



Journalistic Training in Conflict-Related Situations

Christoph Schmidt (Ed.)

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training in
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Introduction

Journalistic training in conflict-related situations

Dr. Christoph Schmidt

Head of Academic Department, DW-AKADEMIE, Germany



Good journalism requires good journalists. If you don't have adequate skills, you can't produce quality work. If you know nothing about journalistic ethics, you're not up to date with the media's role in strengthening democracy. Journalistic quality and integrity are important and crucial in conflict-related situations. The media can do more than merely inform: it can expose injustice, poor or dishonest governance. The media also acts as an effective tool for development by providing content which supports developmental priorities such as peace, good govern-

nance, health, and education. Yet, especially in conflict and post-conflict states, the standard of training of journalists and technicians is often not satisfactory.

Media and journalistic training, therefore, are critical components of a country's good governance. Thus, training has to be one of the core activities of media promotion in the transformation phase. Training is challenged not only by political developments worldwide, but also by technological innovations and growing media diversity. As recent examples have shown, new technology, especially the spread of the Internet and mobile phones, allows journalists and citizens working in conflict situations to bypass media that are prone to censorship and create new channels for information to keep the world and local population informed.

The "Journalistic Training in Conflict-Related Situations" symposium on 3rd June in Bonn, being part of the first Deutsche Welle Global Media Forum, brought together media representatives and internationally experienced trainers from all over the world. These experts took the opportunity to discuss the central theme of what qualifications and know-how journalists need in order to contribute to peace and conflict de-escalation. They debated on finding solutions for the possible prerequisites for good quality in journalistic training. Under discussion were the central questions: how can the outcome of courses be ensured and how can seminars be fruitful in the long term? A further topic was how journalistic training can take place in conflict and post-conflict countries and what the stumbling blocks might be. Another field was the analysis of new technologies recently applied in conflict settings and what role they play or ought to play. The main question was whether digital media helps bypass censorship and whether it offers free international communication and provides new possibilities for civil journalism.

Besides the useful toolboxes, this book provides a number of interesting perspectives on conflict prevention. So I believe that it will become important reading for a wide audience.

Chapter 1 focuses on opportunities through education. Simon Derry, Regional Director for Middle East, Europe and Former Soviet Union for the BBC World Service Trust, outlines the importance of education in general, followed by the effects of education on a country and continues with the necessity of education and training of journalists considering their responsibility to the community. He gives a description of the way the BBC frames media interventions in humanitarian and conflict environments. In the next part of this chapter, Eberhard Sucker, journalist and trainer for Deutsche Welle, talks about his experiences and activities at Radio Afghanistan. He provides an outlook of RTA's future. This is followed by Abubakar B. Jijiwa, Director-General of Voice of Nigeria, who examines the Nigerian media background over the last four decades and the imperative of training in conflict resolution. In closing, Dr. Shah Jehan Sayed, Professor for Journalism & Mass Communication at the University of Peshawar in Pakistan, gives an overview of the guidelines of journalistic training in Pakistan.

In chapters 2 and 3 we look at several topics pertaining to quality journalism and journalistic training in conflict-related situations. Dr. Abdul Waheed Khan, Assistant Director-General for Communication and Information at the United Nations Educational, Scientific and Cultural Organization (UNESCO), explains the guidelines of UNESCO's "Model Curricula for Journalism Education for Developing Countries and Emerging Democracies". This is followed by Kayeromi D. Gomez and Melisande Middleton from the Center for International Media Ethics reporting on the situation of journalistic training in West Africa. Astrid Kohl, head of the International Institute for Journalism (IJ) of InWEnt (Capacity Building International, Germany), informs about the general aspects and her IJ experiences. Min Bahadur Shahi, Chairman of the Association of Community Radio Broadcasters in Nepal, explains the special conditions of journalistic training in Nepal. A statement by Reach Sambath, Press Officer of Extraordinary Chambers in the Courts of Cambodia (ECCC), based in Phnom Penh, about the special significance of journalistic training's role in Cambodia, follows. Gavin Rees, Co-ordinator for Dart Centre Europe, describes the characteristics of journalistic training in conflict and post-conflict countries. On this basis, he talks about his Dart experience in Cambodia and highlights the potential dangers of journalistic training in conflict societies. Finally, Anja Wollenberg, Head of Media in Cooperation and Transition (MICT) in Berlin, speaks about training activities in Iraq.

Chapter 4 focuses on the Bonn Network. The Bonn Network encompasses intergovernmental, non-governmental, broadcast and research organizations working with media toward peace building and conflict prevention. Erling Dessau, Senior Advisor to the Humanitarian Futures Programme of Kings College in London and Dr. Bent Nørby Bonde, Director of Media Progress in Denmark, explain the background and activities as well as the visions and strategies of the Bonn Network.

Chapter 5 covers the media diversity of training for a digital world. Dr. Javad Motthagi, Director of Asia-Pacific Institute for Broadcasting Development (AIBD) in Kuala Lumpur in Malaysia, points out the explosion of technologies – blogging, online encyclopedias, podcasting/videocasts and the connection of knowledge and resources. Afterwards he speaks about how new technologies can assist journalists in developing countries in conflict and post-conflict settings. In this regard, he gives an idea about what this means for training activities. Further Mr Makunike, a journalist, African web entrepreneur and online writer in Zimbabwe/Senegal, describes the evolving role of digital media in Africa. In the next section, Mr Matthias Spielkamp, journalist, consultant and lecturer in Berlin, explains the meaning of web logs and whether they are a sound and serious source of journalistic information. He speaks about the blogger's role in and influence on journalism. Jotman gives an impression from the view of a blogger and speaks about his own experiences. Then Premesh Chandran, CEO of Malaysiakini, a Malaysian online publication, gives an overview of journalistic training for a digital world. This chapter is concluded by Staffan Sonning, head of Corporate Strategy of Swedish Radio, who talks about the need for speed and the erosion of media ethics.

The central theme of chapter 6 is the impact of education on peace and conflict and what journalists and peacebuilding practitioners need to know about it. In this chapter we look at the role of the media in the prevention of violent conflict. It points out the different strategies to positively impact violent conflict and shows which media channels are most effective in impacting audience. Also it gives an idea about what journalists need to know and how their work can impact conflict and peace. Vladimir Bratic, Assistant Professor of Media and Communications at Hollins University, Virginia, USA, and Lisa Schirch, Program Director of the 3D Security Initiative and Professor of Peacebuilding at Eastern Mennonite University, Virginia, USA, give a science-based lecture on theory and practice.

Opening address

Gerda Meuer

Director, DW-AKADEMIE, Germany

It is still people – not media, not technology – who communicate. And with communication tools abounding, fortunately they still like to do this face-to-face.

That is the reason you came here. It is also why we invited you to attend our Symposium on Journalistic Training in Conflict-Related Situations.

I would like to warmly welcome you on behalf of Deutsche Welle, Germany's international broadcaster, and on behalf of its media development branch, DW-AKADEMIE. I hope this day we'll be spending together will prove to be exciting, rewarding and communicative.

Many of you here today are professionally involved in training, basic and advanced education and consulting. You do this either for developing states or countries in transition.

Again, communication face-to-face is at the heart of matter. Transfer of knowledge cannot take place unless people listen to each other and do some talking – actually, a great deal of talking. This is especially true for post-war and crisis states as well as fragile states.

Let's take a look at what these states have in common:

- They comprise about one third of all members of the United Nations;
- They are generally poor and economically weak;
- They also lack the governmental structures needed to manage social transitions and
- They lack most of the conditions required for their further development.

In these kinds of states, media development happens under difficult conditions within the framework of nation building.

Why are WE doing this? It is, after all, the responsibility of the respective state. But, these being states in crisis or fragile states, it is a responsibility that they are unable to fulfill. A responsibility not taken is a necessity not met – which in itself might cater to new conflict and crisis.

For nearly 45 years, the Academy of Deutsche Welle has been active in the field of media development.

We professionalize journalists, technicians and media managers, provide coaching and consulting, develop concepts and provide assistance in building up regional networks.

For several years we have concentrated our efforts in regions of crisis and conflict. Many have advised us against it and continue to do so. Instead they want us to engage in preventive project work, not leaving the comfort-zone, so to speak.

Our staff members in Afghanistan are putting their lives on the line. Is it worth it? This is a question we have asked ourselves repeatedly during the past few years. Not only, but of course especially with regard to our involvement in Afghanistan.

At the Academy of Deutsche Welle we have decided to continue this work. We have decided to maintain our presence in countries such as Afghanistan, Sudan, Congo, Colombia, Burma and Cambodia. This poses special challenges and we are well aware of that. It is work that places particular demands on us.

We need, in a manner of speaking, bulletproof concepts, clear approaches, thorough analyses and tight evaluations in order to do justice to this challenge – and most of all to the people with whom we implement it.

