

# WELL INFORMED – ACTING RESPONSIBLY

THE GLOBAL MEDIA PROGRAMME OF THE KONRAD-ADENAUER-STIFTUNG

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**FOREWORD**

*It is easy to summarise the importance of free and independent media to democracy in one sentence: Democracy does not exist without a free and independent media. A democratic system can neither develop nor survive if journalists are threatened, media companies censored, and laws to protect a free media are undermined. Freedom of the press is established in Article 5, Paragraph 1 of Germany's constitution. It is a right experienced – and defended – every day.*

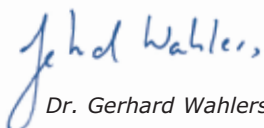
*A global look at the media situation at the beginning of the 21st century, however, is rather troubling. Depending on the political and economic development of a given country, media around the world enjoy very different levels of independence and freedom. The advocacy organisation Freedom House's 2010 survey on the state of the freedom of the press classified just 69 of 196 countries as free. On a global level, freedom of the press has dropped in recent years.*

*Anyone wishing to support democratisation processes must promote the development of free and independent media. Journalists make essential contributions to forming political opinion and thus make a vital contribution to the stabilisation of the democracy. They make information accessible, explain complex issues, and place them in a political context. Journalists comment, encourage public debates, provide ideas, ensure transparency, and monitor governments by publicising issues. For this to succeed, one needs laws, ethical standards, and open lines of communication between journalists, politicians and citizens.*

*This includes the strengthening of political communication since politicians are called upon to have their messages debated, to accept the media's rules of the game, to know the value of freedom and transparency and finally, not to view journalists as adversaries, but as actors who complement the democratic system. This is the only way to ensure a fair competition of ideas.*

*Since the beginning of the 1970s, the Konrad-Adenauer-Stiftung has taken a holistic approach to its support of the media in its international and European cooperation efforts. What started as individual training projects for senior journalists and the support of communications studies in Latin America then became a range of activities within the regional media programme for Latin America at the beginning of the 1990s. The transnational approach was so successful from the start that the foundation started another media programme in Asia in 1996. The programmes in sub-Saharan Africa and in Southeast Europe followed in 2002 and 2007.*

*Free and independent media are central to any democratic system. Promoting them is the Konrad-Adenauer-Stiftung's mission and responsibility. We hope to contribute to ensuring that the media perform their role in the development and stabilisation of democracy worldwide, and live up to their political responsibility. With this brochure, I am delighted to provide you with an insight into the media work of the KAS.*



Dr. Gerhard Wahlers

Deputy Secretary General of the Konrad-Adenauer-Stiftung



# FREEDOM OF THE PRESS AND POLITICAL COMMUNICATION WORLDWIDE

## THE WORK OF THE KONRAD-ADENAUER-STIFTUNG

With 80 offices and projects in over 100 countries worldwide, the Konrad-Adenauer-Stiftung contributes to the promotion of democracy, rule of law, and a Social Market Economy. An essential part of this work is the promotion of independent and free media. Around the world, foundation staff have time and again endured threats against the media and freedom of the press, through censorship, corruption and threats against critical journalists. For this reason, a central goal in all of the foundation's offices is the creation of free, responsible and ethically sound reporting in cooperation with local partners. Because journalists – whether they work in print, radio, TV, or online media – ensure that people receive prompt and reliable information, have all the information they need, and form their own opinions as a result. Only a well-informed citizen can effectively make their opinions part of the political, social, and economic decision-making processes, thereby promoting democratic development.

The KAS global media programme, with its four regional chapters in Buenos Aires, Singapore, Johannesburg and Sofia, complements the work of the country offices in this field. Its four heads who actively work on freedom of the press and political communication represent the KAS on four continents. They support challenges that are regionally similar in the fields of media and political communication.

The KAS provides services in particular where media companies are censored and journalists are threatened. Even in a dictatorship, forming an opinion is a precondition for transition and change. It is our goal to promote media in carrying out their work, to strengthen the legal framework for the development of an independent media landscape, and to create the basis for the free formation of opinion in politics and society.

Around the world the KAS supports:

- Independent journalists who live up to their social, political, informational and watch-dog role;
- An independent and multifaceted media landscape;
- A professional and value-oriented political communication process between citizens, politicians and civil society.

The main objective in the first point is further education and training for journalists, while the second point concerns the projects the KAS offers in the areas of media law, media policy and media ethics. Finally there is political communication, which has significantly risen in importance in recent years.



*Staff members of the KAS media programmes discuss the global media programme's efforts and direction in their yearly strategy workshop in Berlin. The heads of the KAS Media Programme offices in Buenos Aires, Singapore, Johannesburg and Sofia: Peter Alberto Behrens, Paul Linnarz (far left and left), Frank Windeck (right, 2005 to 2010; since 2010 the programme has been headed by Markus Brauckmann), and Matthias Barner (far right) with the Media Programme Coordinator, Julia Steffenfauseweh, centre.*

## FOCUS: JOURNALISM EDUCATION AND TRAINING

Journalists can only fulfil their role of the Fourth Estate in a country if they have the necessary expertise and tools at their disposal. To help shape opinion as part of its goal to promote democracy, the KAS in this area concentrates its work on media issues around the world on the skills and political qualifications of media professionals. Today, members of the media face above all two major challenges: digitisation and the impact of the worldwide economic and financial crisis on the media landscape in individual countries. Because of the crisis, media companies face a huge decline in advertising and promotion. Many small publishing companies, in Asia and Latin America for example, had to dismiss up to half of their editorial staff. In order to lower labour costs fewer reporters are employed and more articles and photos come from the news agencies. Publishers are also relying more and more on citizen journalists, and there the credibility of the content is often questionable. In addition to the saving on staff, journalists are seeing important technological innovations. Blogs, Twitter and Facebook are becoming a part of the daily editorial routine. The workflow in editorial offices is adjusted accordingly, and journalists and publishers receive the appropriate training. A journalist's job description has changed dramatically: The modern-day editor has to use diverse technological platforms, review the credibility of the information flood they receive, sort it according to relevance, and classify it in the corresponding context. That is why opportunities to acquire cross-media skills are becoming more important for the KAS.

## FOCUS: INDEPENDENT AND DIVERSE MEDIA LANDSCAPE

Even if journalists throughout the world are extremely well educated, if the conditions are inadequate they cannot realise their skills and contribute to a thriving democracy. Without a free and independent media landscape comprehensive shaping of opinion is impossible. Around the world, journalists are threatened time and again and politicians frequently pressure publishing companies. That is why media policy, media law and media ethics are particularly important to the work of the KAS. While media policy establishes the legal framework for the work of journalists, media ethics is about a values-driven approach of those in the media in their interaction with politics and civil society. Here, the KAS media projects make use, first and foremost, of media executives as well as representatives from politics and the judiciary.

## FOCUS: POLITICAL COMMUNICATION

Political communication tools play an increasingly important role in the foundation's international media development cooperation, the foundation does not take a technical approach but instead an explicitly political one. In order to allow fair competition of ideas, politicians and their public relations staff are required to put their political messages up for debate, and begin a dialogue with the people. At the same time, one can observe that existing actors such as political parties or organisations have much less control over the political communication process. The internet – with its platforms and networks – acts as a channel for political communication and mobilisation. It has never been easier and less expensive to circulate your own political ideas. From blogs to YouTube, from websites to text messages, from the Facebook account to the citizen reporter who uncovers what a state-supported broadcaster wants to keep secret: in the digital age everyone with access to an internet connection or mobile telephone can communicate a political message. This also means that existing actors use the internet to distribute their content and communicate their goals more widely than before. They also present them for discussion and have to establish their own digital networks. The KAS offers tools for global media work in its third field of focus which are intended to professionalise political communication.

Among the variety of measures that the KAS carries out are international and national conferences, seminars, workshops, panel discussions, radio programmes, training courses and seminars, web-based training series, studies, analyses, surveys, experts, print and online publications, the awarding of fellowships in the media sector, as well as guest and dialogue events in Germany. The regional media programmes of the Konrad-Adenauer-Stiftung, as well as individual projects in the various offices on the ground always enjoy a good working relationship with their partners on the ground. The networks we have built up over the years help us operate across regions and over the long-term.



## THE KAS MEDIA PROGRAMME: A SUCCESS STORY

If the saying is true that something good comes of small beginnings, then this certainly applies to the media promotion programmes of the Konrad-Adenauer-Stiftung: What began in Latin America in the early 1980s as individual projects made up of journalism training, civic education and support of the newly established communications studies programmes, has turned into a comprehensive programme on four continents. Our specialists organise an impressive range of activities in regional programmes in sub-Saharan Africa, Asia, Latin America and Southeast Europe, which take into account the increasing importance of the media sector for the development of democracy worldwide. This is not commonly found today in German development work.

In the early stages of development cooperation the media was seen as the central vehicle for promoting development in changing attitudes and behaviour. But disillusionment quickly took hold. Above all huge investments in hardware did not yield the hoped for results – the initiatives lacked long-term perspective. Accordingly, media budgets were cut, organisations that had previously been extremely active were largely scaled back and, among funders, the issue has become a shadow of its former self.

Contrary to this tendency, the Konrad-Adenauer-Stiftung continually developed its engagement and focused on its core competencies. In Latin America, for example, this meant placing a higher value on political communication – particularly in connection to the political partners of the foundation, and especially the political parties – while at the same time improving the framework for a free, democratic and pluralistic functioning of media. Journalists and owners of media companies nevertheless remain an essential target group, here and on other continents. Without their skills and ethically sound commitment, and without them exercising their watchdog function, no individual would be able to make a sound assessment of political processes and decisions.

The long-term development of trust and the reliability of KAS media projects continue to form a solid basis. It cannot be taken for granted that a clearly political and ideologically well-established institution such as the Konrad-Adenauer-Stiftung has such access to a professional group of professionals who are inherently distrusting. From diverse journalism workshops and events with university faculty from a variety of backgrounds to addressing extremely controversial subjects – everything has gone smoothly. And – this is something to be proud of – everything has taken place in a climate of mutual respect and with high professional standards.

