field of international cooperation for sustainable development. We have offices now in 130 countries and employ around 17,000 staff members worldwide. Yes, it is certainly an organisation of superlatives, and at the IJ we are confident that our work will benefit from the cooperation within this wide network of partners, projects and, above all, knowledge.

So, while we will let our new vision dance and fully unfurl in our heads, we have taken inspiration from the conclusions of our monitoring and evaluation programme over the last two years. It was a multi-method study on the outcomes of our activities to promote independent media in partner countries of the German development cooperation, and hundreds of alumni, editors, partners and trainers were directly involved in it. And although the old saying – the sweetest sound of all is praise – holds also true for the IJ, we are in this case much more excited about the innovations that spark up our current programme. Starting with 2011 and in addition to training and dialogue, we will offer – just to cite one example – on-site support for media houses and training institutions actively engaged in promoting professional standards in journalism. It includes both advisory services that address organisational and managerial constraints as well as in-house workshops responding to specific training needs. By answering this long-cherished wish of our alumni we very much hope to contribute to sustainable changes in the various media houses.

When you are now scrolling through the pages of our IJ Alumni Review you will notice that most of the articles – no matter if they refer to the media situation in Afghanistan, Jordan or developments taking place in ASEAN or Southern Africa – bring the opportunities to light that come with change. And this brings me back to our this year's buzzword. Somewhere, I read the word “change” comes from the Old English “cambium” meaning “to become.” So the driving question of the year is obviously: What exactly are we – and you – working on to become? We look forward to your answers.



Astrid Kohl

Head  
International Institute for Journalism

Radio is the most popular media in Afghanistan. This reporter from IRIN news is interviewing flood-affected people in the north of Kabul in 2009.



## Regions and countries

Independent media can be a powerful force for change in both developed and developing countries. It can play a key role for the democratic development of a society and foster peace, stability as well as a pro-poor development agenda. In many countries, however, the media face obstacles to effectively fulfil the role of a gatekeeper, watchdog and agenda setter. They are confronted with insufficient legal frameworks or an undemocratic political system, with low professional standards and weak journalistic skills. In the light of this, the IJ has been offering advanced training for journalists all over the world since its foundation in 1962. With the aim to further increase the impact of its programme the IJ, nowadays, focuses on particular regions. It offers tailor-made trainings and services for media outlets and institutions in the member states of ECOWAS, EAC and SADC, in the SAARC region as well as in ASEAN and started three years ago a media development programme in the Middle East. Apart from enhancing journalistic competence the aim of these programmes is to promote intercultural dialogue as well as the media's understanding of the concept of regional integration and of the history, institutions and policies of the various regional bodies.

# Pseudo names give freedom to express

## The Afghan media are going through a reformation

Jaisu Bhullar, India, IJJ intern

The media in Afghanistan, which were virtually nonexistent less than six years ago, are now developing into a promising new force for social and political change,” says Akmal Dawi. He is a journalist from Irin News, Kabul, Afghanistan, and he was one of the participants of a training at the International Institute for Journalism (IJJ), Berlin, in 2010. Time for a change is more than due. Media in Afghanistan were seriously restricted under the Taliban rule from 1996 to 2001 when there was only Radio Sharia, a radio station run by Radio Television Afghanistan (RTA), the national radio and television authority. It propagated Islamic fundamentalist values with the help of religious programmes. Music and pictures were considered a source of moral corruption and therefore television was banned. “There was no scope for independent media in Afghanistan under the Taliban rule,” says Akmal Dawi.

### Radio stations prosper but print media are facing difficulties

Since the fall of the Taliban there has been a striking change in the role of the media. The first boom of independent media was witnessed in 2005. According to Reporters Without Borders there were about 300 newspapers, over 50 independent radio stations and 5 private television channels. Today, more than 90 private radio stations and 20 television channels are operating in Afghanistan. Apart from radio and television and the only state-owned national daily The Kabul Express there are several hundred private magazines and newspapers, many of them published in local languages like Dari and Pashto. All private magazines and newspapers, however, need to be registered and licensed by the Ministry of Information and Culture. As a matter of fact, only a small fraction of the registered outlets publish regularly: the costs are too high, advertising revenues are poor, and the Afghan society lacks a reading culture. According to Akmal, print media also suffer because of the difficulties in distributing newspapers over harsh terrain and shattered roads.

On top of that, Afghanistan has one of the highest illiteracy rates in the world. There are 28.1 million people living in Afghanistan. According to Unicef, the total literacy rate in 2009 was only 28 per cent. In rural areas where most Afghans live 90 per cent of the women and more than 60 per cent of the men are illiterate. Due to illiteracy it is radio that has made its way in rural and urban areas. In addition, radio is not expensive and needs low maintenance.

### Online media usage has grown

According to the World Press Freedom survey by Reporters Without Borders, the media in Afghanistan have made a huge leap. At the 2010 Index Afghanistan finds itself at the 147<sup>th</sup> rank, it scored better than Pakistan (151<sup>th</sup>), the Philippines (156<sup>th</sup>),

China (171<sup>th</sup>) and Iran (175<sup>th</sup>) or the Central Asian countries. With international support and journalists working in private TV and radio stations in Afghanistan and the quest of the people to know more than government propaganda, the reporters in Afghanistan enjoy a bit more press freedom.

In addition, online media are rapidly growing in Afghanistan. Even with very few people having access to the internet, websites in Pashto and Dari like [www.tolafghan.com](http://www.tolafghan.com) and [www.dawatfree-media.org](http://www.dawatfree-media.org) have more than 6,000 visitors daily. These sites are visited regularly not only by the urban population in Afghanistan but also by Afghans living in exile. Many of them also publish comments. This gives them an opportunity to share information about the situation in Afghanistan worldwide. However, the users often publish their comments under pseudonyms, especially when it comes to critical articles about the government and the Taliban, says Wali Achakzai, a reporter in the Pashto department at Deutsche Welle, Bonn.

## The Afghan media situation remains tense. Journalists are still under pressure.

### The Taliban are media savvy

Regardless of all the progress, the Afghan media situation remains very tense. Independent journalists are under pressure. They are intimidated and harassed by a range of parties, including security forces, politicians, government officials and Taliban groups. According to Akmal, the Irin News reporter, criticising the government, issues of women empowerment and the charge of being anti-Islamic are among the most common reasons for censoring media and banning articles or media outlets.

Moreover, there are still the Taliban who are more media savvy than the Afghan government. The Taliban have a website of their own which is updated regularly. Journalists say it is a major source of information and it is better than the government's online presence. The Taliban make great use of mobile phones and SMS and regularly return reporters' calls. They also have their own mobile FM-radio stations which they use especially in rural areas to spread their propaganda. Journalists who report critical stories on the Taliban become regular targets of threats and retaliation.