In our opinion radio and television are of eminent importance in building up civil societies. This holds especially true as we are concerned with states where the majority of the population cannot read or write and thus have to rely on such oral media.

But clearly online media are also increasingly moving into the picture – with their strong technological orientation they provide a certain flexibility that makes them often very interesting for peace content, whereas traditional media might suffer a demagogic or propagandistic thrust.

The perfect approach for our work has not yet been found and I am sure it never will be. The world changes, situations are in flux. We ourselves need to learn, reassess and then pass on our new knowledge to provide the best possible solutions to our partners.

This is not an easy task, and sometimes we, too, are at a loss as to what to do. For this reason we are glad to welcome so many experienced journalists, trainers, instructors and scholars.

You have taken a day of your time to exchange views with us on a business that is certainly not easy and we are grateful for that.

Let me at this point thank my colleague, Dr. Christoph Schmidt, and his team for their tremendous effort to bring us all together and organize this event. I'd also like to express my gratitude to the German state of North Rhine-Westphalia, which provided the funding for this event.

All of us are looking for answers and solutions in our business. As the future unfolds, we will continue to do so.

It is for this reason that I look forward to stimulating talks and discussions, an open exchange of opinions as well as critical and constructive arguments.

I am glad that it is still people – and not media or technology – that are communicating with one another.

Because in the end that is what it is all about: Communication between people.

Chapter 1

Opportunities through education

Journalistic training in conflict-related situations - Experiences from the BBC World Service Trust

Simon Derry

Regional Director for Middle East, Europe and Former Soviet Union,
BBC World Service Trust, United Kingdom

After undertaking a strategy review in 2006 the Trust decided that it should concentrate its work on five main themes:

- Health
- Governance and Human Rights
- Learning for Livelihoods
- Humanitarian Response
- Climate Change

As you can see they are quite broad and were representative of work that we were already carrying out around the world. It is perhaps also no surprise that they mirror the thematic areas of the major bilateral and multilateral donor agencies.

Behind the themes comes the methodology by which we work and we have divided this down in four distinct areas:

- Research
- Professional Capacity Building
- Creative Programming
- Outreach

Research helps us to understand the problems we are trying to tackle and is ongoing throughout projects, including measuring impact at the end. Secondly – and the core of a lot of what we do – is improving skills through capacity building. Thirdly there is creative programming – making an enticing offer that audiences want to watch – obviously this is heavily influenced by the audience research work carried out. Finally, and linked back in almost a virtual circle, there is outreach work with audiences.

The first area that we thought we needed to look at in terms of our thematic work was a governance strategy and after examining the work done by the World Bank, Organisation for Economic Co-operation and Development (OECD) and others we came up with this continuum to examine what kind of projects we could enact at any stage along the continuum.

To model the kinds of projects that we could do in conflict and transitional environments, we also looked at a 4-level model of engagement we had developed to look more generally at our interventions.

4-level model:

- System: Government / Ministry
- Organization: TV Channel / Newspaper / Radio Station / Website
- Practitioners: Editors Managers / Journalists
- Individual / Population: Audience

The 4-level model assumes that change is hard to achieve and that development outcomes sometimes do not happen because you, as the implementer, have not thought of the gatekeepers and resisters to change and those who have just not been informed about why a change might be beneficial or necessary.

The four levels represent the system – or government ministry at the top stage, the TV channel or radio station or if you like the organizational stage at the second level and the journalists or health workers or perhaps in our context relief workers at the practitioner or individual stage. Below you have the audience – the actions of all the stages above have an effect on the audience.

Two types of intervention are to mention: Development Communications and Media Development. This is how we have decided to categorize our work. Development Communications is the act of providing educational programming on any number of subjects that can aid development – from literacy work to programs on how to tackle HIV and Aids. Development Communications is largely to do with helping practitioners to make output for the audience to watch and learn from. There is a whole industry in this area and I have to be careful about the terms I use. To me this is behavior change communication in its most broad sense, although there are discussions and arguments about exactly what that phrase means and encompasses.

Higher up influencing both the individual level but crucially the organization and system levels is Media Development and by that we mean the ability to bring in change management processes that will allow government departments, media organizations or even Aids commissions, etc., to work and deal with media more responsibly and openly. Our position is very clear: We believe in free and independent media who make their own editorial policies and enter into agreements with governments and international development agencies on their own terms explicitly negotiating with funders who are interested in media campaigns to promote important social issues through messaging strategies. Our aim is to support broadcasters to make this output and make it in a way where the highest editorial standards are maintained.

Out of the work we had done on governance and the 4-level model we devised our approach to humanitarian situations. The Trust has a considerable amount of experience working across the world in humanitarian situations from small-scale operations right up to setting up of Al Mirbad, a radio and TV station for Southern Iraq.

Disaster preparedness, etc.

The main aim of this work has to be to save lives as quickly and effectively as possible by providing vital information for people effected by natural or man-made disasters. I would argue that the right immediate or rapid reaction media intervention has the possibility to save many lives. Of course it has to be linked in with the various international agencies that also work in this field and the Trust has been working with these to get a better understanding of disaster response.

How can we help with these systems and what rapid response is necessary? A natural disaster may require a radio in a box; a post-conflict situation may just require some basic

engineering and production training. The needs for people are quite basic and depending on any given society their understanding of those needs varies greatly.

By far the most important medium in the humanitarian context is radio and lifeline programming can really help endangered and vulnerable populations.

And please don't think of this programming as just being factual, informational material. There is not enough research done as yet but it is very important that people and especially children get fictional programming that can provide educational information that is made in an enticing and enthralling way and can allow people some respite and engender feelings of hope within the community.

So where have we been doing this? The most relevant example at the moment is in Darfur. Here we have been producing a daily program for internally displaced persons (IDPs) and dealing with different themes like this one on violence between children.

Thinking of our 4-level intervention model, we purposefully looked when we set up the project at the relationships and activities we needed to create around the project to succeed.

Outreach is vitally important to get the message across, for partnerships both for the content and to arrange travel in a difficult environment, which in turn facilitates access and co-ordination of the outreach activities overall.

Capacity building of local talent so more information can be processed and turned around and so local people have an understanding of the kind of programming required in the future.

And finally research to make sure the right messages are being got across and that we are targeting the right age groups with the most relevant information.

Project challenges

I said that I would come back to development communications and this is a representation of the research and evaluation across the project cycle to make sure the project is delivering the outputs we need to effectively target populations in the most effective way.

So in the first phase you are testing your assumptions and gaining primary data, in the second phase you are making programs and testing them, in the third phase you are broadcasting and hopefully getting rapid audience feedback and in the final phase you are measuring behavioral change in perceptions.

I am not sure I can do justice to our work in Afghanistan. I worked there for a year in 1996 on this project and it is, I believe, one of the longest running media projects in the world. At its core is the drama "New Home, New Life", produced in Dari and Pashto and an Afghan institution. Whether you are President Karzai, a hills tribesmen, a Pashtun, a Tajik or even a Talib, you can all agree that this soap opera is avidly consumed by all.

The key messages that have been carried over the years include the following but this is not an exhaustive list:

- Landmines: safe movement, housing, agriculture, mine victims
- Refugees/IDPs: key procedural information access to assistance, housing, water and sanitation, separated families, return
- Epidemics: cholera, rabies, malaria, TB, hepatitis, hygiene, prevention and home remedies, access to assistance
- Drought: drinking water, agriculture, livestock, access to assistance
- Earthquakes: search/rescue and safety, basic needs, access to assistance, quake-resistant construction, improved bricks
- Floods: landmines, access to medical help, preparedness, reforestation

First we have to examine whether it is relevant to talk about insecticide treated nets (ITNs), if they are not available across the country. Once we have checked with the relevant agencies whether they are available and a campaign to distribute and get people to use bed nets is underway or there are local distribution points or shops, where they can be bought for small sums of money then the message brief can be developed, taking into account the major factors – knowledge, attitude and practice, or KAP – which you are trying to change. Finally looking at what formats we can use to try and get this message across.

I explained earlier the method we use across projects to make sure that the correct issues are being covered and that we are targeting the right audiences with the most important issues. This includes the following points:

- Needs Analysis
- Consultative Committee Meeting
- Planning (SND + Blocks)
- Consultative Committee Meeting
- Program Development (synopses production)
- Broadcasting

It is perhaps worth saying something about the consultative committee at this time; it is made up of experts, specialists from development agencies and other Afghan NGOs and some donors. The idea is to get as much information through a consultative process and to look ahead to the needs and issues that will come up in the next quarter.

It is a virtual cycle – from needs analysis, through consultative committee review, to planning, review and program production back to needs analysis.