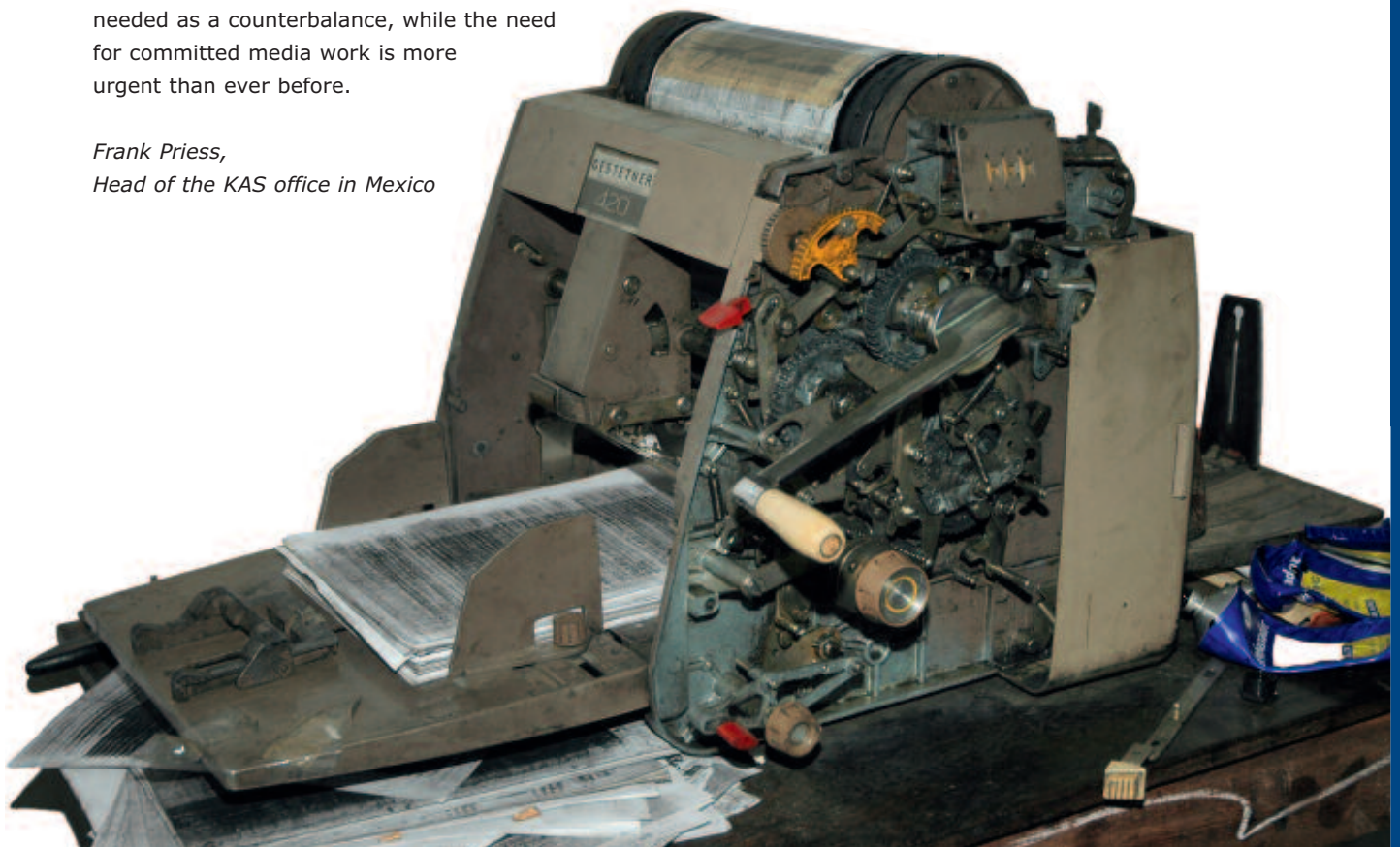
One example: the Konrad-Adenauer-Stiftung had been active in civic education in Peru for many years on both radio and television, working with a similar institute at the Catholic University. At the height of the terrorist campaign by the Sendero

Luminoso, the Shining Path guerrillas, the University of Ayacucho, a frequent target of violence, turned to the KAS with a plea for help. Schooling as such in the province had completely broken down; the only hope was to still be able to use the university radio station to inform people on education, human rights and environmental protection. The only thing missing was financial support. A Dutch non-governmental organisation was ready to contribute, but only if a second international donor could be found (to help spread the risk around). The Konrad-Adenauer-Stiftung joined the effort on condition that its assistance would be kept strictly confidential since terrorists were at the time omnipresent, even in the capital Lima. The programmes aired successfully; the names of the sponsors were never mentioned. Many years later, after the guerrillas had largely stopped their campaign, a KAS media seminar was even held in the university communications department. The university president and dean each movingly remembered the help the school had received. The school is now inundated with offers of assistance and projects but back then scarcely anyone was willing to help, and they will never forget that.

Over many years, this is how reliable networks developed in both traditional and new fields of work. Political communication specialists, for example in the network Organización de Consultores Políticos Latinoamericanos (OCPLA) in Latin America, use KAS events to exchange ideas and experience, as well as to analyse best practice examples. These in turn are integrated into education and training efforts. And this is usually done without requesting to be paid in line with market rates. Many successful journalists make their knowledge available to their younger colleagues time and again, as do their counterparts in public relations and outreach. Exchange and visitor programmes with colleagues in Germany have repeatedly complemented these activities.

The fight for freedom of the press, whether it is at home or abroad – never ceases. It used to be that governments both directly and indirectly tried to exert influence, and often even exercised censorship. Today new concerns have arisen, with economic concentration in the media sector restricting pluralism, and dependency on a few advertising clients causing unreasonable concessions. For many journalists, self-censorship is a part of everyday work life, not least when, for example, organised crime attempts to prevent active investigations and to silence critical witnesses. A political foundation is still needed as a counterbalance, while the need for committed media work is more urgent than ever before.

*Frank Priess,  
Head of the KAS office in Mexico*



## MEDIA PROMOTION IN ASIA

Just like the social and cultural, the political, legal and economic conditions in Asia, the media landscape of the continent could hardly be more varied. Countries such as Vietnam with its strictly controlled media and states such as the Philippines with considerable freedom of the press; fully digitised Singapore and a country like Cambodia with relatively few, slow and expensive internet connections; India with its huge newspaper market and Laos with tiny print runs even for supraregional or national periodicals – these countries are all worlds apart.



*Editorial office of  
The Nation newspaper,  
Thailand.*

In order to be able to compare the situation of the media in the different countries with one another, the evaluation criteria must be differentiated from one another, and the various factors need to be placed in very specific contexts that are sometimes unfamiliar to Western eyes and ears. Often, an Asian country might be practically exemplary in one respect while foreign observers will be highly critical of other aspects of the development of the media.

Although the media in India, for example, enjoy considerable independence with regard to media law, the business and political communities exert considerable financial influence there. One reason for this is that publishers have not raised prices at the newsstand for years in order to remain competitive. A newspaper now costs considerably less than the paper it is printed on. Advertising revenues must make up the loss. However, many Indian media companies want more. It is for this reason that corruption, and the corruptibility, of media owners and journalists has replaced government censorship as known in other countries. The popular “paid news” articles written for money – to benefit those paying or to put down their opponents – overshadowed the Indian elections in 2009 and damaged the international reputation of the media on the subcontinent long-term.

Considering its several hundred newspapers, Cambodia might be considered a pluralistic media landscape. Apart from the far-reaching political influence of the country’s various parties, this image cannot be maintained simply because the publishers behind most of these papers do not operate normally. As a result, many a periodical, especially in the rural areas, is published irregularly or only if a particular issue is completely financed by a third party. In this case, the financier makes decisions about the content, and editorial independence is lost. It is not uncommon for media companies to exist de facto only on paper, as the owners were interested above all in acquiring an official press pass using the company’s license. In Cambodia, a press pass guarantees its holder a certain amount of influence.



*The "Networkers" of the ANN editorial office in Bangkok.*

Similarly, one can speak of freedom of the press only in a limited sense in the Philippines. Here, rival family clans exert their influence on the media, be it as essential advertising clients who purchase whole broadcast hours for their messages on the local radio stations during the popular morning programmes, or who retaliate with brutal violence in the worst cases. Against this backdrop, the massacre of Maguindanao marked a sad record: never before did so many journalists lose their lives on the job anywhere in the world as in November 2009 in the southern Philippine province. As difficult as it is to compare the situation of the media in Asia solely on the basis of the law or individual performance indicators, the situation in a single country may also be inconsistent from region to region and from one media company to another.

China, for example, cannot be understood as a single entity when it comes to the situation of the media. Indeed, there is a broad range of taboo subjects, and the press and radio in the People's Republic are policed. Nevertheless, there are considerable differences between a government publication in Beijing and a provincial newspaper financed by subscriptions and advertising revenues in Guangzhou. In a tense relationship to the government and to legal restrictions, the market is a driver of development: within the last 20 to 30 years, the number of newspapers in China has multiplied from fewer than 300 to far beyond 2,000 today. In the face of tough competition for both readers and market share, freedom in terms of content is carefully being tested. Boring propaganda does not exactly promote sales on the highly competitive Chinese media market. A media scholar from the University of Hong Kong put this development in a nutshell: "The media in China are policed. The media are changing. The change is also being policed. But the policing is changing as well."

It is at this point, with the differences from country to country and from the large cities to the rural areas, where the Konrad-Adenauer-Stiftung's media programme for Asia begins. Based in Singapore, the team attends to regional media projects from South

Korea to Uzbekistan and from Mongolia to Sri Lanka. Although the complexity and heterogeneity of the region make any standard solution for developing and strengthening democratic media structures practically impossible, the broad variety has also provided an opportunity for the work methods and approach of the media programme since its founding in the late 1990s. The staff members see themselves first and foremost as networkers who are able to provide a platform for exchanging experiences. They seek out well-known representatives from the media and politics as well as personalities from academia and the business community from the entire region as authors, speakers or discussion partners. The differences or the gap in the debate, which is consistently oriented towards transnational developments and challenges, are considerable in some cases. But that is precisely what makes the platform so appealing. A German journalist recently likened the flexibility of the programme to that of a tidal power plant, adapting to changing needs and requirements.

#### KNOWLEDGE TRANSFER ON EQUAL FOOTING

Although a specific country might ride the top of the wave in one area relevant for the situation of the media, it may operate at a much lower level in other fields, compared with its neighbours in Asia – at least for a while. After all, many a development is unfolding very rapidly, driven by the unchecked technological, social, and economic dynamics in Asia. Countries at a comparably low economic level are growing by leaps and bounds in the media sector, implementing unexpected innovations that have attracted a lot of attention. For this reason, all the countries in the region can learn from one another in different areas. As a result, one of the core features of the media programme is the open exchange of experiences, taking the varied conditions in the region into account.

#### INNOVATIVE APPROACHES BEYOND DAY-TO-DAY OPERATIONS

A lot is currently at stake for many a traditional information medium. The global economic crisis in 2009 brought up painful subjects in Asia, too. Traditional business models for selling advertising are becoming outdated. Younger people read newspapers less and less, instead getting their information from blogs and other social media. Mobile content for smartphones and apps for niche content are putting new demands on the workflow in the newsroom.





*Journalists from around the world visiting the KAS: Ravindra Kumar, editor-in-chief of The Statesman, India, with Heinz-Rudolf Othmerding of the German Press Agency (dpa).*



*On the sidelines of the conference to mark the 10th anniversary of the Asia News Network: (left to right) Paul Linnarz (KAS Media Programme Asia), Choi Nam-hyun (editor-in-chief of The Korea Herald) and Oh Yun-je (Vice President, Samsung DMC).*

It is certain that the opinion-forming processes as well as moral concepts in societies are changing along with the provision of information on the internet independent of time and place. The direction of change, however, is still an open question. With its conferences, workshops and publications, the media programme provides an international platform beyond day-to-day operations for an in-depth discussion of the role and the ethics of the media in this rapidly changing environment. Formats such as the yearly Asian-European Editors' Forum also include media representatives from Germany and Europe.

#### NETWORKS WITHOUT BLINDERS

Dealing with the varying situation from one country to another requires one to respect the actors involved. For this reason, the Asia News Network (ANN), guided by the media programme for over 10 years and featuring leading media representatives from nearly 20 countries in the region, promotes personal contacts among members. The regular international meetings have resulted in strong friendships. They allow critical subjects to be addressed, and controversial issues to be discussed, in front of high-ranking guests from the political and business communities. The conferences of the Asia News Network thus introduce questions regarding freedom of the press or economic pressure on the media in countries where these subjects otherwise would not be raised, or would only be considered from a national viewpoint. The dialogue with leaders from the political and business communities is conducted in public. The results can be found in the reporting by ANN members, which provides important impulses for media law and policy.

#### FURTHER EDUCATION WITH LONG-TERM EFFECTS

The media landscapes in Asia are undergoing a period of transformation. At the same time, journalists and media managers from the "digital natives" generation are being appointed to senior positions. The media programme with the Konrad Adenauer Asian Centre for Journalism (ACFJ) has been providing a wide range of further education programming for them for a decade. The partner situation at Ateneo University in Manila reaches out to media representatives from the entire region via distance learning. Prerequisites include several years of work experience and sufficient English skills. The participants earn a Master in Journalism degree in the two-year postgraduate course and study media ethics and media law as well as other specialised subjects. Regular alumni meetings and the annual Forum for Emerging Leaders in Asian Journalism organised by the media programme ensure that young professionals also maintain and strengthen their personal contacts with their colleagues in the region.