# Different countries, different challenges – journalists in Afghanistan need training

Ab. Muqem Ab. Rahimzi, Kabul, Afghanistan, IJ alumnus

The media situation in Afghanistan is quite different from other countries. Being a journalist is a big risk, there is no security and safety guarantee for journalists. Most of the journalists in Afghanistan are not professionals, they lack training and experience. Furthermore, the government does not support the media. Actually, it is quite the opposite: government agencies never deliver useful information to the media, and if they do, the information is not reliable or not in time. What is worse is that journalists are still threatened by the Taliban. Living in Afghanistan means that many women, especially in rural areas, cannot work as journalists. They face cultural problems, and often their families and relatives object to their profession. Anyway, neither men nor women journalists are very popular in Afghanistan. The government authorities, for instance, continue to put pressure on them, and many journalists are concerned that a new era of government censorship might be on its way. But against all these odds journalists continue to carry out their duties. They still try to produce unbiased news and critical programmes in order to improve their government. They want to foster good governance – not to discredit it. It is imperative that the media remain independent from the state. It is also imperative that journalists



Muqem Rahimzi is a radio journalist by profession. Now he is also equipped to work for online media.

in Afghanistan need better training to stand against these challenges. For better training, I joined the training course “Multimedia and Online Journalism” by the International Institute for Journalism (IJ) in Berlin, Germany, from February 1 to April 1, 2010. Online journalism is brand new in Afghanistan, and hardly any of the topics were familiar to me. In just a few weeks my colleagues and me, all of us coming from different countries, learned a lot about content management systems, the social web and twitter, Joomla, photo slideshows, sound slides, audio and video reporting, web servers, podcasts, reporting with the smartphone and so on. After returning home, I started to train my colleagues, sharing the

knowledge that I acquired at the IJ course. It worked pretty well: today, colleagues at one of the radio stations in Kabul, for instance, announce a mobile phone number and ask people to send in local news about what happens in their villages. These news items are then broadcasted in the radio’s morning programme. After this first success, I decided to put up a facebook and a twitter account and teach my colleagues how to blog and to use Wordpress. Everyone has a weblog now, and they publish their story and breaking news via the social media. So, citizen journalism has also found its way to Afghanistan. But Kabul was only for a start. I am planning to go to different provinces of Afghanistan to visit our reporters and freelancers to share my knowledge about multimedia and online journalism with them. My journalist colleagues in the rural areas are far from new technology, but we need their stories and reports in order to make democracy and freedom of speech work in Afghanistan. So with training and a little assistance we might hear from them soon.

# Economic change in Jordan is a challenge for journalists

Economic development is a key factor for the development of a country, for reducing poverty and boosting participation of the civil society. Countries which have opened up their economic systems to structural reforms and international markets need well-informed media and fact-based stories on the economic and financial sector to attract investors, producers and consumers. With its trainings on economic and financial reporting the IJ allows for journalists in developing countries and countries in transition to fully understand these issues so that they are better equipped to inform the public.

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Christiane Käsgen, IJ senior project manager

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In recent years many Jordanian newspapers have extended their economic pages or have started to publish new economic supplements such as the private Al-Ghad newspaper. Jumana Ghunaimat, manager for economic news at Al-Ghad, said there is an increased demand for information on economic issues as Jordan has taken steps of structural reforms for the last two decades to boost growth and open the economy to regional and international investment. Liberalisation and deregulation have created new business and trade opportunities and thus increased the flow of foreign capital. Former state-owned enterprises from sectors such as mining, energy, telecommunication and transport have been privatised. Also, Jordan is now a centre of activity for aid and trade addressed to its neighbouring country Iraq.

**The media play an important role for the public to fully understand structural and economic reforms.**

Media play an important role by explaining these economic changes to investors, producers and consumers, helping them to make responsible decisions. More journalists at business desks need to broaden their knowledge to be able to report correctly and comprehensively on economic issues. For this reason, the IJ organised for the second time a one-week training on economic and financial reporting in Amman in June 2010 in which 15 economic journalists participated.

The training focused on the banking sector and its response to the financial crisis, it discussed the role of the central bank and its instruments, went through the government budget and the country's deficit and highlighted how to understand and translate key figures to the people in the street. The journalists learned how to choose an angle for company news and how to cover the stock market and to deal with market rumours. Guest speakers from



Journalists in the private media enjoy a certain degree of press freedom in Jordan. This bookstore in downtown Amman is distributing media products.

Jordan's banking sector and the Jordan Investment Board provided insights into their mandate and activities. Writing exercises were an important part of the training, focusing on readable and concise writing, including a correct use of quotes and numbers. However, within one week the journalists could not find a satisfactory answer to the question how to deal with press releases that companies – at the same time important advertisers – expect to get straight into the newspaper. “The interdependency of the business sector, politics and media houses often leads to self-censorship,” several of the participants said.

# ASEAN on the way to be a people's brand

Imagine there was a large region in the world providing the opportunities of a life in secure environment, a better living-standard, better job perspectives, sufficient income and stable prices, a better education for your children, effective help in case of disasters and emergencies as well as freedom to travel, work and settle. Imagine there was a project like that, but nobody knew about it? Wouldn't it be worth all efforts to make this project become well-known and popular?

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Franz-Josef Gemein, IJ consultant and managing director, Publicis Public Conversation

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Branding an institution for regional integration is not the easiest thing to do. Notwithstanding, managing staff members of various ASEAN bodies worked on the issue to make ASEAN a brand which is, most of all, easy to grasp.

If ASEAN was a single country, it would rank as the 9<sup>th</sup> largest economy in the world and the 3<sup>rd</sup> largest in Asia in terms of nominal GDP. If it was just that fact which made ASEAN important, it was worth all efforts to let its people know more about the opportunities of the community, its single market and the opportunities for everybody. The ASEAN Charter is quite clear in its demand. It is asking the officials “to pro-

mote a people-oriented ASEAN in which all sectors of society are encouraged to participate in, and benefit from, the process of ASEAN integration and community building.” Article 1,13 of the ASEAN Charter is demanding a lot, and it will take a while to make ASEAN, the Association of Southeast Asian Nations, more popular among the people from the ten member states of this organisation. This is exactly the aim of a new programme the

IJ has been running since April 2008. The IJ programme is part of the project “Capacity Building for the ASEAN Secretariat” that is implemented on behalf of the Federal Foreign Office. It aims at strengthening the process of regional integration and the role of the ASEAN Secretariat as a coordinating institution to help facilitate effective decision-making within and amongst ASEAN bodies. The programme has been conducted in cooperation with

the ASEAN Secretariat, which made it much easier to get hold of main officials. Ever since the coming into force of the ASEAN Charter and the establishment of the roadmap for an ASEAN Community, there have been greater calls for ASEAN to improve its communication frameworks and implementation. “When our leaders convened in Singapore, they said that ASEAN has to communicate the ASEAN Charter to its people. In order to do this, we need to have a unified message and

Our experience of regional integration in Europe suggests that for a strong regional body, public support and understanding are key. Hence, Germany strongly supports ASEAN’s desire to foster its expertise in public relations. Through branding and enhancing its communication with the people of ASEAN, the region will become an even stronger regional partner for Germany and the European Union.

Communicating the ASEAN message to its peoples is vital if the region is to achieve its vision of an ASEAN Community by 2015. “The people of ASEAN would need to be connected and

The workshop provided the participants an opportunity to brainstorm on defining the current perception of ASEAN, formulating the intended perception of ASEAN and defining the target groups of audience. They were following the guiding question: “What do we want the people to think and feel about ASEAN?” It was the aim to find solutions how to help market ASEAN as a brand reflecting stability, peace and prosperity.

If you want the people of the ASEAN member countries to follow or participate in the idea and benefits of ASEAN, the communication needs to be understandable, inviting, exciting and show the benefit for its people.



Dr Surin Pitsuwan is Secretary-General of ASEAN. His is very intent to communicate the ASEAN vision to its people.