The future of Radio Television Afghanistan (RTA)

Eberhard Sucker

Journalist and Trainer, DW-AKADEMIE, Germany

Since 2006 the BBC World Service Trust, Canal France International and Deutsche Welle have been working to transform Radio Television Afghanistan (RTA) into a public service broadcaster. The project has been funded by the European Union. BBC, Canal France International and Deutsche Welle have been working as a consortium with RTA leaders and stakeholders to transform the state broadcaster into a responsible and accountable public service broadcaster.

The broadcasting infrastructure of Afghanistan was devastated by years of conflict. The international community has made huge investments in the infrastructure, and the media scene in Afghanistan is now booming. Afghanistan has dozens of independent broadcast outlets and hundreds of print publications, and more media companies are entering the market.

The independent media are not just an isolated success story in post-Taliban Afghanistan. Instead, they have been one of the main contributors to all other achievements made on the road to peace after the change in late 2001.

Media is development

In 2001, there was only one radio broadcaster: Radio Shariat run by Radio Television Afghanistan (RTA), the national television and radio authority.

At the time being there are at least seven private television networks and more than 50 independent radio stations. In number terms, there are several hundred magazines and newspapers registered at the Ministry of Information and Culture, but only a small fraction of them publish regularly¹.

But independent media are still struggling with authorities, with the ministry of Information and Culture. The Afghan media remain the last line of defense of public interest in a country that is still dominated by factionalism and violence. Afghanistan still remains one of the world's most insecure places not only for the media. The insecurity is related not only to threats of physical harm; it is more about sustainability of the media organizations because advertising alone cannot support the media in a country where economic growth has been slow and advertising culture is still "hesitant". The independent media continue to be threatened and attacked and various state agencies (including the security forces) have continued to use every means to exert more control over the press.

The general lawlessness in a state that is still very weak, and the continuing Taliban insurgency, have also resulted in violence against the media.

Afghan reporters work under intense pressure owing to intimidation and harassment from a range of actors including security forces, politicians, government officials, local strongmen, Taliban groups and others. A general lack of awareness about the media's role and rights has led to suspicion and harassment of journalists. American and NATO-led forces have also controlled access of media to the battle zones and prevented reporting by Afghan reporters.

¹ Historically, the Afghan press has always been the domain of the state. The few private newspapers allowed by some regimes were frequently censored by the authorities. There was no private broadcaster in Afghanistan before 2001.



L-R: David Astley (Asia-Pacific Broadcasting Union), Eberhard Sucker

Why have we chosen RTA, the national radio and TV station of Afghanistan, to become a public broadcaster?

Despite rising competition from private and international media channels, RTA still holds a unique position in Afghanistan. A recent survey conducted by the Trust showed that RTA:

- is ideally placed to reach geographically, linguistically and ethnically diverse audiences;
- helps generate common understanding, stability and a sense of national unity, and
- serves poor and rural communities through health and education programming.

However, some interviewees perceived RTA to be too close to government, which compromised its editorial balance.

The consortium also played an important role in the debate about Afghanistan's new mass media law, which prepares the groundwork for the emergence of public service broadcasting. The new law should have paved the way for RTA to become an independent public service broadcaster. The media law, issued as decree in December 2005, was being reviewed and discussed first by the Lower House of Parliament last year, later by the Second Chamber, the Senate. The general fear among media advocates has been that the changes parliament was considering would limit the media's editorial independence and freedoms. Alongside many provisions that support a free media, the law prohibits publication of "matters contrary to the principles of Islam, against Afghan values and traditions". The language used is too broad and exposes the media to attacks.

Today we have to face an even more disappointing reality: The president, Hamid Karzai, refused to sign the media law – it is still pending – and the Minister of Information continuously attacks private media. Recently he stopped the broadcasting of Indian soap operas by private TV stations. An all-powerful government and a compliant parliament have jointly adopted restrictive laws that are undermining the independent character of media. RTA is supposed to be overseen by an independent commission. However, the commission has been ineffective and the Ministry of Information and Culture has been controlling the state broadcaster.

Afghanistan's democracy is extremely fragile and freedom of expression and media development are fundamental to the democratic process. The country is in a transition from three decades of war to a new democratic order in which the development of the independent media – which still face major challenges – is vital. Media is development in Afghanistan.

Despite problems, the independent media remain a rare success story in post-Taliban Afghanistan. They have been a development that has been welcomed by the Afghan people. The Afghan media are diverse but unifying and have potential for further growth and added influence in the changes taking place in the country.

As a representative of Deutsche Welle, a public service broadcaster, I am still convinced that Afghanistan needs a public service broadcaster, RTA. The body under which the RTA as public service broadcaster should operate should not be the government or a ministry, but a body representative of Afghan society. RTA needs to transform into an independent public service broadcaster, according to a media law, and the process should move forward without further delays.

The role of media in peace building and conflict prevention: Opportunities through education - A Nigerian perspective

Abubakar B. Jijiwa

Director-General, Voice of Nigeria (VON), Nigeria

Introduction

A reflection on today's world reveals a world of knowledge explosion bringing about competing attention and interests. The world has become a 'small space' where the volume of information is so great with people having limited time and resources to cope with the pace. This is made possible by the information and communication technology revolution which has not only inflated the volume of information available but has also destroyed barriers and contracted



L-R: Abubakar B. Jijiwa, Dr. Shah Jehan Sayed, Matthias von Hein (Moderator), Simon Derry

the space, and time, between people. This development has affected the media world in all facets, leading to alternative and new media/citizens' journalism, blogging, YouTube, etc. This development has further challenged the media, which have now assumed bigger roles, not just as the Fourth Estate of the realm but also as the conscience monitor for political leaders. In turbulent situations, people rely largely on the media to form opinions. This has also led to the question: Can the media assist to make the best and informed judgment and choice? This is an issue at the core of peace building and conflict resolution.

Nigerian media background

The practice of modern-day journalism commenced in the early colonial days. Most authorities on media practice in Nigeria attribute the first newspaper to Iwe Irohin, a Christian missionary newspaper in Abeokuta, now capital of Ogun State in the western part of Nigeria. This is regarded as the period of missionary journalism. At the later colonial period and towards independence, the media, however, veered off the missionary line into liberation struggle towards Nigeria's independence. The Nigerian political class took over ownership from the missionaries. Because it was still the colonial period, the Nigerian media were combative and anti-colonial in approach to issues. The media enlightened Nigerians about the ills of colonialism and also bolstered the call for independence of African countries.

As political parties emerged towards independence, the newspapers largely reflected the views and news of their political owners. Following the trend in the political parties, the press also aligned along provincial, ethnic and religious lines. This trend continued through the colonial period and into the early post-colonial era and early stage of independence. The Nigerian media largely remained combative even in the post-independence era. This was because the political learning process was interrupted by the military. As military dictatorship dug deep, the media became the 'organ of the masses.' It censored the military and informed the people. In a nutshell, media became the vanguard in the struggle against military dictatorship. At this period, too, the media were still regional and ethnic tendencies still existed.

As the call for the return of democracy gained greater momentum in the country, the military yielded to pressure. One of its early measures was the liberalization of the broadcast media industry. Like the print media, the broadcast media also started to bloom and this continued into the democratic dispensation. Nigeria now has over 150 public and private radio and TV organizations with over 300 stations. The public broadcast media are owned by the Federal Government and the 37 states of the federation. It's worthy of note that as much as the print and broadcast media are making landmark progress in the country, the progress of the community media is still negligible; although the federal government has already shown concern about this and a committee is already in place to facilitate the growth of community broadcasting especially.

Nigeria in conflict situations

It is correct to say that the Nigerian media have been in the thick of a conflict situation from inception; some even argue that conflict necessitated their emergence but others say they are the immediate or remote causes of some conflict situations. The moment the media changed

from their initial missionary source, they became anti-colonial crusaders of the day and had to clash with the colonialists severely. Shortly after independence, Nigeria ran into several political crises starting with the 1962 Western Region Crisis popularly called 'operation wet e'. At the peak of this crisis, the federal government had to declare a state of emergency in the region. Not long after this there came another crisis tagged 'General Elections Constitution Crisis of 1964.' During these crises the Nigerian media largely took sides with their proprietors; they became politically aligned and became immediate instruments of propaganda. In effect, rather than help douse the crises, they inflamed them. Perhaps this is why some accuse the media of being a major factor in all the crises in the country.