*Paul Linnarz, Director of the Media Programme Asia*  
<http://www.kas.de/medien-asien/>

## MEDIA PROMOTION IN LATIN AMERICA

Historically, Latin America was among the pioneers of the development of modern media culture alongside the US and Europe. The newspaper *La Nación* was founded in Argentina in 1870, predating many of the great European newspapers. Publishing families such as the Miró Quesada in Peru or the Chamorro in Nicaragua represent a dynamic and long-standing entrepreneurial tradition in the region's media sector. Today, this sector includes the world-class Mexican media holding Televisa as well

as hundreds of regional newspapers in Brazil and Argentina and thousands of community radio stations in Bolivia and Ecuador. The quality of Latin American journalism is also beyond dispute – Mario Vargas Llosa and Gabriel García Márquez were recognised and successful journalists long before they became world-famous writers. All this illustrates a dynamic and vibrant development of the media in Latin America. Moreover, democracy is comparatively dominant in the region. In general, it can be said that Latin American journalists not only enjoy a greater degree of freedom than most of their African or Asian colleagues, but that they also have longer experience in daily contact with politicians according to the rules of their – not always smoothly functioning – democracies.



*From media training to practical work: politicians meet the local press (here in Córdoba, Argentina).*

And yet, numerous divides, deeply-rooted conflicts and serious threats characterise the relationship between the Latin American political community, the media, journalists and society. Many journalists between the Rio Grande and Tierra del Fuego must still fear for their lives, face restrictions from politicians or their own employers and are subject to pressure. They often work on their own, which makes them susceptible to being co-opted and corrupted. Those who could afford a degree of independence can seldom develop professional relationships that do not lead to political cronyism or fundamental opposition.

The role that private media companies play in this context is not always helpful, either. Few of them face real and fair competition. The media landscape in most Latin American countries is dominated by at most two or three large companies. They are accused of having neglected the most important aspect, namely their products, over the past 20 years, in their effort to be globally competitive. They have tended to respond with "old" methods to the changed conditions brought about by the appearance of "new" technologies: more sensationalism, less investigative reporting, even deteriorating working conditions for journalists. It is a worrying trend that the private media's economic dependence on governments and public authorities is on the increase, especially as the latter have retained or expanded their position as the most important advertisers in the Latin American media. At the same time, the media continue to demand a privileged position in society and thus encounter increasing scepticism from large sections of society.

Governments also exploit this attitude in a more or less populist manner in order to publicly discredit journalists and the media. In addition, the media are increasingly being brought under state control, either by the establishment of state television channels, through the purchase of previously independent newspapers or simply by passing laws. In fact, in large parts of Latin America neither the media nor journalists are provided with a suitable legal framework within which they can function freely and according to clear rules.

In line with global trends, technological innovation has significantly influenced the relationships between politics, the media, journalism and society. We cannot tell at this point whether journalism and the media will exist as they do today in Latin America, or indeed elsewhere, in 50 years. What we do know is that we must preserve, and ideally strengthen, the role of the media as a guardian. That is crucial for democracy if we want to see Latin America retain societal and political structures that are at least partially democratic.

In the context of the foundation's overall objective, namely to promote democracy, the KAS has specialized skills at its command, particularly in Latin America, in order to address the problems described above and to contribute to their solution.

*Political communication is a focus of our work in Latin America that includes public debate, as shown here with OCPLA consultant Carlos Fara, Jorge dell Oro and Carlos Germano on Argentine television.*

- We have been present in the region for some 50 years. Moreover, the KAS's first international offices altogether were opened in Santiago de Chile and Caracas. This continuing and stable regional presence coupled with long-standing partnership structures allows us deep insight into informal (communication) processes in particular, which are often more relevant in political life than formal ones.

- We enjoy privileged access in particular to such political actors whose worldviews are similar to ours. This permits us to work with them in an atmosphere of political trust and, if necessary, also to address contentious issues.

- At the same time, our reputation in the region extends far beyond ideological boundaries. This helps us bring together parties in conflict and encourage them to find solutions together.

Building on this foundation, the KAS selected Latin America for its first regional media programme in 1993. It is always headed by experts with many years of professional experience: journalists, media experts or communication consultants. We have advised partners such as the Latin American Federation of Social Communication Faculties (FELAFACS, Federación Latinoamericana de Facultades de Comunicación Social), overseen the founding of the Ibero-American Association of Right to Information and Communication (AIDIC, Asociación Iberoamericana del Derecho a la Información y Comunicación) and formed the political consultants network OCPLA (Organización de Consultores Políticos Latinoamericanos).





In the area of political communication, we are currently using a crisis prevention programme to support an electoral tribunal in Panama in developing crisis communication skills. We are also developing a communication strategy with political parties such as the Conservative Party in Colombia with the aim of recruiting new members in rural areas. We have developed a specific working method for such projects, KOMPARTIDO, with which we introduce and provide ongoing support for successful, systematic and long-term consulting processes. Working closely with OCPLA, we support these advisory processes with continuing training courses such as the Academia de Comunicación Política, where communication directors and young professionals of the institutions we advise can expand their skills as needed.

Our goal in this field is to systematically professionalise the existing communication resources in political parties and institutions to help strengthen them.

In the area of media policy, media law and media ethics, we hold discussions, for example with Panamanian journalists, about jointly introducing a local version of the Bundespressekonferenz (German Federal Press Conference) – as we have already accomplished in Argentina and Peru. Or we exchange ideas with Brazilian politicians on which aspects of the German dual broadcasting system can be applied in Brazil. In doing so, we rely on expertise from AIDIC. We offer forums for decision-makers from the political, media, journalism and legal communities to meet and discuss the up-coming challenges in the field of media regulation.

In the second focus area, we aim to create or strengthen institutions, and to contribute constructively to the parliamentary debate about the relevant court decisions.

In the area of continuing education for journalists, we carry out studies that reveal how the rules of professional cooperation between politicians, journalists and the media have changed and provide opportunities for making these relationships more professional. On the web portal Medios Latinos ([www.medioslatinos.com](http://www.medioslatinos.com)), we provide especially journalists but also other target groups with extensive information about the media in Latin America: from the circulation figures of the Argentine daily newspaper Clarín and existing laws about press freedom in Mexico to background articles on conflicts between the government and the media in Ecuador or Venezuela. In this third area, our goal is to enable journalists to be aware of and actively counter challenges that threaten their profession. Central to this is their function as guardians of democracy.

Due to the conditions in the region enumerated here, as well as the competencies of the KAS in Latin America, the media programme has a more distinctly political orientation than in other regions. This is true both for the relatively strong emphasis on the working area of political communication as well as for the focus of the measures in the other two areas in which political impact is a priority.

*Peter-Alberto Behrens,*  
*Head of the Media Programme Latin America*  
<http://www.kas.de/medien-lateinamerika/>

## MEDIA PROMOTION IN SUB-SAHARAN AFRICA

While Europe has over time been able to build up a varied media culture, this has not been the case in sub-Saharan Africa since mass media previously never existed in traditional African societies. During the colonial period, Africans were largely without access to media since the colonial rulers regarded the media as their own personal monopoly. Finally, the post-colonial era saw the many new one-party systems bring mass media under their direct control with the explanation that critical reporting threatened the newly founded states. A new monopoly was the result.

With the political changes caused by the collapse of the Warsaw Pact and the end of the East-West conflict, sub-Saharan Africa also underwent massive changes. A number of states with multi-party systems were founded, and media freedom expanded. The Windhoek Declaration of 1991 was a manifestation of this development. It explicitly established a connection between an independent press and a successful democratic state, and called for a free press as a fundamental right. In subsequent years this trend has extended to only a few sub-Saharan African states. In fact, in many places things have worsened.

It was a logical step to set up the foundation's regional media programme in 2002, and the geographical area it covered could not have been more varied. So far, participants from over 20 countries have taken part in activities within the media programme. Their native countries span a range of traditional cultures, but also differ in their colonial past, in particular between French-speaking West Africa, English-speaking Southern and Eastern Africa, and the Lusophone countries. Many Africans do not speak any of the colonial languages; instead they communicate in one of more than 2,000 local languages. Because of high illiteracy, print media has faced particular difficulties in the region. The fact that radio dominates is therefore no surprise, since it also helps overcome the challenges in place because of the huge distances. Distribution in remote areas is uneconomical for many newspapers. And most people cannot afford television. In addition, many TV broadcasters are government run – and fail to inspire trust among the people.

The difficulties the media face in the region do not stop there. Many African politicians, as well as members of the public, have a hard time grasping the concept of the media as a guardian. Criticism of respected officials, or those who appear to be respected, is discouraged. It is often seen as fouling one's own nest and is punished accordingly. Antediluvian or restrictive media laws in many countries make this possible. Laws to combat terrorism adopted in some countries after September 11th, 2001 represent additional potential for conflict, as they hint at further restrictions on the media. Often reporting that violates national interests is subject to heavy penalties. The term can be interpreted in so many different ways



*In search of a good story: journalists at work in the Johannesburg township of Alexandra.*

that, in theory, virtually everything can be considered part of that category. In addition, many journalists do not know exactly what laws have direct or indirect bearing on their work, as many of them are poorly trained, and the countries in question make little effort to make current legislation publicly accessible. This is where the media programme comes in. It has produced a series of booklets on media laws in the Southern African Development Community (SADC) with essays on each country. Only if journalists know their rights and obligations can they practice their profession responsibly. These measures target not only media representatives but also civil society and politicians. For example, our publications have in the past been used on more than one occasion to argue in negotiations over new media law proposals. Most recently civil society representatives used them in discussing and planning a South African media tribunal, and the 2010 Protection of Information bill. Both initiatives would unfavourably impact developments not only in the country itself, but also in the entire region, since neighbouring countries are always paying close attention to South Africa's example. As a result the country has repeatedly been seen as a role model.

Media law is not the only area where many journalists have inadequate training. All too often, practicing journalists are people who left school before graduating, and very few pursued a university education. Even if the journalists attended university then that

alone is no guarantee of quality since educational standards can leave a lot to be desired. This applies to how well equipped educational institutions are, and to their staff's capacity for teaching and research. This means that mistakes in the reporting are pre-programmed, so to speak, and they continue throughout people's careers. The media programme focuses on two issues here. On the one hand, it has continued to develop the Forum of African Media Educators, or FAME network and its university staff training projects, which was founded in 2009. On the other hand, the programme teaches investigative journalism, helping to convey both ethical and practical principles of journalism to a large number of reporters. This helps improve reporting skills – a crucial requirement for journalists to fulfil their role as social watchdog.

Moreover, many of those employed by the media, particularly in West Africa, are either very poorly paid or not paid at all. They can only make a living if they are paid off for reporting. That not only causes them to be dependent on their "clients" and makes critical reporting less likely from the outset, but also damages the industry's reputation in the community. Who will believe a journalist who can be bought?