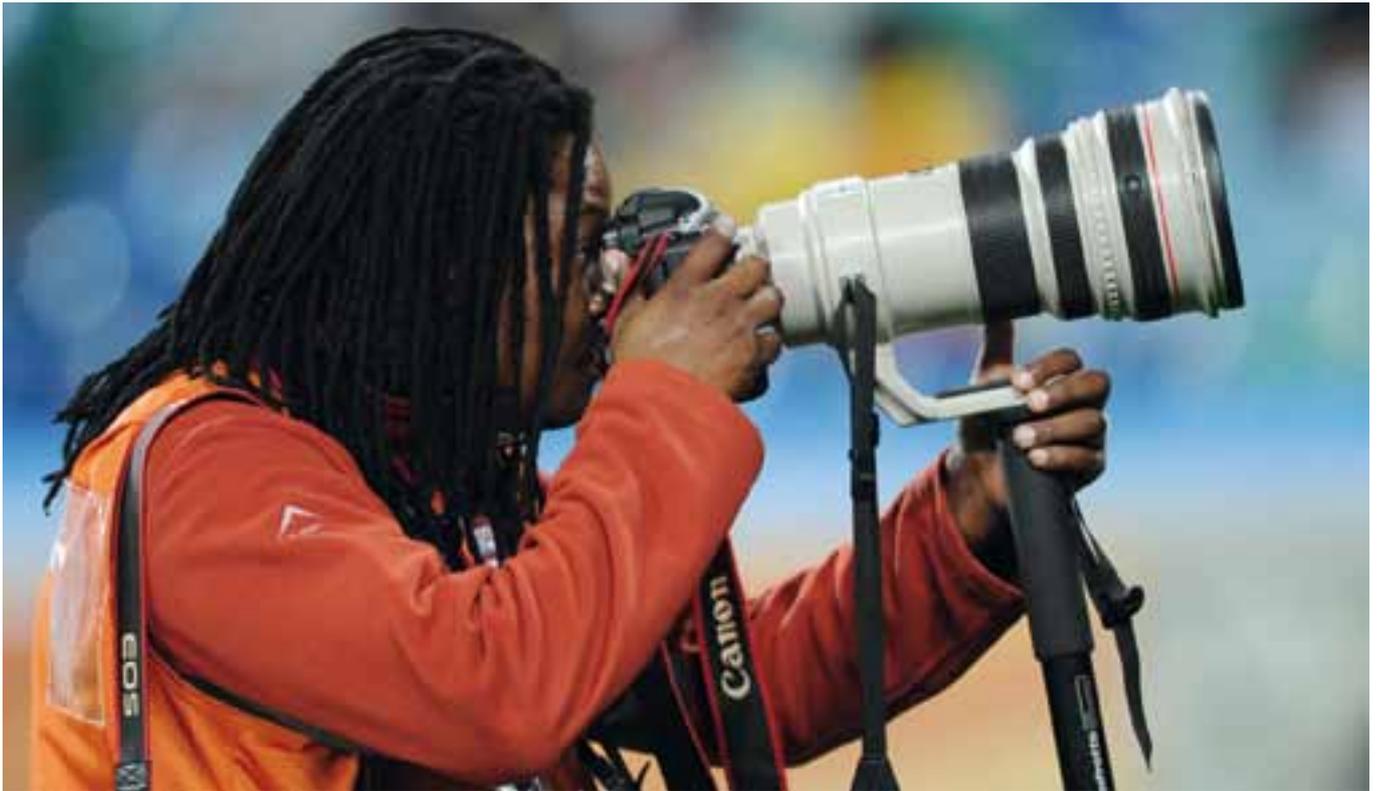
an effective delivery mechanism to communicate our dream, our vision and our mission to the people of ASEAN and beyond,” the Secretary-General of ASEAN, Dr Surin Pitsuwan, said when opening the “Branding ASEAN Workshop,” held in Jakarta in June 2010. It was the aim of the workshop to help making ASEAN a brand which is desirable, easy to grasp and inspires people to share the ideas of ASEAN.

The workshop was attended by members of the Committee of Permanent Representatives to ASEAN, representatives from the ASEAN Foundation, the ASEAN Inter-Parliamentary Assembly and the ASEAN Business Advisory Council as well as staff of the ASEAN Secretariat. This high-ranking list of participants was increasing the chance that the definition of the ASEAN brand will find a follow-up by being implemented in all communication strategies.

**The ASEAN Charter is demanding a lot. It asks its members to promote participation and that all people living in ASEAN member countries benefit from the process of integration and community building.**

excited about ASEAN, but communicating the message remains a challenge,” said Pitsuwan.

The common results of the workshop are tremendous: We found a common brand definition stating the attributes and benefits, the values and the manifestations of the brand ASEAN. We came up with a suggestion of a claim defining what we want people generally to think when they hear “ASEAN.” And finally we condensed the broad opportunities of ASEAN into three key messages for each of the three pillars (economy, socio-cultural policy and security) that have to be used like a mantra to communicate what ASEAN is working for.



Reporting on regional integration is not as easy as reporting from a major international event like the 2010 Soccer World Cup. Nevertheless, in the end it is certainly more important to report on organisations like SADC to foster peace and prosperity for a whole region.

## Joining forces: regional integration in Southern Africa

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Annie Sampa, Palisah News Agency, Zambia, IIJ alumna

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Regional integration has proved to be an important tool to foster peace, stability and economic prosperity. For reporting on it in a professional manner journalists need to understand the concept of economic and regional integration. The IIJ courses on regional integration seek, amongst other things, to raise the awareness about regional integration efforts through the media. The Southern African Development Community (SADC) is, like the European Union, such an organisation. Its aim is to achieve development and economic growth, alleviate poverty, enhance the standard and quality of life of the people of Southern Africa as well as support socially disadvantaged communities through regional integration. To communicate its aims to the people and critically accompany the development process is a task journalists need to perform.

**W**e have all gone back to our newsrooms after two weeks of excitement, mesmerizing adventure, starting delight and intensive training. The 15 participants drawn from nine Southern African countries have returned to their respective countries with the knowledge and enhanced understanding of the concept of regional integration in general and of the history, politics and economics of Southern Africa in particular. The course, held in Johannesburg, South Africa, in August 2010, was organized by the International Institute for Journalism (IJ) in cooperation with the Institute for the Advancement of Journalism (IAJ). Now it is time to put the theory of reporting on regional integration into practical work and to inform and educate the public why regional integration is so important.

Individual states within a region join forces to build a larger whole in order to safeguard and promote the welfare of the people. This process is called regional integration, and it allows states within a particular region to increase their level of interaction with regard to economic, security, political, and also social and cultural issues.

The predecessor of the Southern African Development Community (SADC) was formed in 1980 with the aim of coordinating development projects. It was a loose alliance of nine majority-ruled states in Southern Africa known as the Southern African Development Coordination Conference (SADCC). After receiving a legal charter in 1992, SADC's vision has been of a common future within a regional community that ensures economic well-being, better standards of living, freedom and social justice as well as peace and security for the people of Southern Africa.

#### **The European Union is a successful role model**

The SADC region presents vast investment opportunities. If the concept of regional integration is implemented successfully, it will not only improve the economic well-being of the participating countries at the macro level but also of the citizens at the micro level.

Thus far SADC successfully established a Free Trade Area (FTA) which is, indeed, a catalyst for development. FTA has helped to create an environment which is conducive for investment and trade and is a facilitator for improved trade between the member states. The steps towards deepening regional integration further will be to introduce the freedom of movement of people, reducing the possibility of regional armed conflicts and adopt cohesive regional stances on policy issues, such as investment, the environment, climate change and migration. This will help make the region stronger and stronger.

Probably the most successful and influential role model for regional integration is the European integration process which has led to a number of remarkable achievements. The European Union is a free trade area and citizens of the EU countries can live, work, invest or travel to any EU member country without restrictions or border controls. Citizens of EU member states are already being introduced to European passports, they share a single currency, the Euro, and have a common parliament which coordinates laws and regulations regarding economic, environmental, health, social and transport issues.