The 'General Elections Constitution Crisis of 1964' became prolonged and thus exposed the flanks of the politicians to the soldiers. A military coup was launched in January 1966, the coup failed but the military retained power. The killings in the coup were seen to be lopsided and thus unsettled the army; it eventually led to the civil war when the Eastern Region seceded and declared itself 'The Republic of Biafra'. Between 1967 and 1970, Nigeria was in the throes of civil war with journalists also playing according to the sides to which they belonged. Nigeria got a break from the civil war and for a decade there was a semblance of rest before ethnic and religious crises took the stage. Especially from 1980 to 2000, the crises recurred sporadically, stretching and stressing the Nigerian security system. As these crises dogged the military, pro-democracy groups seized on it to pressurize the military dictators for a break. The pro-democracy activities also became a crisis when some notables were exterminated and bomb explosions became rampant in the country. Eventually the military pretended to yield by commencing a half-hearted transition to democracy. This again gave birth to a major crisis that shook the country violently as the results of the presidential elections held on June 12, 1993, were annulled. This time the media stood solidly behind the democratic forces. As a result, for the first time the media tasted the bitter fruit of crisis in detail. Journalists were imprisoned under spurious circumstances while some were brutally murdered. There were closures of media houses, total 'capture' of an edition of newspaper and magazine and eventual destruction and ban on sales. Some magazines went underground, printing from undisclosed sources to evade military invasions and seizures.

Another major crisis is the Niger Delta crisis in the country, which intensified from around 1998 and is just abating. Nigeria's Niger Delta is a creation of previous misrule and democratic dispensation has changed the approach and content of the plan for that region. However, reports of regular attacks, kidnaps and killings are common. Reporting this crisis is itself a major problem for media houses. Each side of the divide has its own story while it is not easy to go into the creeks for investigative reporting. Apart from the security danger of being caught in the crossfire, there is the topographic danger constituted by the unmapped creeks. Of course their inaccessibility has eased the operation of the militants. However, the media largely attempted to take positions of neutrality although a large number of them were in open support of one group or another.

In the West African Sub-Region, the Nigerian media were actively involved in the coverage of these two major crises: Liberia and Sierra Leone. In the two cases, the Nigerian military led a peacekeeping force, ECOMOG, which included other countries in the region.

Nigerian journalists regularly covered the two regional crises with the assistance of the country's military. It was a case of rare cooperation between the military and the media in Nigeria.

The imperative of training in conflict resolution

It is generally agreed that the role of the media is education, information and entertainment. Taken as a whole, the mass media mandate is education – whether denoted as information, socialization or cultural transmission. A more critical role, however, is peace building and conflict prevention, a complex construction function emphasized by experts of Communication for Development. It necessitates the media practitioner to enter the socio-cultural context of the people in its environment to help propagate growth and development ideas. Of course, this is a very difficult task to achieve due to value attachments, stereotypes and vested interests.

Achieving the construction function is important for media people, especially when it comes to peace building and conflict prevention. They must understand the essentials of conflict resolution/peace building:

- Facilitating understanding
- Building consensus
- Promoting dialogue and engagement
- Achieving compromise: tolerance and “live-and-let-live”
- Giving hope
- Securing solidarity

Achieving a peaceful and harmonious society in a pluralistic setting like Nigeria is a Herculean task for the Nigerian media. The Individual Differences Theory emphasizes how our socio-cultural differences affect our perception and understanding of things. The practice of journalism by untrained, uninformed and/or biased journalists can worsen crisis situations. This is why media channels in a number of crisis situations were used as propaganda machines, thus becoming purveyors of hate, defenders of abuses and muffers of voices of change and diversity. It is indeed true that the escalation of most major crises in the world is largely due to mismanagement of information and lack of media discretion. Nigeria has had its own dose, too.

Opportunities for training journalists

Formal journalism education came into being in the country with the emergence of the African Institute of Journalism and the Times Journalism Newspaper Training Centre, Iganmu, Lagos, which later became Times Journalism Institute. With these, the training of journalists in Nigeria became full-fledged and further developments expanded on them. The African Institute of Journalism soon became the Department of Mass Communication in the University of Lagos. University of Ibadan – the premier university – also established the School of Communication Arts. Some other federal universities followed suit: University of Nigeria, Nsukka; Bayero University, Kano; and the University of Maiduguri all established departments of mass communication. The state-owned universities have also commenced teaching mass communication and journalism; some of these schools teach it under art while others teach it under social sciences. A few experts also came together and established the Nigeria Institute of Journalism based in Lagos, which awards ordinary and national diplomas.

Today, numerous opportunities exist for training journalists in Nigerian universities and polytechnics where journalistic courses are offered in the disciplines of mass communication, language arts, journalism etc. These academic opportunities are spread all over the country. There are also opportunities for practical, on-the-job and special training centers, resource centers and foreign training opportunities. The table above shows this graphically.

Academic opportunities		Practical centers	Resource centers	Foreign opportunities
Federal Universities	27	Nigeria Institute of Journalism (NIJ)	Nigeria Institute of International Affairs (NIIA)	DW-AKADEMIE
State Universities	32	International Institute of Journalism (IIJ)	Nigeria Institute for Peace & Conflict Resolution	BBC Training Centre
Private Universities	34	Radio Nigeria Training School	Nigeria Institute for Policy & Strategic Studies (NIPSS)	Radio Netherlands Training Centre
Total	93	Times Journalism Institute	National Defence College, etc.	Radio Egypt Broadcast Training Centre, etc.
		NTA Television College		CBA Training Opportunities
Polytechnics	40	VON Training Centre, etc.		

Conclusions / recommendations

From this plethora of opportunities it is obvious that the media environment in Nigeria is full of ample opportunities from which journalists can quench their intellectual thirst. In addition to all these, I recommend the following to further boost the available opportunities.

- Journalists in developing countries like Nigeria should be exposed to best practices in functioning and peaceful societies through partnerships and exchanges.
- Media houses should invest in relevant resources and materials that provide specialist information on issues that journalists, commentators and analysts frequently comment upon.
- Media organizations should collaborate with research and academic centers with a reservoir of experts as a reliable source of informed resource persons.
- There must be social involvement, on the part of the media houses, with all segments of the society through which they can generate general knowledge on events and issues.
- Media houses should organize regular fora (workshops, seminars, symposia, etc.) for journalists to keep them regularly educated and informed about latest trends in journalism and media practice.
- There is need for support from large global broadcasters, e.g. DW, BBC, RFI, VOA, Radio China International, etc.



L–R: Dr. Shah Jehan Sayed, Astrid Kohl

The role of journalistic training in Pakistan

Dr. Shah Jehan Sayed

Department of Journalism and Media, University of Peshawar, Pakistan

Background of journalism in the North West Frontier Province (NWFP) / Tribal Areas of Pakistan

- Colonial heritage
- Post-colonial Pakistan
- Political structure
- Present violence

Professionalization under tension

- Existing threshold very low
- Low educational capacity and journalism not being the first profession
- Corruption and control over the system of journalism

The present conflict

- Violence against journalists
- Forced to take sides by both parties
- Reporting conflict not possible in such tensions

What to report (trainings)

- Resort to balance reports through giving both sides of the picture
- Skills to give stories about everyday life in NWFP/Tribal Areas
- Humanizing the contents
- Social issues, development, problems and success stories

How to report (training)

- Clearing concepts of development, human interest, social life reporting
- Imparting basic skills: from use of proper, conflict-management language to angles of a story
- Writing stories individually and in groups

Sustainability

- Focus groups and focal persons appointed at the end of the training workshops.
- Keeping contact with the journalists through the focal persons in every region
- Integration/Retention, Monitoring (how many stories on conflict management came out after trainings)
- Bringing all the stakeholders in the media process to a dialogue table at Department of JMC/UoP.
- Using the traditional respect for the university teacher as a tool for integration and dialogue
- Constant liaison with different actors in conflict management through media: press clubs, journalist unions, owners, media experts ...
- Analyzing conflict management content of the stories
- Offering incentive by offering best stories award on conflict management and developmental reporting
- Offering certificates after training activities. This will give academic recognition to a group of professionals who don't have it.
- Writing handbooks and producing CD manuals on conflict reporting

Chapter 2

Quality journalism - Journalistic training in conflict-related situations: Challenges, trends and strategies

Journalistic training in conflict-related situations

Dr. Abdul Waheed Khan

Assistant Director-General for Communication and Information, UNESCO, France

We are all too familiar with the casualties of war. This simple phrase conjures up countless images. Which one comes to mind first:

- The dead and dying on the field of battle?
- The scorched earth?
- Refugees streaming across borders or through the battle lines?

These are the images that have been fused into the mind's eye. They are easily retrievable – conflict's photo album of despair. Now let me ask you to picture this: The death of information! Where is the image? What do you see?

It doesn't bleed or cry out. It doesn't weep for lives destroyed. Yet it is present in every image that comes to mind, in every photograph that might leap from a front page or a magazine cover. In the absence of information based on solid journalistic principles, conflicts can flare and rage on. In the presence of information manipulated to exploit a situation, we all too often bear witness to extreme acts of violence. Information is the key. Depending on which way you turn it, you either unlock the door to peace or lock out any chance for a process to bring an end to hostilities.

Conflict and post-conflict environments present many challenges as well as unique opportunities for media development, and particularly capacity building, but the stakes are very high. The absence of good information has most probably played a role in the conflict. Rumor and propaganda are likely to be rampant.