Often this precarious financial situation applies to media companies as well. Unless the companies are government-run, in which case balanced reporting

## NEW MEDIA IN SUB-SAHARAN AFRICA

*In recent years, the significance of new media in Africa has steadily increased, particularly through the explosive growth of mobile phones that, in many cases, are internet-ready. However, the corresponding growth in media freedom many experts predicted has generally not occurred. However, new media are changing the media landscape of sub-Saharan Africa and will continue to do so in the future. Citizen participation, primarily through Web 2.0, has already been established in certain cases. But this also raises new questions. One example was the violent conflict that broke out after the Kenya parliamentary elections in December 2007. New media conveyed a great deal of important information to Kenyans and the rest of the world at a time when traditional media had been banned by the government. But calls for violence and hate speech were also transmitted using these new channels.*

*A further example is Mozambique, where citizens angered by the rise in electricity and food prices organised a mass protest by text message, circumventing traditional media. How can these new communication channels be expanded and regulated at the same time so that abuse is deterred but the purpose is not limited? These questions – and many others on matters of media policy – are key to the media programme's work in sub-Saharan Africa. The programme's efforts shape the work of the KAS around the world.*



*A KAS workshop on election reporting brought together journalists from many sub-Saharan countries in Johannesburg. They produced a number of articles about the South African elections.*



*Microphone training: In addition to ethical principles, the KAS agenda also includes learning about the hands-on tools of high-quality journalism.*

cannot be expected, or belong to large multinational corporations, such as those in South Africa or Kenya, they are largely dependent on advertising. Since virtually no African country has a significant middle class, advertisers are largely synonymous with the government, thus closing the circle. Those who speak out too loudly will soon find their advertising revenues drying up. This sword of Damocles is an efficient way to prevent unfavourable and unwanted coverage. In addition, lengthy background stories go unreported for lack of money, to say nothing of the existence of correspondents. That means that reporting on what is going on in neighbouring countries is also out of the question, lessening the likelihood of mutual understanding and conflict prevention. This is where the media programme's regional measures can be applied, especially at the annual Africa Media Leadership Conference (see page 19).

Given such conditions – in which oversight of the ruling class is in many countries at best minimal – nepotism, corruption and mismanagement are rampant in politics, business and society. Development becomes a difficult challenge. In addition, many political parties have an extremely hard time to properly convey their views to the people, to run professional election campaigns and thus have a chance at success, and to thereby create true multi-party democracies, instead of serving as an toothless decorative item in what is really a one-party system. Which is why political communication is another focus of the media programme. The regional programme can support the efforts of the country programmes with

international seminars for both management and for junior staff in political parties close to the Konrad-Adenauer-Stiftung, and through a publication on political communication. And when the different party representatives are gathered around the table in these seminars the situation can get tense.

In a country like Uganda, for example, politicians from different parties refuse to be seen together. Hardly surprising when one considers that just a few years ago, they might have been shooting at each other. The media programme tries to have journalists attend party seminars. This can increase tension since the relationship between politicians and journalists in Africa is frequently characterised by mutual mistrust and often by animosity or even open hostility. But so far the make-up of these meetings has led to very positive experiences. Participants quickly shed their prejudices and help build new networks – in order to achieve a more pluralistic culture of political communication.

*Frank Windeck,  
Head of the KAS Media Programme,  
Sub-Saharan Africa*

<http://www.kas.de/medien-afrika/>

# AFRICA MEDIA LEADERSHIP CONFERENCE



*Africa south of the Sahara has been in a state of transformation since the last democratisation wave after the end of the East-West conflict. While the basic structures of democratic systems exist in many countries in the region, their effectiveness is frequently limited because the system of checks and balances does not work at all, or only minimally.*

*The media can play a key role in this situation. In order to strengthen the role of the media, the media programme involves first and foremost the management of media companies in its annual Africa Media Leadership Conference. The continent-wide event is geared towards leading editors, publishers and owners of media companies.*

*Many of today's governments subtly pressure members of the media by withdrawing advertising revenue. The only solution is to professionalise media executives since the company's economic success hinges on them. Companies will only become less dependent on local advertisers – and able to report more critically – when managers can find new sources of revenue to strengthen the companies' bottom line, and can establish new regional networks with advertisers for example.*

*The conference topics have changed over the years. While at the outset, participants mainly addressed media freedom and media policy, the issues increasingly concern exchanging views on management methods and innovative business ideas. African media can benefit from the fact that the new media have already moved far beyond the experimental phase. Many mistakes are therefore completely avoidable. The development and operation of cross-medial newsrooms and workflow is significantly faster and smoother than anywhere else.*

*Web 2.0 is also on a winning track in Africa. Blogs, Facebook, YouTube and mobile phones have changed the way media is used by citizens, and as a result have changed how members of the media work. Mobile phone operators were recent guests at the conference, along with telecommunications companies and top bloggers from around the continent.*



*In 2011, the conference celebrates its 10th anniversary, which is an opportunity to look back at its history. At this point, 20 years will have passed since the Windhoek Declaration, and the important question – how media policy in the region will develop – must be addressed anew. All in all, providing more training to managers of the media at a regional level is one of the most important tasks in media development cooperation – and one that will only become more valuable in the coming years.*

## MEDIA PROMOTION IN SOUTHEAST EUROPE

The conditions for the development of an independent and free media in Southeastern Europe remain difficult. Of course, a media boom has corresponded with democratisation in the last two decades. A wide variety of print media, public and private television stations and radio channels are available everywhere. There is also a flood of information from the new media, used mostly by a young and educated public.

However in light of the ongoing slow transformation process towards a free and democratic social and political system – along with simmering ethnic conflicts in the region, particularly in the former Yugoslavia – the development of a democratic and pluralistic media system faces enormous challenges. There is an obvious reason for this: the media always reflect the current political and social situation. Tangible advancements in the media landscape of Southeastern Europe in the last two decades have gone hand in hand with repeated setbacks.

There are different aspects to the deficiencies in media development: now and in the past the quality of reporting has been problematic, in particular in the coverage of substantive political issues and background. Quantity does not guarantee quality. Tabloid journalism dominates and there are few examples of quality reporting. Further deficiencies exist in regards to media freedom and pluralism of opinion, mostly because of economic and political dependency. And finally reporting is made more difficult because politicians tend not to see the media as partners in getting their ideas and information across but see it rather as an object of political instrumentalisation.

The Konrad-Adenauer-Stiftung is addressing exactly these deficiencies. Since 2007, the Media Programme South East Europe has had its own office in Sofia. From here, numerous measures in 10 countries are being planned and supervised: the area includes Albania, Bosnia and Herzegovina, Bulgaria, Croatia, Kosovo, Macedonia, Montenegro, Moldova, Romania and Serbia.

The main goal of the Konrad-Adenauer-Stiftung's media development cooperation in Southeastern Europe is to strengthen the role of the media in the democratisation and transformation process. To achieve this goal, numerous educational measures and projects took place in recent years. They complement KAS media activities at a regional level, underscoring that the Konrad-Adenauer-Stiftung emphasises its support of free and independent media as part of its worldwide promotion of democracy. The media programme has been successful in recent years in establishing a close and extensive regional network of contacts. This is the basis for close cooperation with media representatives, journalistic organisations, as well as political and scientific institutions.



*The leading medium in Balkan countries: TV cameramen at a conference in Tirana.*



## OWNERSHIP TRANSPARENCY AND FREEDOM OF THE MEDIA

### IN SOUTHEAST EUROPE

*One particular problem with the media situation in the Balkans is the lack of transparency in media ownership. Often it is not known who exactly is behind which type of media or media group. The owners named are often front men and the true owners conceal their identity in offshore companies. However, it will not be possible to address the concentration of the media as long as there is no transparency in media ownership. A few dominant actors with strong market positions, thereby able to dominate opinion, can hide behind the apparent plurality of the media. It is also part of the reality of Southeast Europe that some media owners are not really in the business of journalism. Partly this is due to the old boys' networks of the former communist government security services that have switched to the private sector in the course of privatisation. Their goal is not to inform the public, but to manipulate public opinion for their profit or gain. In this regard, the lack of transparency in media ownership presents a danger to plurality of opinion and media freedom.*

*Bulgaria can serve as an example. In the still young EU country, the transformation of the media landscape of recent years has always been accompanied by speculation of this kind. That is why the KAS media programme organised a public roundtable event on the topic of "Ownership Transparency and Freedom of the Media" in June 2010, in the Bulgarian capital of Sofia. Approximately 70 editors-in-chief, media executives, politicians, ambassadors and media experts participated in the event (see picture above). This was the first ever broad public forum about the state of the media in Bulgaria. The media programme succeeded in bringing various media owners together for the first time to conduct a long-overdue dialogue. Moreover, the discussion intensified public pressure to implement the planned laws for regulating the transparency of media ownership. The Konrad-Adenauer-Stiftung was thus able to provide important impulses for this important aspect of the development of the media and democracy.*

The central focus of the KAS media projects in the region is as mentioned above to improve the quality of reporting. The trend towards tabloid journalism has resulted in less well-researched information and in-depth reports. The media programme organises numerous journalism seminars which teach journalistic skills along with focusing on issues of European integration, the Social Market Economy and constitutional law. These usually take place in partnership with established cooperation partners in the region and with the Deutsche Welle Academy. The focus is on journalists and their capability to produce well-rounded and -researched report that adheres to certain ethical standards. A remarkable example is the journalism workshop for legal reporting, which the KAS organised with the Media Centre Belgrade (MCB) in the summer of 2010. Against the background of the reorganisation of the courts in Serbia, journalists, along with representatives of the justice ministry, the public prosecutor's office and the courts, discussed practical problems and possible solutions to improve cooperation between the media and the justice department.

An integral component of creating quality reporting is an adherence to ethical standards. A lack of professional training, poor pay as well as an insufficient safety net means journalists could be in danger of losing sight of their reason for being in the job, and make them susceptible to political interference. One hears repeatedly of journalists censoring themselves to avoid problems from the start. So the media programme therefore has in recent years made the effort to assist the region with establishing ethical standards as well as journalist organisations analogous to the watchdog German Press Council. As long ago as 2007, the media programme helped update the press codex in Bosnia and Herzegovina. This cooperation continued and at the beginning of 2009, press councils from many Balkan countries signed a joint memorandum at a conference in Sarajevo called "Self Regulation and Freedom of Media in Countries of the Western Balkans and South-east Europe."

The other focus of KAS media work in Southeastern European countries is addressing the fundamental aspects of an independent and pluralistic media landscape. The individual journalist is not the focus here – instead efforts focus on political, legal, business and corporate issues. The media programme supports dialogue between policy, media and civil society organisations. Political and economic interests and the increasing concentration of the media providers endanger the plurality of opinion and media freedom in the region. The lack of transparency in media ownership is a particularly acute issue (see page 21). As a result, respected organisations such as Reporters without Borders or Freedom House have given low rankings to Southeastern European countries in media freedom surveys.

The media programme distinguishes itself through its regional and multi-country approach. Countries in the region are characterised by a wide range of common experiences and problems. Problems – like the difficulty the media have to establish themselves as the Fourth Estate – can often be better addressed within the parameters of a regional forum, rather than just on a national level. One such event is the



*Connecting cultures: online journalists at a KAS workshop in Sarajevo.*

South East European Media Forum – organised jointly every year with the WAZ Media Group, one of the biggest media companies in the region. Among the topics discussed at previous events were Media and Democracy in South East Europe: Developments and Future (2007, Zagreb); Professional Standards and Education of Journalists (2008, Sofia); Media, Marketing, Business and New Media (2009, Tirana) as well as Access to Information – Sources for Investigative Journalists (2010, Budapest). Leading media and journalism organisations along with high-level decision-makers from politics and business took part, ensuring that the event had a high profile throughout the region. Other cooperative ventures with renowned regional organisations such as the German Journalism Network for Eastern Europe Reporting n-ost strengthen the cooperation of media actors in Southeast Europe. The information workshops and study tours that are organised for journalists from the region every year are part of the exchange process. They offer participants a practical look at the work of the media in Germany, while simultaneously supporting the exchange of experience among colleagues from Southeastern Europe.