In Southern Africa people have historical and cultural affinities and share common values and principles. This will help SADC

move toward similar achievements. Rapule Pule from the Orange-Senqu River Commission (ORASECOM), an expert for water resources, explained why the Southern African countries benefit from regional integration. Large parts of SADC are arid and the region is vulnerable to regular floods and drought. Notwithstanding the impact of climate change, the SADC region has recorded an increased demand for water. Rapule told journalists that although the Orange river originates in Lesotho, one of the smallest water users in the region, the river is a crucially important water resource for as many as four countries: South Africa, Lesotho, Namibia and Botswana. "South Africa," said Rapule, "is a water scarce country but is by far the biggest user of water from the Orange-Senqu river system." The big country South Africa depends on the small country Lesotho. "That's why regional integration is important," said Rapule, adding that "it is proven that by joining in a number of areas, there can be gains that individual countries cannot achieve on their own."

#### **Press freedom is mandatory for development**

Having talked about the importance of regional integration we were eager to write stories and articles about SADC. Apart from interesting topics we talked about the role of press freedom for the further development of the Southern African region. Raymond Louw, editor and publisher with the Southern African Report, stated that press freedom remains key to strong economic, political, social and cultural development as well as establishing good governance. He is convinced that a strong and free press helps Africa to prosper and maintain peace thereby fighting corruption, famine, violent conflict, disease and lack of education that are rampant in the continent.

**Independent media need training to act as a watchdog. A strong and free press can help Africa to prosper and maintain peace.**

Training is mandatory for an independent press acting as a watchdog. Only well-trained journalists are able to report effectively. Journalists do not only need information, they must dig deeper, said Louw.

As media, I believe, we play a key role in society. Media shape the public opinion and attitudes as well as the political, cultural and economic priorities. Media have an impact on public policy through the news agenda and serve as a channel through which the public communicates to policy makers and vice versa. They can be a catalyst for change or a conduit through which the voices, perspectives and lives of those who are vulnerable and on the margins are brought into the public sphere. In short, the media can give voice to those who often find their voices marginalised. With the information gained from the SADC reporting course it is perfectly clear to me: we journalists must explain complex and multifaceted SADC events to the people and enable them to make responsible decisions and benefit from regional integration.

# Professionalising West African media

## An IJ training on reporting on ECOWAS in Dakar

For the first time ever the IJ conducted a training course in Dakar, Senegal, addressing journalists in francophone West Africa who report on the Economic Community Of West African States (ECOWAS). Cooperation partner was the Centre d'études des sciences et techniques de l'information (CESTI) which is a training centre for journalists at the University of Dakar. CESTI is well renowned all over the region and cooperates with various media houses. The IJ supports CESTI's attempt to develop a regional learning platform for training of journalists from media houses in francophone West African countries.

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Abdallah Baldé, [www.aminata.com](http://www.aminata.com), Guinea, IJ alumnus

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In February 2010, I had the chance to visit Dakar for the first time in my professional life as a participant of an IJ training on reporting on regional integration in West Africa. The IJ brought together 15 journalists from Benin, Côte d'Ivoire, Burkina Faso, Guinea-Bissau, Mali, Niger and Senegal who form their own francophone ECOWAS media community. During the first week we received valuable information on the history of ECOWAS and its bodies. The institution, created in 1975, initially brought together 16 member countries, reduced to 15 following the withdrawal of Mauritania in 2000. We learned about arguments in favour and against political and economic integration, discussed security and economic issues as well as the cooperation with the European Union. The second week of our

training course was all about writing and journalistic techniques to identify attractive angles to report on ECOWAS and to write more easily about it. We discussed six key elements of a perfect article – amongst others the lead, how to develop and set the conditions for writing a good ending as well as the question of how to best answer the reader's interest. One of the highlights of the training was a meeting with GIABA, the Inter Governmental

**Media houses must professionalise their reporting on regional integration in West Africa.**



Mor Talla Kane, the director of the National Confederation of Employers in Senegal (CNES), answers questions of IJ participants of the training course on Reporting on ECOWAS in Dakar.

Action Group against Money Laundering in West Africa. We learned a lot about the money laundering situation as well as integration problems within ECOWAS. The GIABA experts encouraged us to form a network against money laundering. Thus motivated, our group created REJOBA, a network of West African journalists fighting against money laundering and terrorism. REJOBA turned out to be much more than a paper tiger. In May 2010, REJOBA members were invited to Abuja in Nigeria to take part in an interactive conference. In August, some REJOBA members participated in a seminar on investigative journalism which further helped to professionalise West African media houses and their reporting on ECOWAS.

# Team up for success

## Mixed editor teams as a new strategy at Bisnis Indonesia

Wisnu Wijaya, Bisnis Indonesia, Indonesia, IJ alumnu

**T**raffic is the first. When your website has a high traffic, the money will come in.” I learned that piece of information in the IJ training course on newspaper management. Before I joined the course this information would not have made much sense to me because I had never worked for online

media. But the media outlet I have been working for since 2001, Bisnis Indonesia ([www.bisnis.com](http://www.bisnis.com)), decided to integrate its newspaper with its online edition.

What I learned in the IJ course and the field trips to the headquarters of the Financial Times Deutschland in Hamburg and Die Welt in Berlin, where the inte-

gration of print and online media is well advanced, I could use at Bisnis Indonesia. I made a presentation in front of Bisnis Indonesia’s chief editor and managing editors about online media. Despite fast growing internet penetration and mushrooming online businesses, there is no other strategy to boost Bisnis Indonesia’s revenue than to introduce an integrated newsroom. One of the most important things I could tell my bosses is how to rank our website top in Google search engine, boost traffic and generate revenue by creating more innovative paid contents. Meanwhile, Bisnis Indonesia has appointed ten news editors for the online edition. There are also some desk editors at Bisnis Indonesia who are in charge of the printed newspaper. The main role of the online news editors is to drive issues, gather the best stories to be presented in editorial meetings, to edit and to upload articles. They are working in four shifts around the clock and produce more than 100 articles per day. Since they started, the number of visitors has jumped from around 10,000 a day up to around 14,000.

There was hope that the desk editors could pick articles from [Bisnis.com](http://Bisnis.com) and turn them into profound stories for the printed edition. But this hope turned out to be mere theory: it just did not work out that way. Bisnis Indonesia adopted a different strategy. Now every desk editor teams up with an online news editor. Working as a team they might not only reduce the differences between news and desk editors but decide together what articles are the best for the print and the online edition. They can even swap duties: the online editor can work as a desk editor for some time and vice versa so that they can refresh their respective know-how. For [Bisnis.com](http://Bisnis.com) this might be a way to generate even more traffic, ads, and revenue.



What goes into the print media might as well make up good stories for the online edition. And vice versa. Indonesian media are following new strategies to generate more traffic, ads and money from their websites.

Reporting on elections is an important task for journalists. Doing this in an independent and responsible manner demands good training, a profound knowledge on reporting as well as research and writing skills. In the end, journalists and a free press foster democracy and good governance.

## Political reporting – it's time to bring about a change

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Jaisu Bhullar, India, IJJ intern

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**W**hen more than 3.5 million voters are going to the polls in March 2011 in Uganda, Emmanuel Gyezaho will be ready. Gyezaho, a senior reporter at the Daily Monitor, Uganda, participated in the course “Reporting Politics” at the International Institute for Journalism that is currently conducted once a year in Berlin. In view of the up-coming election this course has been a “priceless opportunity,” said the 27-year-old reporter. “Elections are a very difficult time in our country, as there is a lot that goes on behind the scenes before the election results are announced.” Now Gyezaho is feeling well prepared for reporting on the Ugandan elections next year. The five-week course was designed to equip the participants with the skills of effective reporting on politics. Challenges of covering elections and investigative journalism were the favourite topics among the participants. Practical group exercises, case studies, analysis and discussion of articles with renowned trainers from reputed media organisations enhanced their knowledge.