There is no economy to speak of that could sustain a media industry, however small. Journalists, if they exist, will need training. If they do not exist, identifying those individuals, women and men, who have critical thinking skills, is essential. In some cases, introducing or rebuilding the actual infrastructure – the bricks and mortar – is necessary, along with capacity building.

The one constant in a lasting peace is buy-in from the broadest base in the community and among most, if not all the stakeholders. The only way to achieve this level of understanding and empowerment is through an active and pluralistic media. These are challenges not obstacles.

To fail to address the information needs of communities in the midst of conflict or emerging from it, is to condemn affected populations to more hardship, pain and suffering with no foreseeable end in sight. So we know there is something that must be done. The question is what? Obviously, the information void needs to be filled.

UNESCO is taking steps to inform this process. It has always been a comfort to me that the guiding principle for our work in this area has been with us since the founding of the organization. The following is taken directly from the UNESCO constitution: "... since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed." This simple phrase sets out the mission statement. Access to information is the primary step; the quality of that information is the determining step. There are two over-arching initiatives that provide the framework and a continuum of activity for how we proceed over time. The first is the Power of Peace Network. The second is the Model Curricula for Journalism Education for Developing Countries and Emerging Democracies. They are complementary. Through these two initiatives UNESCO provides leadership in the design and implementation of programs that are relevant to conflict, post-conflict and post-disaster environments.



Dr. Abdul Waheed Khan

I have not talked specifically about the role of media in post-disaster responses, but in many circumstances, disasters create similar environments that require strong journalistic approaches that ensure only the highest quality information is circulating. This is critical in the first phases of an emergency period and holds true during reconstruction and redevelopment. The Power of Peace Network is a UNESCO inspired initiative to meet and engage young people worldwide in innovative uses of the modern tools of information and communication. Its aim is to better communicate on things that really matter to us from a wide diversity of cultural perspectives. It does not duplicate or compete with what is already available through the Internet or other sources. Rather, it works with and

through partners in the NGO community, international donor agencies, foundations, groups and associations and those innovative broadcasters and Internet entrepreneurs and practitioners. The reason for this effort is quite simple.

The media are best poised to facilitate this process. And when I say media, I am speaking broadly and across the spectrum, from broadcast to print to the Internet and mobile phones. In whatever way people can access information, we can reinforce the themes that promote a culture of peace based on a dialogue of peace. Within the Power of Peace is an important effort to sensitize reporters about the role they play in these fragile environments where one word, one turn of a phrase, or one misunderstanding could strike the match that sparks the conflict.

At UNESCO we are working on several fronts to respond. We are developing a course of study and a pilot program to work with reporters who are in conflict or post-conflict environments. This conflict sensitive reporting – sometimes called reporting for peace – can be controversial among journalists.

I acknowledge that journalists have one mandate: To report the truth as best as they can see it. The reality is that the best may not be good enough when the potential for conflict is close at hand and lives are at stake. Capacity building is critical at these times. We must also acknowledge that the media play a central role in mobilizing societies. To report for peace is simply to understand that words matter – a lot.

This aspect of our work is to provide the quick response needed in conflict and post-conflict environments. University-based regional training centers will ultimately serve as hubs for responding in a timely fashion to crisis situations and providing ongoing research into peace studies and the role of media in promoting dialogue and thus thwarting the onset of conflict. The Power of Peace training will ultimately feed into the Power of Peace Network, which allows for the distribution of content globally, thanks to the power of the information communication technologies.

Our second effort provides for longer-term stability and is given to development of the highest standard of journalism practice for new generations of journalists and media managers. The Model Curricula for Journalism Education for Developing Countries and Emerging Democracies seeks to address the needs of educators and the desire of young people to be active in their communities through the practice of journalism.

While it is sometimes said that journalism is not rocket science, it is a highly skilled craft that combines the art of storytelling with a police investigator's penchant for unearthing the truth. It takes some education, along with a love for sharing the truth and a dose of courage. These university level curricula were designed by some of the top journalism educators in the world to be adaptable to just about any situation. The curricula advance the concept that a democracy – and I mean any democracy – is predicated on the free flow of information that represents the full spectrum of the community. And that the media which serve this role do so to create an environment where all ideas, good and bad, can be openly discussed.

Finally, a Freedom of Expression course and toolkit for secondary school students will be released later this year. This represents an effort central to the transition of post-conflict societies to a sustainable level of peace and prosperity. Freedom of Expression is not just for reporters. It is everybody's business, and without community support for this basic principle that sits in Article 19 of the Universal Declaration of Human Rights, it cannot survive in any society.

As I said earlier, we have no obstacles, but we do have challenges. There is a lot of work to do. Our model curricula and freedom of expression toolkit, for example, will be beyond the capacity of educators to teach in some countries. We are addressing this issue with plans to launch teacher training. While there is a good deal of material on the relationship between peace and media in various repositories, we have yet to pull this together under the Power of Peace banner, although this is underway. And later this fall we will hold a conference with our partners that will bring the best and the brightest of the next generation of leaders to help further develop the Power of Peace Network.

We also face challenges in our adaptability to new technologies and the unpredictability of how consumers will use these technologies. Imagine the development process of the mobile phone. Did anyone sitting at Nokia or LG or Motorola think about the ramifications of putting



L-R: Kayeromi D. Gomez, Matthias von Hein (Moderator), Dr. Abdul Waheed Khan, Prof. Dr. Drew McDaniel



heard. When asked why, the answer was straightforward and savvy for women coming from a war-torn country and with no education. They needed to compare notes. The truth lay within the triangulation of facts. Not one source could be fully trusted, but comparing reports from multiple sources provided some assurance that the truth would be revealed.

The power of information is strong, the desire for that information is stronger still, and how it is used, can be the key to turning our swords into ploughshares.

a camera lens in a phone? It was probably considered a novel idea. Mobile phones are outpacing computers in the poorest parts of the world. They are a transformative technology that puts great power in the hands of the people. In principle, this is a good thing. But this heightened level of empowerment comes with added responsibilities and challenges.

Citizen journalism is a wild card. It is here to stay. The question is how do we create a level of media literacy, especially in conflict and post-conflict environments that helps consumers of information understand how the reports were sourced, question the veracity and seek out ways of triangulating for the truth. In reality, people are very smart. It is not a function of education. It is more about critical thinking.

Allow me to close with a short story: In the time of the Taliban, many Afghans fled across the border to Pakistan. An aid worker who regularly visited a group of women found on one day that they had pooled their meager resources, gone to the market, and purchased a cheap shortwave radio. When the aid worker asked them why... well, they needed to know. When the aid worker asked them how – with all of their responsibilities – they followed the news, she learned their secret. The radio moved among the women in the group. Each would listen to a program, from Radio Sharia in Kabul to the BBC. At the end of the day, the women would come together and share the information they had

Journalistic training in West Africa

Kayeromi Gomez

President, Center for International Media Ethics (CIME), USA

Melisande Middleton

Director, Center for International Media Ethics (CIME), USA

Journalism ethics in conflict situations

Every country depends on media professionals to report the news to inform, educate and entertain their various audiences. Most of us as journalists have found ourselves in situations where we are left with no answers to the numerous questions before us. Especially in conflict situations where the political and security issues are particularly complicated, the ethical questions that come up are not always easy to resolve. For example:

- In Iraq, the controversy over embedded journalists pointed straight at the issue of journalistic training: are journalists embedded in the U.S. army properly trained or allowed to report on the facts objectively in the Iraq war?
- Just these past weeks in Myanmar: is it permissible for international journalists to disseminate media coverage on Myanmar, even though they have been prohibited to do so by the Myanmar authorities?
- In China, leading up to the Beijing Olympics: should the Chinese government grant journalists unlimited access to sources and locations? In cases like Myanmar's or China's, do issues of national sovereignty apply to journalists?
- What of cases, when reporters need to be partisan to a given side of the conflict in order to gain access to the field? A prime example of this might be in West Africa where the Nigerian government restricts journalists' access to conflict zones in the north of the country. But of course, any explicit partisanship on the part of the journalist will tend to undermine the objectivity of reporting.
- In terms of the security issue in conflict zones, a whole series of questions also arises: what levels of anonymity in reporting are acceptable in order to preserve the journalist's security? This is especially an issue in authoritarian regimes (including in certain African countries, e.g. under Mugabe in Zimbabwe or other regimes). And at some point, in collecting critical information, where is the border between reporting and investigative journalism? If a journalist comes across key information on a terrorist attack, for example, he/she might have to choose between protecting sources and protecting people or a government. How to deal with all these people involved?

These and many other questions have probably been asked to you or your colleagues in the past. Seeking some types of solutions to these issues might even be the rationale behind your coming here today.