As a political organisation, the KAS of course has a particular stake in the relationship between politics and media. Committing oneself to values-based political communication is another important agenda item for the media programme.

Southeastern Europe does not have a very well established political culture that frames information and convictions in terms of political competition. More emphasis is placed on personal charisma or the defamation of one's political opponent. On the other hand, a need for public information and modern forms

of political communication has developed within politics in recent years, particularly with the advent of new media. In the run-up to the general elections in Bosnia and Herzegovina in 2010, the media programme – in cooperation with the KAS offices in the region and the national press council organised a four-part seminar series. In the capital Sarajevo but also in Mostar, Bihac and Banja Luka, public information officers were reminded of their political and social responsibility to communicate with the media and the people. To sum up: the Media Programme South East Europe of the Konrad-Adenauer-Stiftung aims to strengthen the role of the media in the transformation process with its dialogue-oriented and comprehensive approach. The concrete goals are to promote quality journalism, provide continuing education, and help establish laws, transparency and openness as well as political communication strategies that increase trust. Only if journalists, media companies,



*TV training for journalism students in the southern Serbian city of Nis.*

the political elite, and civil society organisations work together can media and democracy in Southeast Europe be established successfully.

*Matthias Barner,  
Head of the Media Programme South East Europe  
<http://www.kas.de/medien-europa/>*

## “BACK TO DEMOCRACY!”

### CONSOLIDATION OF JOURNALISM CAPACITIES, IMPROVEMENT OF COOPERATION WITH THE GOVERNMENT AND SUPPORT OF THE FREE MEDIA IN MOLDOVA

*The Konrad-Adenauer-Stiftung along with the Komitee für die Freiheit der Presse (Committee for the Freedom of the Press) and the Politische Akademie der Österreichischen Volkspartei (PolAk, Political Academy of the Austrian People's Party) has been carrying out a two-year media project funded by the European Union in the Republic of Moldova since April 2010. The main goal of the project is to consolidate the free and pluralist media in the Republic of Moldova, thereby strengthening the country's still unstable democracy.*

*In the recent past and particularly until the Communist Party was voted out in 2009, journalists and the media were often manipulated and instrumentalised. The government in place since then has made supporting independent media one of the main goals of their work. The KAS supports this aim within the parameters*

*of the EU project that, among other things, encompasses the creation of curricula to train journalists, the establishment of an online training module for journalists, the creation and publication of a paperback catalogue of the media, the production of 20 radio programmes as well as the organisation of press clubs. Ten percent of journalists and journalism institutions in Moldova are directly or indirectly addressed by the project.*



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## MEDIA PROJECTS IN SELECTED OFFICES

### ARGENTINA

For the last seven years, the project Preguntar al Poder in Argentina has aimed to improve the exchange of information between the political arena and the media. Based on the model of the Bundespressekonferenz (German Federal Press Conference), journalists invite politicians and other important figures of public life to press conferences, and all participants are bound to certain rules. For example, journalists must not interview guests before or after a news conference. Questions posed during the conference are to be short and precise. Only one follow-up question is allowed, to prevent participants from beginning a back-and-forth or argument. Respect for these simple rules has been an important factor in Preguntar al Poder becoming a space for concise questioning, beyond the often polemical exchanges typical of Argentina's extremely conflict-laden political and media landscapes, and offering essential momentum for creating a flow of information based on fact. The conference invites guests from both the government and the opposition; unions are represented as are the leaders of corporations and agricultural associations. Even responsible officials from the highest Argentinian courts take questions from journalists. In 2010, guests included the powerful union leader Hugo Moyano, the Argentinian Defence Minister Nilda Garé as well as the Chief Justice of the Supreme Court Ricardo Lorenzetti. All of these conferences attracted attention from media across the country. The success of the project is documented in the fact that Preguntar al Poder has now been imitated in other Latin American countries.

*Ricardo Luis Lorenzetti,  
President of the Argentine  
Supreme Court,  
answers questions  
from journalists.*



### BRAZIL

At regular intervals, the Fortaleza field office offers continuing education seminars on environmental journalism. For example, a workshop (Laboratório Ambiental para Estudantes de Jornalismo) was offered for young journalists in 2008 in cooperation with the KAS Media Programme for Latin America. Journalists and professors collaborated with members of the faculty from various universities in northeastern Brazil in selecting participants in a journalism course with practical examples from the Amazon region. The local media reported on this KAS programme in the run-up to the workshop and also during the event itself.

The course was carried out with the selected students in Santarem/Pará in the Amazon region in cooperation with KAS partner CEAPS (Project Saúde e Alegria), featuring experts' theoretical as well as practical tips for working as a journalist.



*Hands-on environmental journalism: In the Brazilian Amazon region, a group of young journalists carried out research projects on the environment and climate change.*

The students gained insights into environmental policy topics and conducted interviews with the local population and the course instructors. Each participant was given the task of researching and writing a report. The 12 best reports were used to produce the publication *Environmental and Climate Change in the Amazon Region (Meio ambiente e mudanças climáticas na Amazonia)* in cooperation with the KAS Media Programme. The local press followed the process of selecting and publishing the reports with great interest. The universities were enthusiastic about continuing to work with the KAS in supporting young journalists and above all in discussing current environmental policies, which play a significant role in the development of northern and northeastern Brazil. The reports were presented to and debated in the university departments.

The Fortaleza office continued these efforts in 2009. The *Laboratorio Ambiental* series in 2009 dealt with the effects of climate change on tropical forests. A publication on this topic presents the best stories as well.

## GUATEMALA

Election tribunals have traditionally played an outstanding role as guarantors of democratic order: not only do they ensure the smooth organisation of elections, they are also the court of final appeal in matters of election and party law. They are tasked with creating the framework within which political actors can operate.

Even if citizens view the work of the tribunals as overwhelmingly positive, the increasing political polarisation within Central American countries as



*Members of the communication departments of Latin American electoral tribunals met for a regional gathering in May 2010 hosted by the KAS in Tegucigalpa, Honduras.*

well as at regional level puts the capability of the courts to communicate to the test. This is where the work of the Konrad-Adenauer-Stiftung in Central America begins: by advising the communication departments of the tribunals in Costa Rica, Guatemala, Honduras and Panama and helping them to prepare for the at times turbulent election years. In addition to establishing basic structures in communication divisions, elaborating communication strategies and forging professional relationships with the media as well as political and civil society actors, the tasks include encouraging regional exchange between courts of election regarding questions of taking common positions and enhancing communicating efficiently in order to anchor democratic values within the general population. At the same time the Konrad-Adenauer-Stiftung, in cooperation with the courts of election, supports the creation of political education institutions that can take over the task of providing political education for the public, ensuring a significant improvement in the quality of political participation in the medium term.

## MEXICO

Good ideas and projects are not enough, nowadays they must be communicated adequately. This applies equally to governments, political parties and civil society organisations. Accordingly, the Konrad-Adenauer-Stiftung collaborates with partners in Mexico in offering training and advice on political communication.

Efforts have traditionally been focussed on working with the ruling PAN party: workshops with candidates, campaign managers and their teams as well as with newly elected office holders and representa-

tives who must communicate in new ways in their new roles are on offer. International consultants and experts collaborate in these efforts. In early 2010, for example, CDU General Manager Klaus Schüler (see picture on left) and Oliver Röseler, the director of marketing at the Konrad-Adenauer-Haus, travelled to Mexico to provide advice. Especially the PAN candidates from the Mexican federal states of Chihuahua, Puebla and Veracruz benefited from this German input.



*Frank Priess, head of the KAS office in Mexico, and the general manager of the CDU, Klaus Schüler, on the podium during a course on political communication.*

Campaign communication in particular relies on exchange and innovation: current forums, for example those organised with our partner Fundación Rafael Preciado Hernandez, are evidence of this fact. Especially at the level of the federal states, the options include raising journalists' awareness, for example in the conflict-fraught region of Oaxaca, which saw a democratic change of power in the regional elections in July 2010 for the first time after decades of PRI rule. The KAS supports the Sociedad en Movimiento in particular in its internet-based communication of reform proposals for the transformation of state and society in Mexico.

## INDIA

One of the goals of the Konrad-Adenauer-Stiftung in India is that the media take its responsibility to provide information seriously and report social developments critically. To this end, a plan was developed to train a group of young journalists according to international standards.

So the leading Indian daily newspaper The Statesman, along with the newspaper's foundation the C.R. Irani Foundation and the KAS founded the Statesman Print Journalism School (SPJS) in Kolkata in 2008. The school partners with the newsroom of the Statesman to provide the students with hands-on training. The courses and seminars for the budding journalists, all of whom have completed at least a Bachelor degree, are part of a curriculum that is under constant development. Trainees learn the fundamental skills and techniques of being a journalist, and are given comprehensive training in assessing and analysing political, social and economic issues. Samuel Rajappa, SPJS director and experienced BBC journalist, teaches the courses, which are given exclusively in English. To provide a range of views, journalists from the Statesman and other media institutions are brought in, as are experts from the fields of law, economy and science. The KAS and the Statesman have also added other features for the trainees in the past two years – the students take part in seminar events and conferences, and students attending the school during the second year travelled for a study tour to Germany. An alumni association should also help SPJS graduates with developing a network. The school began its third year in the summer of 2010. Almost two-thirds of all graduates have secured jobs in the Statesman newsroom, while the remaining young journalists are also highly sought-after in the Indian labour market.

*Visitors from Germany – the first year class of the SPJS welcomed Dr. Günter Krings MP in Kolkata.*



*The second year class with former state secretary Prof. Friedrich Pflüger and school director Sam Rajappa in Kolkata.*



## CAMBODIA

Support for high quality, unbiased media through two partner projects has been a focus of the programme in Cambodia since 2002. The Department of Media and Communication (DMC) is Cambodia's first and so far only academic training facility for young journalists. That is why strengthening and maintaining the DMC's independence is so important. The courses on offer make an important contribution to the training available for independent journalists and other members of the media in Cambodia.

The DMC, a partner of the Royal University of Phnom Penh, is a teaching and research facility that is organisationally but not legally independent of the school. Until now, the university has accepted the DMC's unusual nationwide admission and enrolment requirements, which include different admission examinations and English certificates. Because the classes are conducted in English, they can be reviewed at any time for quality and to guard against undue political influence. Final exams adhere to international standards which guarantee transparency, quality and a process that cannot be corrupted. This means that neither the institution, university nor individual lecturers have the opportunity to influence the selection of students or the final marks. The facility therefore creates independent-minded, perceptive students who will then work in one of the most sensitive and controversial areas of Cambodian society, the media.

Weekly lecture series with guest lecturers from a variety of fields and two extended internships during the course of study provide the necessary insight into journalism as it is practiced. The students contribute to the Cambodian media while they are still in school with articles and broadcast reports. DMC students are considered part of the "journalistic elite," and make a considerable contribution to the quality of Cambodian reporting.

The KAS has been a partner of the DMC since 2002 and is itself a founding member. The Konrad-Adenauer-Stiftung arranges in-

ternships for students to major newspapers (e.g. DIE ZEIT) each year, with funding provided by the domestic division of the European and International Cooperation department of the KAS. Fulbright and other scholarship programmes give three to five students every year the chance to enrol in a master's degree programme in the US, Hong Kong or Australia.

## TURKEY

KAS has been working in the media field in Turkey for over 20 years. Together with the Turkish Journalists Organisation (TGC), it has focussed on upholding ethical principles and maintaining high-quality journalism. The emphasis of the collaboration has been on educating and training journalists, especially in local and regional media. The TGC's training seminars are offered throughout Turkey, and as of late particularly in the structurally underdeveloped regions of the southeast.