Apart from classroom discussion, visiting one of the major unions of Germany, “Ver.di,” and meeting German parliamentarians were a great experience, said Michaela P. Del Callar from the Daily Tribune, Philippines. Moreover, discussing and debating

with 15 other journalists from six different countries completely changed the way she looked at the world. “I got first-hand knowledge about the political situation in different countries from my fellow peers who came from Asia, Africa and the Middle East. Discussions with experienced peers brought years of knowledge together, making these classroom interactions unforgettable.”

Michaela who has never been to Europe before said that she was very excited to be in Berlin and was very curious to know about her new peers, with whom she would be working for five weeks. “On the first day sitting at the rectangular table with a trainer in front of me reminded me of my school days,” explained the 32-year-old, adding that she was enjoying every moment of regular assignments, discussions and heated arguments, something she had been missing since her school days.

Back in her office in the Philippines she planned to make a presentation of all what she had learned at the IJ. “I want to share everything that I have learned here with my colleagues back home.”



New York, Times Square.  
It is still an impressive sight.

## Alumni and dialogue

The IJ alumni network has been evolving since the first training programmes in the sixties, uniting journalists, editors, media trainers and media experts from media houses in Africa, Asia, Latin America and Eastern Europe as well as in the Middle East. Today, the alumni network is a central pillar of the IJ work, guaranteeing the sustainability of the training and dialogue programmes. It is strengthened by an alumni programme that promotes continuous learning and fosters the exchange with former participants and partner organisations on specific topics. In this way, the IJ accompanies the transfer of the acquired knowledge into the respective working environments. Part of the alumni programme are specialised advanced training courses and regional alumni conferences that elaborate more thoroughly for example on economic and environmental topics or the latest digital media developments.



# Sharpening the saw in Manhattan

The IJ alumni workshop “Covering development and poverty reduction,” jointly organised with the Initiative for Policy Dialogue at Columbia University, in New York in October 2010 was an occasion where ten alumni from different parts of the world came together to learn more about the obstacles to poverty reduction, the progress achieved in the field of development and the opportunities for further growth.

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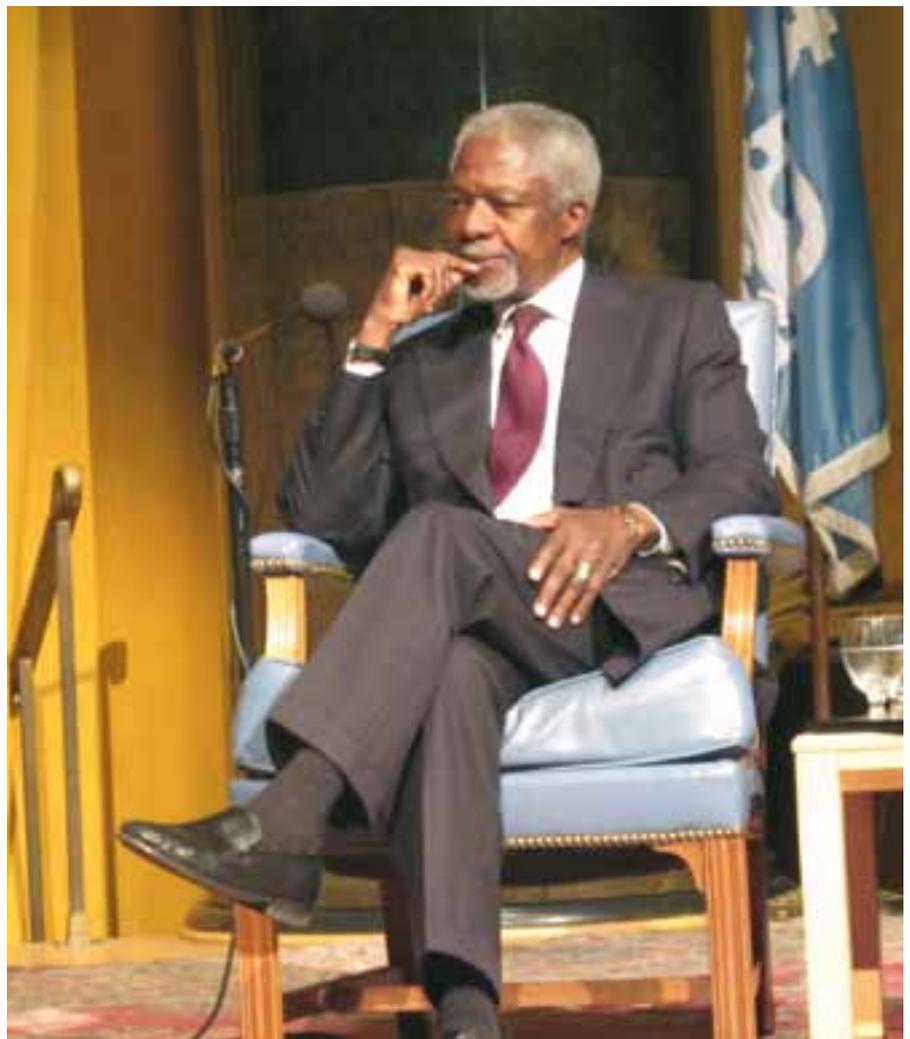
Doris C. Dumlao, Philippine Daily Inquirer, Philippines, IJ alumna

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**T**en of us IJ alumni from Asia and Africa came to New York for one week to learn more about the overarching goals of every nation – development and poverty reduction.

Practising journalists are sometimes too focused on their own countries and issues. Therefore, it was a great opportunity to hear fresh perspectives on international topics and on globalisation from prominent economists, industry experts and non-government organisations.

Even before the official programme started, we went to one of its highlights: we met 2001 Nobel Laureate for Economics, Joseph Stiglitz, and his wife, who gave an exquisite welcome dinner at their apartment in Manhattan. Everyone was eager to listen to Sir Joe talking about serious economic discussions. Our generous host even gave us his new book “Freefall: America, Free Markets, and the Sinking of the World Economy,” which scrutinises the policies that led to the US-epicentered global crisis. Sir Joe is like a rock star especially for financial journalists, and obviously everyone just had to scramble for his autograph and strike a photo-op with him. We met Joseph Stiglitz again the next day when the programme formally opened. At Columbia he talked about the financial crisis and how the policy of so-called quantitative easing by the U.S. Federal Reserve was hardly helping the U.S. economy but causing trouble to the rest of the world. Stiglitz is one of the few economists who have strongly opposed this policy, and he explained to us at great length why and how the U.S. did wrong in handling the crisis. He predicted that the U.S. would thus be in a long period of slow economic growth, which, of course, does not bode well for countries which export heavily to



Former UN Secretary-General Kofi Annan talked at a conference at Columbia University, New York City, about prospects for agriculture in Africa to fight poverty and hunger in order to foster development.

the U.S. The class also talked with him a lot about the currency war, a big issue in Asia at present.

The programme went on with lessons by former United Nations Secretary-General Kofi Annan and economist Jeffrey Sachs

who spoke at a couple of conferences at Columbia. Mr. Annan talked about prospects for agriculture in Africa while Mr. Sachs talked about climate change. They were followed by an array of other interesting speakers whom we drew new ideas

for stories from and whose discussions boosted our understanding of various topics such as the latest on global trade talks, tropical agriculture and new paradigms on financing for development.