The International Federation of Journalists and other organizations have developed over the years many efforts in an attempt to resolve and to initiate reflection over these matters. It is worth mentioning an Institute for Journalism poster in one of the meeting rooms of Ghana International Press Center – it is a favorite and it reads like this: there can be no press freedom if journalists exist in conditions of corruption, poverty or fear. The most difficult ethical issues

in journalism tend to arise in these conditions of “corruption, poverty or fear” – which are typical of conflict situations, or any difficult situations that a journalist may face because of political strife, low levels of development, etc.

Typical challenges for journalistic training in developing countries

We strongly believe that gatherings such as the Deutsche Welle Global Media Forum will help in making this world a better place for the profession of journalism. The theme of our panel this morning “Journalistic training in conflict-related situations” can be simply put to mean journalistic training in difficult situations. One thing that we might all have in common is that we are trying to find ways of educating journalists in difficult situations or in countries where the environment is not conducive for such training.

Journalists are seen as a threat or nuisance for most regimes in the world, especially on the African continent. When we talk about conflict-related situations, it can refer to situations where gunshots are heard and children soldiers are trying their new tools on an innocent population. But there are many types of conflict situations including in areas that are not officially ‘at war’ – for example, during election times. Election times can be seen in some countries as happy situations bringing about festivities for the winning team. But in other countries, election times can be really frustrating and even set off violence.

Take one country, Benin: it is a little country of roughly 8.5 million people located in the western part of Africa. It has borders with Nigeria, Togo, Niger, Burkina Faso and the Atlantic Ocean. The majority of the population is still uneducated. There are over fifty political parties each wanting to get to the highest office in the land. Elections there are complicated for a journalist to handle. In the Republic of Benin election times are so fragile and so sensitive and full of tension that a little confusion from one side can easily generate hazardous situations especially when this is from the few leading political parties.

Examples abound of election times triggering violence in many parts of the world: Six years ago, the assassination of law minister Mushtaq Lone in India installed fear in voters; last year the Philippines mourned the death of hundreds of innocent victims in local and congressional elections, in which 18,000 positions were being contested; Pakistani former Prime Minister Benazir Bhutto was assassinated in December 2007, two weeks before scheduled elections; the disputed elections in Kenya with its band of violence and chaotic life for the populations are a few examples of elections triggering violence in many parts of the world. In order to avoid these types of situations, authorities in many countries have focused on journalists and how their training can help mitigate some of the unfortunate consequences of elections situations.

One of the main challenges facing journalists in Benin is the lack of adequate professional training. The country as a whole does not have a communications school that can train people in journalism. The nearest school is in Senegal where most Benin-educated practitioners have earned their degree. When interested people wanted to learn journalism, they had to move to Ghana and took the challenge of learning a new language (English) before entering Ghana Institute of Journalism.

Today, there are two new private schools that offer some type of training for young people who are interested in the field, but at a price that is equivalent to a ten-month salary for most Benin workers. This premium price of tuition puts the profession in danger, especially in a country where most of the population is poor and the unemployment rate is high. That puts the “Haute Autorité de l’Audiovisuelle et de la Communication (HAAC)”, the governmental institution that regulates the media profession in Benin, in a position of having to provide training to journalists especially during the months preceding election times. These training workshops have become in some cases the only formal education that some journalists have been exposed to in the country. During CIME’s recent visit to Benin, most of the journalists we met literally begged CIME to bring them more training courses in journalism. The director of the ‘Maison des Médias’ (the main journalists’ association in Benin) said during one of our meetings that most people tend to ignore Benin because the country has been known to be relatively peaceful. But that is no reason to disregard proper journalism ethics and training: until the journalists are trained to be professional, they will be unable to handle the fair elections reporting that ensures democracy or the violence that can erupt at any time.

Radio-Ecole Benin: an innovative training initiative

To conclude, it is worth sharing an example of innovative journalistic training in Benin. Faced with the numerous problems enumerated above, a group of professionals got together in Benin to find ways of educating any person interested in the profession but who has no means of paying the high tuition offered by the two private institutions that exist in the country. Through determination, hard work and a few donations, these journalists were able to open a school of journalism called Radio-Ecole in the city of Porto-Novo². Their mission is to provide high-standard training to students at less or no costs. They rely fully on their own donations and teach the classes themselves with the help of professionals whom they have invited from other parts of the world.

The school defines itself as an “associative structure appropriate for young people aspiring to the media profession”. The goal is to teach journalists to function in a competitive media environment where cultural industries and training centers are not available for people from more difficult socio-economic backgrounds. Their website says “we should not forget that radio, TV and written press play a very important role in the life of our society. The awakening to liberty and democracy and the extraordinary effervescence of new media in our continent is a proof that free press can reinforce the process of change and even accelerate history.”

The Radio-Ecole/APM has partnerships with associative and community radios of Benin and Togo. Since 2004 it has contributed so far to training more than a hundred students and media professionals. This is a kind of local structure that can be implemented anywhere in the world with some effort and cooperation, to improve training conditions for journalists – especially to equip them to deal with conflict situations.

2 www.radioecole-apm.org



Anja Wollenberg, Gavin Rees

Chapter 3

Quality journalism - Journalistic training in conflict-related situations: Challenges, dangers and limits

Significant characteristics of journalistic training in conflict-related situations

Gavin Rees

Co-ordinator, Dart Centre Europe, United Kingdom

Usually when we think of conflict and its aftermath, strong associations come quickly to mind. We worry that journalists working in such environments might be subject to physical attack, and immediately we picture journalists working in a political environment where corruption, censorship and intimidation are perils that need to be navigated.

All these challenges are real and serious. Without wanting to add to our troubles and to make the task sound even more daunting, I would like to add another one to that list. It is a factor that should be obvious, but for some curious reason we give remarkably little attention to when discussing training in conflict-sensitive reporting. Journalists working on the effects of violence find in that subject material substantial emotional challenges. Later on we will be talking about a training seminar in Cambodia that our hosts today, Deutsche Welle Academy, organized and invited the Dart Centre to participate in. In fact our chairperson, Andrea Rübenacker, sitting beside me led the workshop. It was explicitly designed to factor in this emotional dimension. If we think about the situation in Cambodia the reason for doing this becomes clearer.

Between 1975 and 1979, under the Khmer regime, somewhere between one and three million people were killed out of a population of 7.3 million. Let's make a conservative guess and say 1.5 million. That's an extraordinary percentage of a population. It is not an isolated case. In the Democratic Republic of Congo it has been estimated that 5.4 million have lost their lives since 1998.

On a regular basis the journalists we are training to work in conflict-related settings will find themselves sitting in front of their fellow citizens and discussing what it was like to be raped or tortured, or to see somebody, perhaps a loved one, killed.

The traditional, industrial model of journalism that many of us have grown up with puts reporters in a strange bind that is not commented that much on. On the one hand we think a good story is one that vividly captures the emotional responses of survivors and victims; on the other we pretend that the gatherers of these stories, the journalists themselves, should carry some form of personal immunity to being affected by the material they are reporting on. We think of journalists as Olympian Titans, who wade in other people's misery, calmly pick out the bone-dry facts and then get back and write their reports. But just closing a notebook or putting a cassette away in its plastic case does not always neatly shut away the toxicity of the source material. It can leak out into the newsroom and into the journalists themselves in unpredictable ways, sometimes affecting their wellbeing as well as the accuracy and impartiality of their reporting.

The UN and other agencies are now developing programs to counter "hate media". By this expression we normally think of crude propaganda churned out by local websites and radio stations deliberately designed to stoke ethnic enmity. The hate campaign orchestrated by the Rwandan radio station Radio Télévision Libre des Mille Collines at the beginning of the genocide there would be the textbook illustration of the dangers of leaving such unchecked.

But even well-intentioned journalists in conflict-related settings can end up vilifying the other, jumping to the wrong conclusions and using hot, intemperate language. Preventing this is not just a matter of exhorting journalists to get their facts right. We need to give journalists the space to examine how their own experiences affect the way that they interpret these facts. Reporters in conflict-related settings may themselves have been attacked or abused. They will almost certainly have family members or close associations with people who have. They may for that matter be connected to people who were, or still are, perpetrators. Unfortunately, as we all well know, those two categories are not necessarily as distinct as we would ideally like them to be. Aggressors may have been on the receiving end of earlier cycles of violence.

There is danger in the attribution of blame, the need to unravel who did what to whom. How does a journalist ask a now established community figure what it was like to betray a friend, or even kill a neighbor for the sake of some political cause? We want journalists to interrogate power, but we need to make that they do so in a safe and insightful way.

If we return to the young Cambodian journalist sitting opposite somebody who may be a victim or who may be a perpetrator, we can see the consequences of getting these sorts of conversation wrong can be dire: renewed traumatization, social withdrawal and in some cases outbursts of violence.