A key tool to promote local journalism has been the annual KAS local journalism award, which has evolved into a high-profile media event. The foundation, along with the TGC and the German-Turkish Foundation (DTS) organises an annual German-Turkish journalism conference, attended by some of the top members of German and Turkish media. Guests from politics, business and science are also invited so as to enrich the dialogue on current issues and developments in the German-Turkish relationship. Interest in the event is huge. The gathering is a welcome opportunity for German journalists to exchange views and information with colleagues

*DMC student who won the 2010 Democracy Award of the U.S. Embassy.*



*The German-Turkish Journalists' Conference 2010 in Antalya was also attended by the chairman of the Foreign Affairs Committee of the German parliament, Ruprecht Polenz, and his Turkish counterpart in the Turkish Grand National Assembly, Dr. Murat Mercan. On the left: Jan Senkyr, head of the KAS office in Turkey.*

on the ground given the dynamism and complexity of Turkey's development and its importance for Germany and Europe. And with Germany being Turkey's most important partner in Europe, Turkish media report a great deal on the country, not least because of the 2.5 million people with Turkish roots living either long-term or permanently in Germany.

## JORDAN

Seeing the increased interest of Jordanian youths in the media as a place to express political ideas and opinions, the KAS office in Amman organised a workshop with the Arab Women Media Centre (AWMC) from 7 to 13 July 2010 at the AWMC media training centre. The objective of the training programme was to teach 10 young people from around Jordan with an interest in journalism and audio-visual skills more about the media. Journalists and other representatives of the media took part as instructors. At the start of the workshop, the young people were given an overview of the different print, online, radio and TV media, and the different terminology common in the media. A journalist from Jordan Radio and Television trained the participants in conducting interviews, presenting news on radio and TV, and spoke about the various kinds of reports. A journalist from Radio Balad helped the participants put together a daylong radio programme, which allowed them to integrate the knowledge and skills they had acquired. The combination of informative lectures and practical exercises showed the participants that the media is not just about entertainment, but rather that it plays a major role in providing information, socialisation, political decision-making processes, and disseminating and promoting democratic standards and values within society.

### BLOGGERS AS ELECTION MONITORS

The blogosphere, which is dominated by younger people, has been expanding steadily since the 1990s. Unlike specialised interest groups, political action groups or the mass media, blogs did not seem to be particularly effective or visible. Yet, the growth in internet usage and the evolution of user-friendly publishing tools have turned blogging into an increasingly important means of communication. Blogging has also become a popular means of communication among young people in Jordan.



*The KAS and the Arab World Centre for Democratic Development and Human Rights trained young bloggers ahead of the elections in Jordan.*

The elections in November 2010 provided an opportunity for the KAS office in Amman and the Arab World Centre for Democratic Development and Human Rights to hold a workshop on 3 and 4 July 2010 to help increase political awareness among young bloggers and teach them about election monitoring and reporting. A legal expert from the Supreme Court in Amman explained changes to the election laws in 2010, highlighted the lack of political awareness among Jordanian society and spoke of the role of women, minorities and parties in the Jordanian political landscape. Various electoral systems and criteria for evaluating an electoral system were then analysed in a Q&A session. Two employees from the Al-Hayat Centre for Civil Society Development described electoral procedures to the participants through an interactive role-play, and discussed the significant role that young Jordanians would play in the forthcoming elections. To round out the event, a journalist held a session on election monitoring and reporting, and spoke about various kinds of political blogging. The young adults, who are already heavily involved with political NGOs in Jordan, had the unique opportunity during the workshop to obtain training in political blogging from renowned experts as well as an insight into the new election laws so that they could blog about their observations during and after the elections.

## SENEGAL

The KAS field office in Dakar has been working with media actors for more than 10 years to promote a pluralistic media landscape and high-quality journalism in Senegal.

The CESTI (Centre d'Études des Sciences et Techniques de l'Information) journalism academy offers several courses of study for Senegalese and Francophone students from many African countries. The university diploma in journalism is granted after three years, and interested students can continue their studies and earn a master's degree. CESTI has the best reputation in West Africa and collaborates with academies in France, Canada and South Africa. Furthermore, CESTI's management advises other journalism schools in West Africa. CESTI also offers topical and technical training and courses for journalists working in Dakar and throughout Senegal.

CESTI and the KAS jointly organise training for journalists several times a year to give them information about certain topic areas and give them an understanding of the problems surrounding professional ethics. CESTI graduates are generally well-trained journalists, but many other journalists working in the Senegalese media have had no such education. The KAS and CESTI offer them the opportunity to

improve their skills and knowledge. Topics covered in the past years include: journalism in conflict situations, the role of the media in environmental protection and the challenges facing journalists in border areas. CESTI and the KAS also prepared a study on the question of how the CESTI curricula should be shaped in the future in the context of the globalised world and new information technologies.

The most visible product of the KAS-CESTI collaboration is the Cahiers de l'Alternance, a series of publications issued once a year on a current or special topic. The issues covered most recently were environmental issues, religions and women in Senegal. Previously, they were also published as handbooks for parliament and the media or guides to the political parties. These publications are sent to all Senegalese institutions and libraries as well as to other African countries, and the various issues are now considered in Senegal to be standard reference works.

The KAS office in Dakar also organises seminars on current topics with the Senegalese press agency Agence de Presse Senegalaise (APS) several times per year. In 2010, a workshop on issues of coastal

*KAS Fellow Seydou Ka thumbs through the Grafenauer Anzeiger, which German expert Helmuth Rücker brought with him to use as an example of local journalism.*





*Training in Uganda: At the workshop organised by the KAS and the UMDF, journalists worked on improving their journalistic skills. The goal is to produce quality reporting.*

erosion due to climate change was held in the coastal town of Palmarin, during which the journalists had the opportunity to learn about the various facets of the problem on location. The previous year, all APS correspondents travelled to the southeast of Senegal where they learned about the living conditions of village dwellers in the untouched landscape of a poor and neglected border region lacking running water and electricity.

Complementing the work done by CESTI and APS, Senegalese media actors also receive support from the KAS's Sur-Place scholarship programme. Roughly half of the 30 KAS Dakar fellows study at CESTI. They take active part in the KAS programme at the journalist academy as well as in special seminars for fellows, and remain associated with the KAS after their scholarships have ended.

2010 saw the first study and information programme in Germany for media executives, during which the 15 editors-in-chief of Senegalese newspapers, radio and television channels gained insights into the German media landscape and the variety of media outlets.

## UGANDA

The KAS conducts a range of ambitious training measures in Uganda every year in collaboration with the Uganda Media Development Foundation (UMDF). The UMDF is one of the country's leading organisations in the field of journalistic training. It is also an important networking and lobbying body for media

professionals and an important think tank for media-related topics. In the run-up to the upcoming presidential elections in 2011, the workshops in 2010 were dedicated to election reporting.

The aim of all training measures is to improve the quality of political reporting by enhancing journalists' core skills and additional knowledge of specific topics. The focus is on journalists in the rural areas outside the capital Kampala, where it is especially important to provide further training and qualification, as journalistic quality standards are often inadequately met here. For one thing, rural journalists have few chances for further training, for another, highly qualified professionals tend to migrate to the capital.

Thanks to the cooperation with UMDF, the KAS succeeds in recruiting more than 250 journalists as active defenders of the values and ideals of democracy, human rights and good governance as well as strengthening their professionalism. Aware that good reporting depends on an auspicious environment, the KAS and UMDF also conduct political dialogues on media-policy topics on a regular basis. In light of recently intensifying curtailment of reporting, they bring together journalists and politicians to sensitise the latter for the significance of a free media landscape, thereby contributing to creating a favourable environment.

In general including media professionals is an integral part of numerous KAS activities in Uganda. For example, in the last two years, numerous journalists from seven districts of the country received training on democracy and pluralism at local level in the context of an EU-funded project. In the project's final phase, some of the journalists actively participated in an assessment of the state of democracy in their districts, along with local government and civil society representatives.

## BOSNIA AND HERZEGOVINA

One side is good, the other evil. What the newspapers, TV and radio often present as simple is in very few cases truly clear cut. Even in low-profile civil court trials a journalist has to be accurate to avoid wrongly reporting on either side. An even greater challenge for all journalists is to sum up war crimes trials in Bosnia-Herzegovina without taking sides. Complex political, military and social situations along with war-related crimes must be explained clearly and put into context. Anyone wishing to report from such a courtroom faces a challenging task. Likewise, it is often difficult for prosecutors and judges to explain their decision-making to journalists. To that end the Press Council of Bosnia and Herzegovina and the Konrad-Adenauer-Stiftung's Media Programme South

East Europe organised a seminar in May 2010 on the media and the justice system. Judges, prosecutors, press officers for the courts and the public prosecutor's offices, and journalists from Bosnia and Herzegovina were asked at the two-day event to provide insights on their work and to discuss opportunities for better cooperation. The goal was to increase transparency in judicial work and to improve court reporting by the many representatives of the media. The seminar inspired a discussion on ethics and general principles reporting from the courts. The KAS and the Press Council also kicked off a dialogue about how available court and public prosecutor representatives are for journalists – with the goal of providing accurate reporting on the activities by the courts and prosecution offices in Bosnia and Herzegovina.



### SCHOLARSHIP PROGRAMME FOR JOURNALISM STUDENTS

*In the South Caucasus, the KAS helps journalism students with its local scholarship programme. In addition to financial support, the KAS offers scholarship holders numerous workshops and seminars on vocational training. In 2010, scholarship holders were able, for example, to take advanced courses in investigative journalism, political communication or writing for journalists. Every three months, fellows are required to hand in an article on democracy. Our democracy ticker, [www.kas.de/kaukasus](http://www.kas.de/kaukasus), then provides a summary of the translated reports.*

*Picture above: The KAS office was turned into a sound studio for a production seminar, and the enthusiastic participants worked until late at night on their pieces.*

## ROMANIA

In the 2009 Romanian presidential elections President Traian Basescu not only had to compete against the candidates of other political parties but also against a large part of the Romanian mass media. Driven more by business needs than journalistic principles, some of the private media ignored the basic ethics of journalism and launched attacks on the president. With the help and on initiative of the KAS, the online news portal Hotnews and the Centre for Independent Journalism monitored the reporting by the media during the campaign.

Bloggers used the Hotnews website to report their observations ([http://www.hotnews.ro/media\\_in\\_campanie](http://www.hotnews.ro/media_in_campanie)). A total of 76 posts were made; altogether readers made 3,547 comments. In total, there were 461,796 hits on these posts and comments. The monitoring project confirmed the suspected lack of independence in some media and publicised numerous violations.



# INTERNATIONAL JOURNALISM ACADEMIES

## ONE OF THE KAS'S FORMULAS FOR SUCCESS



*Team-building in Dubai: When Germans and Arabs sing "My Bonnie Is Over The Ocean" together, the different nations quickly form an intercultural team.*

The medina – the old town of Tunis – is especially fascinating for one reason above all: For centuries, many cultural traditions have merged there to create an impressive example of the world's cultural heritage. For this reason, the Konrad-Adenauer-Stiftung considered the Tunisian capital to be the ideal symbolic place to launch a seminar series with an entirely new approach in 2005: the German-Arab journalism academies!

The idea behind the academies is as simple as it is effective: A small team of up-and-coming German journalists in their 20s travel to a selected country, meet with young journalists of different nationalities and from the KAS partner environment – and both sides benefit from exchanging cultural, historical and political experiences and broaden their horizons while collaborating as journalists. In its international work, the foundation has internalised and operationalised a journalistic principle that may appear trivial but has serious consequences: "It's a matter of perspective." Now, when many different perspectives are taken on an issue, what is often believed to be self-evident appears totally different. That happened in Tunis in 2005: Migration, education and culture were among the subjects of the academy, but so were the different prospects for the future for young people to the south and north of the Mediterranean.