A key takeaway from our discussion with Isabel Ortiz, Associate Director at the United Nations Children's Fund (Unicef), for instance, was that in good times or bad, governments must not slash

a declining readership I feel relieved that the organisation I am working for has long mapped out a multimedia strategy and developed an online presence way ahead of the competition. Whatever audience we have been losing from our print edition we might have gained with the online edition.

Of course, we were all sad to leave New York at the end of the programme. Nev-

in this class. Though coming from diverse backgrounds and from countries at varying stages of development, we learned a lot from sharing each other's experiences. The friendships and contacts we have built are priceless. While most of us will probably never physically cross paths again, we can keep in touch through digital media and the IJ alumni platform. We are alive in cyberspace.

**Joseph Stiglitz received the Nobel Prize in Economic Science in 2001. At the moment, he is critical about his country's monetary policy. It is hardly helping the U.S. economy but causing trouble to everybody else.**

the fiscal budget for social services such as public health and education, as, over the long run, these are the things that really matter. Pedro Sanchez, director of the Millennium Villages Project, was likewise a big hit. He spoke about the myths about agribusiness. He particularly excited us all with his information about genetically-modified crops (GMO).

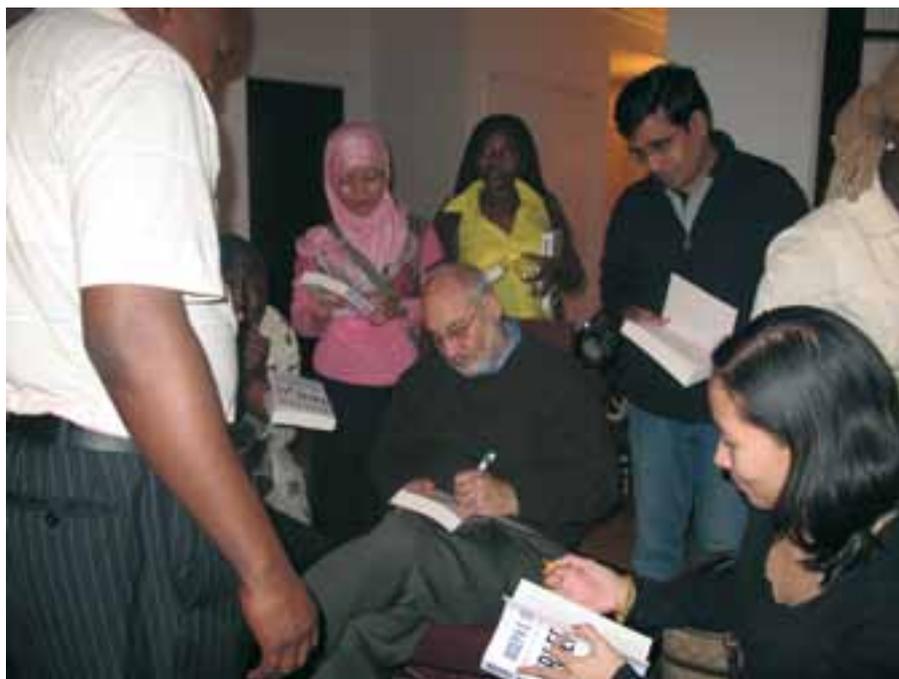
#### **Field trips into the gold vaults**

Having covered the capital markets and monetary policy in my country, I found our field trips to the New York Stock Exchange (NYSE) and the New York Federal Reserve such an eye-opener. At NYSE, our group witnessed the ringing of the bell on the trading floor as well as the public debut of one company. With increasing cross-border trading, consolidation of some stock exchanges and ever changing technology, our visit to Wall Street made us rethink our own roles as so-called news "brokers." We also took a peek at the gold vaults of the New York Federal Reserve, and while the gold-based system of currency valuation has long gone, this experience is something we can boast about to our future grandchildren. There are not many people who will ever see such a large hoard of gold bars in their lifetime.

Touring real-time news provider Bloomberg made me wonder what the future will hold for print journalism. In view of

ertheless, we all were bursting with fresh ideas, new topics to explore and new ways to improve our coverage. We returned back home with much more knowledge and were too glad to be handpicked to attend this programme.

Most of all, we learned not only from our mentors and speakers but from each other



**A generous host and a rock star for financial journalists: Joseph Stiglitz gave his new book "Freefall: America, Free Markets, and the Sinking of the World Economy" to the IJ workshop participants and signed every single edition.**

# A learning experience in New Delhi

An IJ alumni conference brings Indian journalists together

Ipshita Banerji, Businessworld, India, IJ alumna



Not every IJ alumni is shown on this photograph. About 50 of them, some as senior as a participant of an IJ training in 1972, gathered for the 1<sup>st</sup> All India IJ Alumni Conference in New Delhi.

What all IJ courses have in common and what is really special about them is the interaction and the friendships they forge among journalists from all across the world. The 1<sup>st</sup> All India IJ Alumni Conference held in New Delhi in July 2010 highlighted this approach but with its own distinctive focus: it established links among the Indian journalists who have been associated with the IJ since the 1970's. About 50 Indian IJ alumni from all parts of the country and various journalistic departments and genres met in New Delhi, including perhaps the seniormost amongst us: H. K. Dua, amongst others editor of the Hindustan Times and nowadays Member of Parliament (Rajya Sabha), who had attended an IJ training in Berlin in 1972.

Like all IJ events, this one was a real learning exercise. The conference was themed "The changing role of journalism in India." In his keynote address called "Why did I become a journalist?" M. J. Akbar, a veteran journalist with several books that have achieved international acclaim, talked about choosing his profession. He spoke about not just the core values of our profession but also about the pitfalls which we face.

Six sessions in two days covered the IJ's focus areas: trends in journalism, digital media, environmental as well as economic and financial journalism. While many of the speakers were IJ alumni, some were experts in particular fields. Either way, there was hardly a single person in the room who was not participating intently in these sessions. The most intense discussion was on the IJ's role in Indian journalism. Director Astrid Kohl was most receptive and forthright in her response to the various suggestions. She offered amongst others to organise on-site training for particular publications and media houses to take IJ's mission forward.

The biggest take-away from the meeting was perhaps outlined by the German ambassador to India, Thomas Matussek. A most effective speaker, he spoke about the problems diplomats face when communicating with Indian media. The fact that the ambassador was involved with the IJ alumni meeting in New Delhi indicated, however, the richness of opportunities that exist in the field of cooperation between the two countries.

# Exclusive interviews for IJ alumni are a big hit

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Andrea Thalemann, IJ trainer

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Live interview chats are a new feature of the IJ e-learning courses. The guests, well renowned academics, experts and politicians amongst them, love the idea. As do the trainers. “The chats add real value to the course, both in terms of connecting the material with current news, and in terms of generating story ideas,” says IJ trainer Andrea Thalemann.

The IJ’s successful e-learning course “Economic and Financial Journalism” has an exciting new feature: live interview chats with high-level sources on international news events. Recent guests have been, amongst many others, Kristalina Georgieva, EU Humanitarian Affairs Commissioner on the floods in Pakistan, Olivier de Schutter, UN Special Representative on the Right to Food on land grabs in developing countries, and Prof. Jean-Pascal Van Ypersele, Vice-Chair of the International Panel on Climate Change (IPCC) on the climate conference in Cancun. The idea developed from the weekly chat sessions where the latest economic and financial developments around the globe were discussed. The chats add real value to the course, both in terms of connecting the material with current news, and in terms of generating story ideas.