Care needs to be taken, even if the events happened a long time ago. I first began working in this area while interviewing survivors of the bombing of Hiroshima for a BBC documentary. Even sixty years on, as soon as the conversation moved onto the morning of the nuclear attack, voices started to crack, eyes began watering and body postures crumpled in ways that expressed intense vulnerability. They talked as if they were seeing those events

afresh again, as they had done in August 1945. Neurological studies show that exposure to significant trauma can leave structures in the brain altered. In the long run people may become stronger or they may be left weaker, but they are affected by what happens to them.

The contemplation of a traumatic episode can return people to a sense in which they feel quite powerless and that the firm edges of their identity have suddenly given way. In the aftermath, this can lead to an oscillation between a fervent need to be understood and a fear that nobody can or wants to. Survivors often have vivid recall that is near perfect and describe what happened to them in extraordinary detail; in some cases, though, others can struggle to construct a logically coherent narrative out of all of the fragments of hot memory that crowd in when they try and recall the past.

A journalist working around trauma benefits from insight into these processes. One of the trainees at the Cambodian workshop had previously interviewed somebody whose accounts of her torture had been contradictory and confusing. After talking it through, the journalist realized that the woman had not been trying to deliberately deceive her, but that, rather, she was incapable of piecing together exactly what had happened because of the intensity of the impact on her.

Many of you may never have heard of the Dart Centre, and so it is probably useful now to give some background on what we do. We are a global network of journalists and mental health professionals, dedicated to improving the coverage of violence, trauma and tragedy. We act like a seed bank of specialist knowledge. For instance, when we were working with the BBC on helping them to develop a trauma awareness curriculum for, initially, their foreign news teams, we brought in a military psychiatrist who had been working with the Royal Marines, Britain's commando force. In the past we have also worked with ABC in Australia, the Washington Post, Al Jazeera, NBC, WDR in Germany, and many other international news organizations. We also work with some of the major journalism schools in the U.S. and U.K. and are expanding that outreach into other countries in Europe and elsewhere.

I suppose if we stand for any one thing it is the idea that journalists need a space to think about these issues and to discuss them with their peers. We believe that this is the best way of boosting their resilience and the quality and accuracy of what they write, when covering issues, which arouse public emotion.

This probably still sounds very abstract, and so let's return to the training in Cambodia. The program was initiated by Deutsche Welle Academy with the purpose of preparing a group of Cambodian journalists for the difficult task of covering the Khmer Rouge tribunals and took place in Phnom Penh in December 2007.

This year (2008) a joint UN and Cambodian government legal process to bring the remaining Khmer Rouge leaders to justice finally moved into its trial phase. The group was a mixture of print and broadcast, although the majority had been commissioned to make a documentary on the trials and the history behind the killings.

The first week concentrated on giving the students a thorough grounding in the technical aspects of filmmaking and good journalism. This was led by Deutsche Welle. The Dart Centre

joined the process in the second week. There was input too from Internews and other local journalists. My colleague, Cait MacMahon, our Australasian director, convened sessions that presented material on how trauma can affect people, what journalists can do to boost their own resilience and how to develop sophisticated, emotionally aware interviewing techniques that are appropriate to those in distress or who are struggling to process traumatic experiences. Cait has a background in clinical psychology. Running such a group requires somebody who has experience in creating a safe space in which open discussion becomes possible. Journalists can find talking about these matters very exposing. This may sound all very “psychological” in flavor, but for any of it to be any use it has to be firmly grounded in where it belongs – in the journalism.

Our work is very much journalism led. We present concrete information on evidence-based research into traumatic stress, but the Dart method relies on drawing on the previous experience of the group. Rather than imposing a set of solutions on people we work with, we ask the group to develop their own set of proposals for self-care and best practice that reflects their own needs and working methods. We shape the direction of these conversations by feeding into them our own knowledge and experience.

The second week gave the reporters a chance to practice their technical skills as well as to think about the ethical and emotional dimension of good journalism. In addition we used role-plays of interview situations and brought in journalists who had written extensively on the Khmer regime to share their insight with the trainees.

Working across a cultural boundary adds additional complexity to the process. When we convene such workshops we always insist on working with local journalists and psychology professionals who can help mediate material that would sound less convincing were it to emerge just from the mouth of somebody who stands outside that culture. Trauma is universal but the way it is understood and how individuals and communities seek to deal with it varies from culture to culture.

The participation of Sotheara Chhim, a psychiatrist and local member of the International Society for Traumatic Stress Studies, was vital to the success of the Cambodian workshop. Sotheara, who co-chaired sessions with Cait MacMahon, has worked with thousands of survivors of the Khmer regime and was able to give the students first-hand insight and to make the concepts meaningful in local terms. For instance, Cambodian ideas about karma and malign spirits were woven into the discussion of adverse reactions to traumatic stress. Cambodia is a predominantly Buddhist society, and so Sotheara discussed resilience techniques with reference to the psychology of local meditation practices. He also allowed the students to interview him about his own experiences of torture.

As you can imagine, this was pedagogically powerful: he could give them immediate feedback on how effective their interviewing style was. This was difficult for some of the students to get right. Many of the standard questioning techniques routinely taught to journalists and lawyers have – especially to the ears of the tortured – an eerie similarity to the verbal interrogation methods used by torturers. “Why?” and “how did you feel when?” questions can feel threatening when used carelessly. There are subtler and more consensual ways of getting information.

Let me leave you with a number of simple propositions that I hope help to define some of the limits, dangers and challenges that we have been discussing and also offer a framework for future curriculum development.

- Talking about the emotional impact of conflict is not easy. But we need to try if we are going to equip our colleagues with practical tools for working effectively and impartially in violent situations.
- Instruction in good, emotionally aware interviewing is an inseparable part of training that promotes resilience or other aspects of safety.
- Discussion of the impact of trauma benefits from specialist input, but for that to have relevance it has to be woven into a context that focuses primarily on journalistic techniques and challenges.
- A trauma-sensitive approach to training in conflict-related settings also has to be culturally mobile. It has to be tailored to the cultural background of the participants, bring in local partners and draw on their knowledge, if it is to be credible and effective.

Training courses of the International Institute of Journalism (IIJ)

Astrid Kohl

Head of IIJ, InWEnt - Capacity Building International, Germany

Conflict itself is natural in any society. Disagreement and resolution is the essence of constructive change. However, a clash of interests, values, actions or directions often sparks a conflict that becomes violent at terrible cost and losses for the society. The media is now well-recognized as a critical influence in whether societies resort to violent conflict or not. Many of the conflicts and media influence appear directly related to journalistic quality of the news media in those countries and regions where conflict brews or boils over.

Given their influence, socially responsible journalists are obliged to constantly consider and appraise their own and competing media's coverage of conflict within and between their communities and borders.

The International Institute for Journalism (IIJ) of InWEnt – Capacity Building International, Germany, has been offering advanced training courses for mid-career journalists from developing and transitional countries since 1964, with a special focus on print and online media in Sub-Saharan Africa, Asia and the Middle East. A strong emphasis is placed on political reporting, economic and financial reporting, online journalism and media ethics.

In all these training courses the question of the media's role in conflict transformation and peace building has always been discussed as an inherent aspect of media ethics. It was then a couple of years ago that the IIJ decided to design a capacity building program that focuses on conflict-sensitive reporting, based on the demand that was discovered in the various regions the IIJ is active in. In Sub-Saharan Africa the IIJ currently runs a program for mid-career journalists that is tailored to the situation in West Africa.

The aim of this program is to strengthen accurate and responsible journalism and to increase the awareness for the media's contribution to the escalation of violence as much as to reconciliation and understanding among journalists in West Africa. While not always loudest, newspapers often remain the leading influence on many societies' opinions and actions.

What is special about this program with regard to the dimensions mentioned in the headline: challenges, dangers and limits?

To answer this question I would like to refer to three aspects of our program:

- Place where we hold the program
- Participants of the program
- Content of the program

Place where we hold the program

West Africa is a region that presents a very diverse political environment with some countries experiencing conflicts while others remain stable and peaceful. The experience of recent years has shown that instability in one country has the potential of spilling over into neighboring countries and therefore that violent conflicts can have regional implications.

The overall effects of violent conflicts on media all over the world, including in West Africa, are well-documented. Especially in fragile states where media freedom is not sufficiently protected, state authorities succeed in making the media a tool for their own interests and propaganda. Structures designed to protect media freedom do not function. Collective structures often collapse due to divisions within society caused by conflicts. Legal harassment and physical violence are often used against journalists.

The legal systems that exist in many countries in West Africa are repressive of freedom of expression and press freedom. One of the exceptions is Ghana. And it is against this background that the IJF in cooperation with the Ghana Journalists Association and the Ghana International Press Centre conducts its training programs in Accra. The working environment that we find there allows the participants who come from all member states of the Economic Community of West African States (ECOWAS) to discuss the need and the challenges to covering conflicts in a learning atmosphere that stimulates open-minded discussions and helps broaden perspectives.