The Konrad-Adenauer-Stiftung adds the competence and expertise of two of its working areas to this seminar series: the Department of European and International Cooperation, which supervises roughly 100 projects in its offices on site, is responsible for planning, developing concepts for and organising the journalism academies in close cooperation with the foundation's programme for young journalists (JONA), which is located within the Department of Scholarships and Culture. The departments jointly research and prepare current and relevant topics for the academies. In this way, participants from the region and from Germany are invited through JONA to work at the normally 10-day-long academy under the direction of a German and a local officer.

The focus is on dealing with selected topics both as journalists and in terms of content, and this always takes place in mixed groups so that different perspectives are included. Time is a decisive factor, but time is always short. After all, each of these academies creates a media product in the end. Participants develop a print magazine, record a TV programme or design a website – and in several languages: German and English or in the language of the host country. This expands the potential audience substantially.



The foundation's partners as well as politicians and media representatives on site may survey the results and pick up food for thought. But readers and viewers in Germany also get to know what the young journalists have researched abroad.

Two German-Maghrebian academies marked the beginning of the seminar series: The visit of the group of German journalists to Tunisia in 2005, which produced the French-German print magazine *Partage* was so successful that a year later seven Tunisians travelled to Berlin and Sankt Augustin to study migration issues. The TV show *L'autre* (The Other) summed up the results.

The KAS, under the leadership of Dr. Hardy Ostry, decided to focus on the Middle East early on. Only a short time before, the then president of the European Parliament and current chairman of the KAS, Dr. Hans-Gert Pöttering, had declared that dialogue with the Arab world is one of the top priorities of his term in office.

In September 2007, another German-Arab journalism academy took place in the Jordanian capital of Amman on "The Future of Youth in the Middle East." Nine young journalists from Germany and 10 from Arab countries learned that the path of the Middle East towards peace, more democracy and economic prosperity could be successful only if young people have the chance to participate.

As envisaged in the concept for the academies, the journalists formed cross-cultural mixed teams of two, each with a German and an Arab collaborating in the preliminary research, the interviews and the production of a magazine called 18. Although this approach always demands much of the participants, its prospect for the sustainability of this development policy programme consists in the fact that the journalists from different countries have the opportunity

to deepen their personal understanding of the subjects in conversations and to develop appreciation for the other party's position.

This was especially evident in the year 2008, when the KAS took on a special challenge: Germans, Israelis and Palestinians were to work together across cultures in a joint journalism academy in Jerusalem. The experiment was a success – even better than the organisers working with Thomas Birringer, the then head of the field office in Ramallah, had expected. The title of the English-language magazine produced by the young journalists, *Hope Ltd.*, indeed showed that they consider the hope for peace in the region to be very limited. But a friendly atmosphere developed very quickly in the group and lasted beyond the seminar itself. Three of the participants from Israel and the Palestinian Territories have moved to Berlin in the meantime.

The German-Arab journalism academy in Dubai in 2009 also had a particularly lasting impact. The National Media Council of the United Arab Emirates – a KAS partner – was so enthusiastic about the course of the seminar and the print magazine *Diwan* produced there that the director-general, Ibrahim Al Abed approached Thomas Birringer with a request: "Would you design a concept for journalism training for us that complements and runs parallel to programmes of study?" The KAS was happy to do so. And so, since December 2010, JONA employee Jochen Markett and an Arab trainer have been teaching a module-based course, accompanying young Emiratis on their way into journalism.

And that isn't everything: In the meantime, KAS has reached the next continent, Africa, with its concept of intercultural journalism academies. There could hardly have been a better occasion than the 2010 Football World Cup. In June, when the eyes of the world were on South Africa, nine JONA fellows

*Left: Magnificent places, brand new experiences: For participants such as fellow Stefanie Söhnchen (here at the Sheikh Zayed Mosque in Abu Dhabi), intercultural journalism academies are enriching in many ways.*

*Right: "How does it feel to wear a headscarf?" Seminar head Jochen Markett filming his KAS colleague Josephine Landertinger in the Sheikh Zayed Mosque in Abu Dhabi.*

travelled to Johannesburg. Their goals: to work with young African journalists as well as to help the public take a glimpse behind the scenes of the mega-event and become informed about the development of the country. The KAS used the great interest in the World Cup to work in two types of media for the first time at a journalism academy: The participants reported daily on social life in South Africa on the web portal [www.africangoals2010.info](http://www.africangoals2010.info), a joint project with the Deutsche Welle Academy. The best texts, especially on issues of social conflict, were published in the bilingual print magazine African Goals immediately after the World Cup and distributed at Johannesburg airport to people on their way home.

The mixed journalism academies, whether German-Arab or German-African, have proven successful – and have been an important instrument of the KAS's international cooperation for five years. Knowledge-based networks of young journalists who continue to communicate with one another and benefit from their experience, not least in their reporting, have emerged from within the KAS. In this way, the KAS contributes to the internationalisation of journalism in the Arab world and Africa, but also in Germany, where coverage of the African continent and many countries in the Middle East frequently does not go beyond certain stereotypes. When the participants of the academies also receive awards from others for their achievements, this confirms not only the concept itself, but also its impact: The winners of the Grimme Online Award 2010 included three up-and-coming journalists who had participated in German-Arab journalism academies: Simon Kremer, Marc Röhlig and Jan Hendrik Hinzl received awards for the online magazine [www.soukmagazine.de](http://www.soukmagazine.de) as "a bridge to the cultures of the East." The Grimme Online Award is granted to particularly high-quality internet sites and is considered Germany's most important internet prize.

*Jochen Markett  
Journalism Academy of the Konrad-Adenauer-Stiftung*

*JONA fellow Marc Röhlig at the Western Wall: living and doing research in the heart of Jerusalem was a challenge for journalists in 2008, but at the same time a great opportunity.*



# PROJECT-RELATED ACTIVITIES IN GERMANY

Every year, the Konrad-Adenauer-Stiftung invites more than 70 politically and socially relevant groups from all over the world to Germany for informational visits. Participants learn how German institutions function and operate. During the visits and symposiums, the KAS also offers a platform for intensive dialogue with high-level representatives from the political, business and scientific communities in Germany. Although the focus is on dialogue with political parties and parliamentarians, it is also a major concern of the KAS to provide programmes for promoting independent media. The foreign delegations meet with selected partners who are invited to the programmes in Berlin and other German states.

For example, 10 young Indian print journalists and the director of the Statesman Print Journalism School (SPJS) accepted the invitation of the KAS to spend a week in Berlin in May 2010. The journalists, all of them recent SPJS graduates, conducted discussions with policy makers and representatives of the media on current media developments and the impact of the financial and economic crisis on Germany and the European Union.



Twelve young journalists from Southeast Europe acquainted themselves with the work of the media in Germany's capital during a visit in September 2010. One highlight of their stay in Berlin was a live appearance on a morning television show broadcast by the ZDF network. Then they met anchor Cherno Jobatey for an extensive discussion. Participation in an editorial meeting of the Berliner Morgenpost daily newspaper, a chance to speak with DW-TV director Christoph Lanz and a visit to the Federal Press Association were also on the programme.

Just one month later, in October 2010, 15 Senegalese journalists got to know and appreciate the German media landscape: pluralism of opinion and the media, a vibrant regional and local press and the different financing mechanisms were some of the topics on the programme. After an introduction to the many aspects of the German media landscape, the group visited the Rheinische Merkur, the Frankfurter Allgemeine Zeitung and the Bonner Generalanzeiger newspaper offices to gain practical insights. Visits to Deutsche Welle in Bonn, the ZDF in Mainz, the RTL media group in Cologne and the Westdeutscher Rundfunk (WDR) were also on the programme.

The journalists explored the links between the fields of politics and communication in dialogue with several employees of the Federal Ministry for Economic Cooperation and Development (BMZ). The guests from Africa enjoyed highlights such as a hike up the Drachenfels and a boat trip on the Rhine. During a final visit to Berlin, the programme included talks with members of parliament and deputy parliamentary group chairman of the CDU/CSU Christian Ruck, the Senegalese ambassador to Germany and KAS staff members.

# SELECTED PARTNERS OF THE KONRAD-ADENAUER-STIFTUNG

## ASIA

### Asia News Network (ANN)

The Asia News Network (ANN) was founded by the Asia-Pacific Media Programme in 1999. Its mandate is to maintain and increase the exchange of media content within the Asia-Pacific region. The goal is a broad range of views and information to assist in the political decision-making process. This requires a comprehensive and balanced media content from across the region. More than a decade later 21 newspapers from 19 countries belong to the network. Most of the newspapers are published in English. Overall, the media companies in the network have a daily circulation of about 14 million copies. That is why ANN is the largest news syndicate service for newspapers in Asia. Members share daily articles and photos on current events in politics, business, society, sports, culture and science. In 2010, the portfolio with audio-visual contributions to the websites of the member newspapers was expanded. ANN also supplies the German Press Agency (dpa) with pictures and reports from all over Asia. In cooperation with the media programme, ANN organises regular management training events for executives and prominent officials from the business world. In addition to the editors in chief and publishers of ANN member newspapers, senior media representatives from Germany and Europe are also invited to the discussions. The central editorial office in Bangkok is staffed exclusively by editors and reporters with ANN member newspapers. Their time abroad lasts several months, and is supported by the media programme as part of the professional training provided for journalists in Asia.

■ <http://www.asianewsnet.net/home/>

### Konrad Adenauer Asian Center for Journalism (ACFJ)

The Konrad Adenauer Asian Centre for Journalism (ACFJ) was founded in 2000 by Ateneo University in Manila and the foundation's media programme with the goal of setting new standards for quality journalism at a regional level. From the outset, it has focussed on teaching individuals about the craft of journalism. The target group is journalists with many years of experience and sufficient knowledge of English. The expectation is that students will pass on what they learn at the ACFJ to their colleagues within their own companies. The regional approach – in which the centre is considered a hub of journalism education – is a concept unique to the ACFJ. The nearly two-year correspondence course concludes with a Masters in Journalism. Several weeks of lectures on the campus of Ateneo University aim to

promote intercultural dialogue and fight prejudice among the journalists of various nationalities. Periodic homecomings and alumni events strengthen the development of contacts.

■ <http://acfj.ateneo.edu/>

## SUB-SAHARAN AFRICA

### Sol Plaatje Institute for Media Leadership (SPI), Grahamstown, South Africa

The Sol Plaatje Institute for Media Leadership (SPI) is a division of the Department of Journalism and Media Studies at Rhodes University, Grahamstown in South Africa. SPI was one of the first academic institutions in Africa to specialise in media management and related management training. The institute's activities range from brief seminars to a master's degree. SPI also conducts scientific research into the subject and provides custom on-site courses across the continent. Since it was founded in 2002, SPI has been an integral partner of the media programme. The annual Africa Media Leadership Conference is the flagship event of the media programme; in 2011 the conference celebrates its 10th anniversary, as a joint project organised by the KAS and SPI.

■ <http://spiml.co.za>

### Wits Institute for Journalism, Johannesburg, South Africa

The Institute for Journalism of the University of the Witwatersrand (Wits Journalism) is one of the leading scientific institutions in African media and journalism. The institute has distinguished itself in recent years especially in the field of investigative journalism. One of the pillars of the programme is the prestigious Taco Kuiper Award for outstanding investigative journalism. Another is the newly launched Master's degree programme, which allows students to focus on investigative journalism during the programme. The third pillar is the Power Reporting Workshop, an international conference on investigative journalism in Africa. The media programme works with Wits Journalism in many ways. The institute is a key partner in creating the KAS Investigative Journalism manuals, while the media programme cooperates in organising the Power Reporting Workshop. In 2009, FAME (Forum for African Media Educators) became a further community project. The forum aims at improving teaching and research in African universities.