Pakistan, for example, is facing difficult decisions over raising taxes to help rebuild the country, an issue the e-learning course covers in a module on government policy. In Africa and Asia, land grabs have become a hot issue in the context of agriculture, another lecture topic. And there are countless economic and financial stories related to climate change, from financing adaptation to carbon trading to the controversial Clean Development Mechanism. “It is really refreshing,” says Steve Mbogo, a correspondent with Kenya’s Business Daily, who participated in the e-learning course in 2007. “Really great work,” confirms Khan Haq Nawaz, an editor at Pakistan’s Daily Nation. “Simply great!” adds Doris Dumlao, financial reporter at the Philippine Daily Inquirer. Her colleague Michelle Orosa, a producer for ABS-CBN, even logged on while she was in the field filming.

And Jeff Mbanga, business reporter at The Observer in Uganda, says: “I love the discussion. We should do that more often.” The guests have been equally impressed by the caliber of the discussions. “It was a pleasure talking to all of you,” Prof. Van Ypersele told the IJ journalists. And Commissioner Georgieva said: “This was my first time and I really liked it.”

# At a tipping point: community voices create the difference

Media houses have lost their monopoly on news. The multitude of e-channels has put everybody just a keyboard away from producing content themselves. Bloggers, tweeters, photo and video volunteers raise their voices. To answer this challenge the media have opened up their outlets to the public to share information and views. Is this the kick-off of a new, collaborative journalism? Journalists, media experts as well as IJ alumni discussed the new alliance between traditional media and citizen journalists at the international conference of the IJ and the Frankfurter Allgemeine Zeitung in Berlin in March 2010.

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## IJ editors

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The venue, the atrium at the Berlin office of the Frankfurter Allgemeine Zeitung, is always packed when the IJ and the FAZ host a conference. Many journalists use the opportunity to not just listen to the keynote speakers and panellists but to exchange ideas on various topics.

**W**erner D'Inka is sceptical. As a member of the board of editors-in-chief of the Frankfurter Allgemeine Zeitung (FAZ), one of Germany's leading quality newspapers, he doubts that more voices, especially those from the blogosphere, automatically add to a more vibrant democracy. D'Inka doubts that citizen journalism serves the common good as long as it is unclear whether information is opinion-based or fact-based. Though most of the participants of the third international media conference in Berlin, hosted by the IJ and the FAZ, agreed that citizen journalists should undergo a training at least to become aware of some critical standards of media ethics, they disagreed about the citizen journalist's role in the media landscape. To Solana Larsen, managing editor of Global Voices,

a grassroots platform of bloggers mainly from developing countries, citizen journalism is a means for people who formerly could not make themselves heard in society and politics to have a voice and to make a difference. She presented various projects which demonstrated that citizen journalism, as understood by Global Voices, opens a different window on world news, a different way of experiencing it. Especially when it comes to foreign news coverage the citizen journalist can either complement traditional media with a different perspective and behind-the-scene information or step in for international media who might just not be interested – or might just not be there. A problem neither the keynote speakers nor the panellists could solve was how to deal with the fact that many bloggers might only be safeguarding their own in-

terests. Usually, local citizens are more focused on the interests of their community. Steven Lang, editor of Grocott's Mail, the oldest independent newspaper in South Africa, explained how the local news coverage benefits from citizen journalists who are active in clearly defined communities. The buzzword here was hyperlocal. But when it comes to complex issues an interest-ridden point of view is surely not enough. Who would trust a report by citizens who just might be angry? Professional journalists are needed who work out the bigger picture and check the facts. Professional training could help to turn opinion-based to fact-based citizen journalism. But, as Werner D'Inka pointed out, would professionally trained citizen journalists still be citizens? Or would they have turned into professional journalists?

## Peter Berger – a blue collar journalist

Vu Thu Ha, Vietnam News, Vietnam, IJ alumna

Being a journalist was never a childhood dream for Peter Berger. It was destiny that finally brought him to the job in what he calls a “very unusual way.” “I was a worker building up a new toilet for a local newspaper to earn money to realise my dream of becoming a diving instructor,” Berger recalls. With the love for writing, he was eager to watch the reporters working everyday. Then an idea flashed through his mind: why not give it a chance? With the instruction of a reporter there, the young and courageous Berger walked into the deputy editor-in-chief’s office in his dirty blue worker clothes and asked for a chance to be trained as a journalist.

After almost 30 years spending in journalism, Berger, an IJ trainer for multimedia and online journalism courses, has proved his decision was not reckless with all the success he has attained. He has come all the way from a novice volunteer reporter to master journalism in all of its perspectives, as a senior reporter, an editor-in-chief, a media consultant and journalism lecturer. Throughout his career, Berger has worked for many well-known newspapers in Germany, including Bild, Welt, Welt am Sonntag and Financial Times Deutschland, and has held various important positions which are a dream to many people.

One of his best career achievements was going to East Berlin after the reunification of Germany to take over a communist party newspaper and build up Berliner Kurier, a modern tabloid newspaper as it is known today. As the head of the news department, Berger said he and his colleagues had to work almost 16 hours a day without time to relax, doing everything from scratch. But he called it one of the most interesting experiences in his career as he had to face a totally new challenge and had a chance to learn about a world so different from what he had formerly known. This is what makes journalism so attractive, he says.

With his experience and expertise, Berger joined a founding group of the Financial Times Deutschland, a German edition of the well-known Financial Times, and soon became the founder and editor-in-chief of its online and multimedia edition.

For him, however, happiness is not only about holding high position and earning good money. It can be as simple as overcoming new challenges, meeting nice people and discovering more about the world around.

In 2003, Peter left the FTD, feeling already the need to pass on his knowledge and experience to others as an independent media consultant and trainer, a job which he found even more motivating than sticking to the media house seeking for news every day. “The best thing of being a trainer is meeting nice young people, who are thirsty for knowledge and willing to change, and

from whom I can learn, too,” Berger says, adding that it was even more interesting to meet journalists from different countries, seeing how different they are and how rapidly they can cross the national and cultural divide to make friends with each other.

The job brought him to Vietnam in November, 2010, when he conducted the “Multimedia and Online Journalism” course for the IJ for the second time in two years. The tireless German lecturer has won hearts and minds of all the Vietnamese participants for his enthusiasm and earnest. “When I look at Peter, I think of my father: knowledgeable, stern, yet very humorous and helpful,” said Vu Thu Nga, one of the participants. “He simply has all what we need for a trainer.”



Peter Berger loves to teach journalists from all over the world. Vu Thu Ha was one of his students in the multimedia journalism course in Hanoi in 2010.

# PEOPLE | Keeping track



IJ alumna Emelia Ennin (right) from Ghana receives her award as Best Environmental Journalist at the 15<sup>th</sup> Ghana Journalists Association Awards.

## Business affairs

**Matiullah Achakzai**, Pakistan, has started a photography institute for the training of photo journalists in Chaman in Pakistan, close to the border of Afghanistan.

**Joseph Adeyeye**, Nigeria, was appointed editor of The Punch in March 2010 after heading the editorial office of Saturday Punch.

**Diana Apio**, Uganda, graduated with a master's degree in International Relations and Diplomatic studies. She now is working for Media Focus on Africa Foundation, a Dutch NGO.

**Jeevankumar Appukuttanpillai**, India, has been promoted to sub-editor-in-chief at Malayala Manorama.

**Damian Awevor**, Ghana, has been appointed news editor of the Catholic Standard newspaper in Accra.

**Goutam Buddah Mondal**, Bangladesh, is now chief-in-charge of the news department at the Daily Samakal.

**Afroza Bulbul**, Bangladesh, was promoted to assistant professor in the Department of Mass Communication and Journalism at the University of Dhaka.

**Thuy Nguyen Dieu**, Vietnam, was promoted to deputy head of Nhan Dan Online

**Irfan Ghauri**, Pakistan, is now working as a journalist for The Express Tribune.

**Zahid Gishkori**, Pakistan, has joined The Express Tribune, a newly launched English daily in Pakistan, as staff editor.

**Sola Imoru**, Nigeria, is now editor of the editorial page of The Punch.

**Feng Jie**, China, is now working as a journalist for Southern Weekly, a weekly newspaper based in Guangzhou.

**Dennis Kawuma**, Uganda, was appointed business editor at Daily Monitor Newspaper.

**Alice Kiingi**, Uganda, is now a journalist at the business desk at New Vision. She has been awarded a scholarship for master studies in Media and Communication studies at the Örebro University, Sweden.

**Kirk Leigh**, Nigeria, is now chief analyst at the weekly M2 magazine.

**Mernat Mafirakurewa**, Zimbabwe, is now senior reporter at the NewsDay, a newly licensed daily paper in Zimbabwe.

**Muhumuza Matsiko**, Uganda, was promoted to political sub-editor at New Vision.

**Agung Mbah**, Indonesia, is now online editor at the online edition of Kontan Daily.

**Faraja Mgwabati**, Tanzania, started his master studies in International Trade.

**John Mokwetsi**, Zimbabwe, is now working at [www.newsday.co.zw](http://www.newsday.co.zw).

**Bernard Mpofu**, Zimbabwe, was promoted to senior business reporter at the Zimbabwe Business Independent.

**Mariam Nalunkuuma**, Uganda was appointed editor of Full Woman Magazine which belongs to the Nation Media Group.

**Adeel Ahmed Pathan**, Pakistan, is now programme officer for a media related project for gender awareness raising at the NGO Rozan.

**James Ratemo**, Kenya, is now chief technical journalist and online editor at The Standard Newspaper. He also operates a blog at [www.ictcradle.com/kenyacurrent](http://www.ictcradle.com/kenyacurrent) and is president of Kenya ICT Reporters Association (KIRA).

**Shekhar Roy**, Bangladesh, has been appointed assistant professor in the Department of Mass Communication and Journalism at the University of Dhaka.

**Mahmud Shameem**, Bangladesh, is doing his master's degree at the University of Hamburg.

**Juliana Taiwo**, Nigeria, is now working for The Sun Newspapers.

**Joseph Holandes Ubalde**, Philippines, is now associate editor and a member of the board of MEGA Publishing Group, one of the largest publishing companies in the Philippines.

**Wisnu Wijaya**, Indonesia, is now operating his own blog at [www.wisnuwijaya.com](http://www.wisnuwijaya.com).

## Awards

**Segun Adeoye**, Nigeria, was selected to be a fellow under the 2011 Alfred Friendly Press Fellowships, an US-American non-profit NGO which fosters cultural and professional exchange among journalists.

**Ayodeji Emmanuel Adeyemi**, Nigeria, was announced capital market reporter of the year at a national award for journalism in Nigeria.

**Jiang Alipo**, Tanzania, was awarded the prestigious David Astor Journalism Award.

**Emelia Ennin**, Ghana, was named Best Environmental Journalist at the 15<sup>th</sup> Ghana Journalists Association Awards.

**Felix Dela Klutse**, Ghana, was awarded the Best Business News Reporter in Africa for 2010 at the Diageo Africa Business Reporting Awards.

**Bernard Mpfu**, Zimbabwe, won the National Journalistic and Media Awards – Best ICT Reporter of the year.

**Ajoa Yeboah-Afari**, Ghana, was appointed chairperson of the Africa Regional Judging Panel of the Commonwealth Writers' Prize 2011 by the Commonwealth Foundation. Yeboah-Afari is coordinator of the Ghana Media Standards Improvement Project. A former BBC correspondent, she is the immediate past president of the Ghana Journalists Association and former editor of the Ghanaian Times. The Commonwealth Writers' Prize 2011 offers awards for Best Book and Best First Book in four regions: Africa; the Caribbean and Canada; South Asia and Europe; and South-East Asia and the Pacific.

**James Ratemo**, Kenya, won The African FOSS Reporter Award for his story "First Kenyan FOSS Video." Ratemo published the video on his weblog [www.ictcradle.com/kenyacurrent](http://www.ictcradle.com/kenyacurrent).

**Taslina Tamanna**, Bangladesh, received the second prize by the newspaper Prothom for her story on drug addicted women in Bangladesh.

**Walter Wafula**, Uganda, was named Overall Winner and winner in the category Financial Journalism (print) of the 2010 Kikonyogo Capital Markets Awards.

**Astari Yanuarti**, Indonesia, was awarded the special prize at the Anugerah Adiwarta Sampoerna Awards. She also was finalist in the categories "Political Reporting" and "Investigative Reporting"

### In memoriam Peter Prüfert

Peter Prüfert, the former director of the IJ, died on September 25, 2010. Media houses in Africa, Asia and Latin America associate with his name an extraordinary commitment to promoting young and talented journalists. Through his efforts to build bridges between cultures, Peter Prüfert has significantly promoted the cross-cultural understanding that shapes the idea of the IJ alumni network. We will keep his memory alive.



## Imprint

The International Institute for Journalism (IJJ) of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH was founded in 1962. It seeks to enhance the professional performance of print and online media as well as journalism training centres in developing countries and countries in transition.

The IJJ capacity building programme utilises various instruments for organisational and human resource development, including advanced training, dialogue, networking activities as well as advisory services for media houses and media schools. The programme focuses on political and conflict sensitive reporting, economics and business journalism, environmental reporting as well as on multimedia journalism and media management.

The aim of the IJJ programme is to strengthen the freedom of expression in partner countries of German development cooperation and to thus improve the conditions for democratisation and economic and social development. In this capacity, the IJJ represents a key pillar in the media development work of the Federal Government of Germany and in particular of the Federal Ministry for Economic Cooperation and Development (BMZ).

The IJJ programme is implemented both in Germany and in the partner countries where the IJJ cooperates with regional journalism training institutions. A high proportion of the IJJ alumni hold senior positions in the media industry throughout the world.

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## Our highlights in 2011

### Multimedia and online journalism

General courses: February 7–April 8, Berlin / June 6–August 5, Berlin / Online Media Management: September 19–30, Berlin

### Media Ethics

Summer Academy: April 4–15, Chennai, India / July 17–August 12, Hamburg / August 22–September 2, Accra, Ghana / November 7–18, Johannesburg, South Africa

### Regional Integration

Les enjeux journalistiques de l'intégration régionale en Afrique de l'Ouest: du 28 février au 11 mars, Dakar, Senegal / Reporting on SADC: August 15–26, Johannesburg, South Africa

### Economic and Financial Reporting

General course: February 4–April 8, Berlin / June 18–22, Damascus, Syria / e-learning course: May–November / Reporting on Public Spending: October 10–21, Nairobi, Kenya

### Political Reporting

Media in Conflict Asia: date to be announced, please contact Ms. Ledrolen Manriquez (natsec.philippines@pecojon.org) at partner organisation, the Peace and Conflict Journalism Network (PECOJON) www.pecojon.org / Media in Conflict: April 4–15, Accra, Ghana / Reporting Politics: Good Governance, Investigating Policies and Covering Elections: October 20–November 25, Berlin

### Environmental Reporting

June 2–July 29, Berlin

### Training of Trainers

August 25–September 30, Berlin

### Conferences

IJJ/FAZ International Media Conference: March 17, Berlin / Global Media Forum: Jun 20–22, Bonn / Covering the UN Climate Change Conference: December 3–9, South Africa

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