■ <http://www.journalism.co.za/wits-journalism>

## **SOUTH EAST EUROPE**

### **Media Development Center (MDC), Sofia, Bulgaria**

The Media Development Centre (MDC), founded in 1998, is a non-governmental organisation dedicated to building an independent and professional media landscape in Bulgaria. The MDC promotes self-regulation of the media and focuses on regional dialogue between countries. Supported by the Konrad-Adenauer-Stiftung, its activities include organising seminars for journalists on topical European issues.

■ <http://www.mediacenterbg.org>

### **Media Democracy Foundation, Sofia, Bulgaria**

The Media Democracy Foundation, founded in 2007, provides ongoing monitoring of the Bulgarian print, television, radio and online media and social networks. The foundation is guided by the idea that transparency and the development of a critical perspective on the media landscape is a prerequisite for the establishment of a democratic public. A further aspect of the organisation's work is its cooperation with Bulgarian and foreign media institutions.

■ <http://www.fmd.bg>

### **Press Council, Sarajevo, Bosnia and Herzegovina**

Founded in 2000, the Press Council of Bosnia and Herzegovina is the first oversight organisation in Southeast Europe created by the press itself. An institution active across Bosnia and Herzegovina, it has had an impact throughout the country and makes a valuable contribution to interethnic understanding. The Press Council essentially undertakes two tasks: to protect the media from political, economic and other influences and to protect the public from unprofessional and ethically questionable reporting. It monitors compliance with the Press Code of Conduct, through a broad range of training and dialogue activities.

■ <http://www.vzs.ba>

### **Center for Independent Journalism (CIJ), Bucharest, Romania**

The CIJ is a non-profit non-governmental regional organisation established in 1994. It is an offshoot of the New York Independent Journalism Foundation, which focuses on Eastern and Central Europe and Southeast Asia. In addition to extensive training programmes, the CIJ has twice organised the annual Convention of Media Organisations (COM), a gathering of around 40 media organisations, which regularly deals with the problems and challenges facing Romanian media. The Konrad-Adenauer-Stiftung played an important role in the institutionalisation of the COM.

■ <http://www2.cji.ro>

### **South East Europe Media Organisation (SEEMO), Vienna, Austria**

Established in 2000 in Zagreb and now based in Vienna, the SEEMO is a regional non-profit network of publishers, editors in chief and senior journalists from all media in Southeastern Europe. The organisation sees itself as a place that builds bridges between media professionals of the individual countries and promotes the development of free and independent media in the region. More than 500 editors, senior journalists and media executives from over 100 media institutions are currently either individual or institutional members of the organisation. SEEMO, the Konrad-Adenauer-Stiftung and the WAZ Media Group co-organise the South East Europe Media Forum every year, which has developed into one of the best-known and largest media conferences in Southeastern Europe. SEEMO has also published the South East Europe Media Handbook every year since 2003.

■ <http://www.seemo.org>

## **LATIN AMERICA**

### **Organización de Consultores Políticos Latinoamericanos (OCPLA)**

In the political consulting organisation Organización de Consultores Políticos Latinoamericanos (OCPLA), political communication consultants associated with the Konrad-Adenauer-Stiftung have joined forces. Their aim is to contribute to the development and strengthening of political parties in the region. The OCPLA has made itself a name in Latin America and has developed a website that publishes specific information on political communication. The OCPLA now has a extensive network of cooperation partners.

■ <http://www.ocpla.net>

# RECENT PUBLICATIONS (SELECTION)

## LATIN AMERICA



### **Luz, cámara... ¡gobiernen! – Presidential Communication in Latin America**

**Published by:  
Konrad-Adenauer-Stiftung 2010**

This book reveals the new paradigms of presidential communication in Latin America and reflects on the information collected after more than a year of research by authors Martín Dinatela and Alejandra Gallo. The book analyses the impact of new technologies on political news and the relationship between journalists, media and politicians.



### **Televisión Pública – Public Television**

**Published by:  
Konrad-Adenauer-Stiftung 2009**

This book provides an overview of the current situation of public television in Latin America and a translation of German legislation at national and state level. The Interstate Treaty on Broadcasting provides an example of the creation of a pluralistic legal framework that takes into account new challenges, such as digitisation.



### **Comunicando desde la identidad – Manual for Local Political Communication**

**Published by:  
Konrad-Adenauer-Stiftung 2008**

The aim of this handbook is to recognise the identity of a city as an innovative starting point for successful local election campaigns. Many Latin American cities have grown into metropolitan regions, some of which are as large as European countries. Against this background, managing cities proves to be a highly complex task. Unfortunately, politicians often prefer short-term and cosmetic solutions, rather than employing long-term strategies to involve citizens in urban development projects. As part of the professionalisation of political communication, the KAS Media Programme has released a series of interactive and multimedia CDs suitable for use as teaching material in various seminars. So far, the following have been published in this series (all in German):

- **Neue Zeiten in Bolivien 2009:** Analysis of the election strategies of the three major presidential candidates in Bolivia and analysis of the process of autonomous management in Santa Cruz de la Sierra

- **Regionalwahlen in Venezuela 2008 (multimedia CD):** a useful analysis and learning tool
- **Präsidentschaftswahlen in Argentinien 2007:** campaign analysis of the three major Argentine presidential candidates
- **Ein Kampf um jede Stimme:** multimedia CD about the 2006 presidential election in Mexico
- **Die Präsidentschaftswahlen in Kolumbien 2006:** examination of the electoral strategies of the three presidential candidates in the 2006 election in Colombia as well as recommendations for improved future electoral communication.

*In addition to the analyses, the CDs contain footage, photos, additional teaching files as well as other materials.*

## ASIA



### **MOJO – Mobile Journalism in the Asian Region** Stephen Quinn

**Published by: Konrad-Adenauer-  
Stiftung, Singapore 2010**

The mobile phone has dramatically changed daily life and the working methods of journalists around the world. This publication explores the concept of the mobile journalist, commonly known there as mojo. Using the internet or mobile data services, mojos can publish stories, audio, images and video on the web in seconds. This immediacy accelerates journalism, and introduces new challenges for reporters and editorial executives alike.



### **Best Practices of Journalism in Asia**

**Eric Loo, Werner vom Busch**

**Published by:  
Konrad-Adenauer-Stiftung,  
Singapore 2009**

Asia's heterogeneity poses a particular challenge for journalists working in the region. Given the diversity of different views and analytical methods, best practises of modern journalism are hard to identify. This publication by Eric Loo presents a uniquely Asian perspective on the current discourse. Utilising a wealth of experience from established journalists, the author has achieved a comprehensive description of explicitly Asian best (and worst) practices in journalism.



### **The ASIA Media Directory**

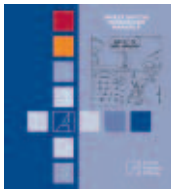
**Werner vom Busch, Alastair Carthew**

**Published by: Konrad-Adenauer-Stiftung, Singapore 2008**

This manual is targeted towards journalists, students and those interested in the media in the Asian region. Werner vom Busch and Alastair Carthew give an overview of the media landscape in 15 countries. They shed light on the degree of media freedom as well as the variety of newspapers, radio and TV stations.

<http://www.kas.de/medien-asien/de/publications/15805>

## **SUB-SAHARAN AFRICA**



### **Investigative Journalism Manuals**

**Published by: Konrad-Adenauer-Stiftung, Johannesburg, 2008, updated regularly**

A workbook for trainers, communication experts and journalists who can use individual chapters with exercises as a self-learning tool. The authors come mainly from Africa, reflect on many years of personal experience and offer a useful toolbox for the real world of the African media. The first eight chapters lay the foundation, while the following chapters deal with special situations, such as investigative work in a traditional African environment.

[www.ijm-africa.com](http://www.ijm-africa.com)



### **African Goals 2010**

**Published by: Konrad-Adenauer-Stiftung, Johannesburg 2010**

The result of an intercultural seminar on the impact of the World Cup on the host country, the book includes 10 topics on South Africa in English and German. The participating journalists were from Zimbabwe, Uganda, Kenya and Germany and were supported by the KAS's programme for young journalists. The contributions were realised by inter-culturally mixed teams and distributed to the media, universities and partners of the foundation in Germany, South Africa and other African countries shortly after the World Cup. For three weeks, copies were made available to Lufthansa customers at the check-in counters in Johannesburg for flights to Frankfurt.



### **Harnessing Africa's Digital Future**

**Francis Mdlongwa, Moagisi Letlhaku**

**Published by: Konrad-Adenauer-Stiftung, Johannesburg 2010**

This publication takes up the most important contributions of the Africa Media Leadership Conference from the previous year, continuing to develop the hypotheses presented and combining

them in a volume of conference proceedings. It provides a broader range of media professionals carrying management responsibility with the tools to lead their businesses through the digital age. The topics range from the mobilisation of young audiences to the role of user-generated content to the question of who will pay for quality journalism in the future.



### **The Extraordinary Editor, A handbook for South African media leaders**

**Guy Berger, Elisabeth Barratt**

**Published by: South African National Editors' Forum, Johannesburg 2008**

A collection of texts with everything a modern media manager needs. From self-management to personnel management, content control, business processes and business management issues, and finally dealing with political influence and public opinion. The list of authors includes more than 50 leading journalists and media managers in South Africa.

## **SOUTH EAST EUROPE**

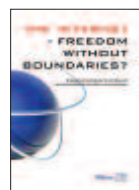


### **Media and Politics**

**Published by:**

**Konrad-Adenauer-Stiftung and Stiftung Mediendemokratie, Sofia 2011**

How do the media inform the citizens of Bulgaria on political events and developments in the country? Which topics and stakeholders do the media focus on? Which conclusions about the relationship between media, politics and society can be drawn from this? The volume looks at the media landscape in Bulgaria, including the traditional information sources and the new media – newspapers, radio, web news portals, blogs and social networks. The authors are experts of the media monitoring laboratory of the foundation Stiftung Mediendemokratie.



### **The Internet –**

### **Freedom without Boundaries?**

**Published by:**

**Konrad-Adenauer-Stiftung and Mediaplan-Institut, Sarajevo 2010**

This book presents the results of a study and a workshop on the trends and issues discussed on the main web news portals in Bosnia and Herzegovina. It also includes recommendations on how journalists can practice free and responsible journalism on the internet through self-regulation.

## IMPRINT

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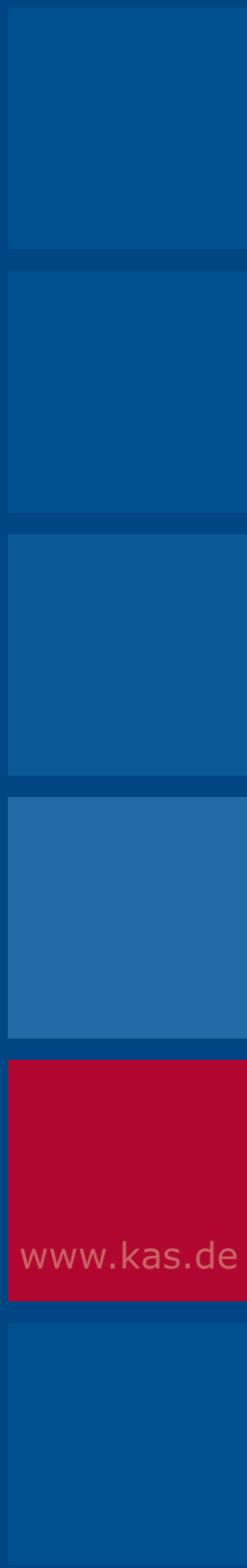
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