Participants of the program

All IJF programs are based on the principle of networking among participants living and working in different partner countries of the German development cooperation. The international dimension of our programs makes for cross-border learning and international knowledge communities. Learning in an international context and acquiring intercultural competence is of particular importance in regions like West Africa that strive for regional cooperation and integration. In fact, ECOWAS is seen as a tool to foster peace, stability and economic development but it is still an organization basically driven by the elite rather than the majority of people living in the member countries.

This makes it necessary in our understanding to promote networks where journalists can share their knowledge, where journalists working in one particular country can benefit from the

experience and from solutions found in other countries. Thus, we are constantly developing and expanding our alumni network that provides the opportunity to broaden the professional and personal contacts, to gain access to global knowledge and information sources and to provide support to individual and organizational and social change and development processes by sharing the same values and aims.

The IIJ's journalists' network is unique in its form. Many alumni work as senior editors who are decision-makers at their newspaper and publishing houses. Others are young, up-and-coming journalists who are encouraged to help shape change processes and to improve their own interaction in order to take on executive responsibility at a later stage.

Content of the program

The program "The media's role in conflict transformation and peace building" that the IIJ runs for West African journalists consists of several elements addressing different target groups within the media sector and bringing them together with people from other sectors.

The first of our target groups are senior editors. They are invited to short-term workshops to examine current conflict reporting and to explore more conflict-sensitive reporting as an opportunity for journalism development in the region. As a result, we achieve the buy-in of the gate-keepers who are most critical to making effective any conflict-sensitive reporting training for junior journalists. Based on the discussions with senior editors, the IIJ shapes its training courses for reporters – the second of our target groups.

Good journalism is difficult work at the best of times. But when a society is threatened by violent conflict, the media faces much greater difficulties. To provide reliable information in a time of a violent conflict requires additional journalistic skills. Journalists need to understand more about the conflict itself, about what causes the conflict, how it develops and how it is resolved. Journalists should be able to analyze the conflict that lies beneath the violence. They have to be able to identify the different kinds of violence and to break these concepts down to the situation in their country or region. Above all they have to become aware of their own role, of the role the media plays in conflicts. This means that conflict analysis stands very much in the focus of our training programs with regional and local patterns of conflict coverage as the main issues to be discussed.

The IIJ and InWEnt make then a further step in close cooperation with our alumni. We offer follow-up activities as an opportunity for continuous learning and networking. To cite an example: In May this year IIJ alumni who had successfully completed our conflict-sensitive reporting courses were invited to a workshop that was organized by the InWEnt division "Administrative Policy / Security Policy" and focused on "Strengthening drivers of change – co-operating for governance and stability in West Africa". In other words, fragile statehood in West Africa was discussed, taking into consideration profiles, reasons, and options for solutions.

InWEnt invited representatives from governments, parliaments, from NGOs and think tanks, from regional training institutions and last but not least from the media sector, i.e. all main

stakeholders sat around the same table in order to address ways to cope with challenges and developments in conflict-related settings. The IIJ alumni, all of them senior editors, took an active part in these discussions to identify ways to overcome fragile statehood and to shape capacity building programs that contribute to more stability and conflict transformation in the region. We consider these kinds of discussions with inputs by the various stakeholders and with media workers among them as crucial if we deal with conflict-related settings.



L-R: Min Bahadur Shahi, Dr. Andrea Rübenacker (Moderation),
Reach Sambath, Anja Wollenberg, Gavin Rees, Astrid Kohl

Conflicts, challenges and conflict training programs in Nepal

Min Bahadur Shahi

Chairperson, Association of Community Radio Broadcasters Nepal (ACORAB), Nepal

Background and context

This year marks eleven years of existence of community radio in Nepal. Coincidentally, this is also the year of formal ending of eleven years of Maoist insurgency that cost an estimated 15,000 lives and inflicted considerable physical, psychological, social and economic damage to Nepalese society.

Community radio has widely been recognized as a means of positively impacting conflict, both through its function to communicate information, as well as to address issues and events in an objective, reliable and accurate manner. Nevertheless, community radio has been suffering from the conflict in a variety of ways even when it refers to broadcast media that are independent, civil-society based and that operate for social benefit and not for profit.

During those eleven years, community radios went through many ups and downs. Initially they had to struggle to get licenses, later they had to exist amidst violent conflict that lasted until 2006. After that, Maoists gradually came into mainstream politics and though they have done so after the constituent assembly election, Nepal has many other, less visible conflicts that are “latent” and on the “surface”. Among others, various marginalized groups are organizing themselves more effectively and putting forward their demands assertively. Conflict

management, which was earlier thought to pertain only to the Maoists, now has to include these groups too. Post-People's Movement-II, the political experiment in Nepal has become that much more complex and difficult. Various agitating groups had wanted assurances on all these aspects before the Constituent Assembly election and most of them were using violent means to put forward their demands. Just before the election, the central and eastern Terai – the southern belt of Nepal – had seen a continued deterioration in security with the increase of armed political groups and an increased number of politically motivated murders, abductions, and threats. Though the security situation in the region is not excessively violent, such instability cannot be neglected again.

During the same period, community radios of Nepal gained worldwide recognition as being “exemplary for the world”. This statement was mentioned in the reports of International Media Mission commissioned and sent to Nepal to observe the status of press freedoms in Nepal by organizations advocating freedom of the press across the world. Community radios in Nepal have been contributing incomparably in favor of the right to information and people's freedom of expression and opinion. The radios which have launched a “Mission Democracy” from the very beginning of the peoples' movement, even putting themselves at risk, are the most effective and accessible media for all the inhabitants of Nepal.

Community radio in Nepal

Since Nepal's first community radio went on air in 1997, the government of Nepal has issued more than 135 licenses to operate community radio in the country, the majority since April 2006 when a new interim constitution and government were established after a protracted armed civil conflict in the country.

The development of community radio in Nepal is highly significant and no country in the Asia Pacific region has experienced comparable growth of community radio and its contribution to consolidation of democracy and human rights, social transformation and the peace-building process.

Considering the current fluid political situation in Nepal, community radio has more responsibility to play a key role not only to contribute quickly and effectively to meeting new transition challenges, but also to working towards sharing views and experiences to build a shared vision for the future of the country. It also contributes to consolidating the on-going peace-building and conflict transformation processes and supports the process of making a new Constitution and the shift from a stage of confrontation to constructive engagement in the process of reconciliation.

Community radio amidst a conflict situation

The community radios of Nepal were caught in the middle of an increasingly brutal civil war between Maoist insurgents and government security forces. This conflict is considered the most serious internal crisis the nation has ever experienced since its founding in the mid-18th century. Both the Maoists and government forces have dismal human rights records, including the gravest of violations: summary executions, torture, arbitrary arrests and abductions, and persecution based on political associations. Journalists, human rights defenders and lawyers have often been attacked for their work. Enforced disappearances have been a particular



L-R: Min Bahadur Shahi, Dr. Andrea Rübenacker (Moderation), Reach Sambath

concern during the armed conflict in Nepal. According to the UN Working Group on Enforced or Voluntary Disappearances, Nepal had the highest number of disappearances in the world in 2003. Most of those who “disappear” are never heard from again. Forced disappearances violate a number of human rights, including the right to life, the prohibition on torture and cruel, inhuman, and degrading treatment, the right to liberty and security of the person, and the right to a fair and public trial. Widespread or systematic patterns of “enforced disappearances” constitute a crime against humanity.

Multi-track diplomacy was the key tool for community radio journalists in areas of conflict. Although local level government officials recognized that in practice the Maoists controlled significant areas, this was not accepted by the central government. This made working at local level very difficult. In order to carry out journalistic activities, journalists had to deal with government officials and Maoists, yet officially they were not supposed to deal with Maoists. Seeking legitimacy, the Maoists started to impose all sorts of preconditions on journalistic work.

When Maoist insurgency reached the stage of ‘strategic offensive’, King Gyanendra seized power in a bloodless coup on 1 February 2005 and ruled for 15 months in an autocratic manner. During the King’s direct rule, attempts were made to shut down FM stations. While transmission equipment was seized from some stations, others faced continuous harassment from state officers. The opening of some stations was delayed due to objections raised by the army in the name of security. As if this was not bad enough, some FM stations were also ransacked by the Maoists. Some stations faced temporary closures. The King’s regime tried its best to stop news and current affairs programs in independent radios. Some stations responded by sacking their entire news teams and others cut their staff significantly. During the period, community radios played a significant role in promoting civil and human rights in Nepal. Nevertheless, the historic first meeting of the Constituent Assembly abolished monarchy by declaring Nepal a federal democratic republic.

The fundamental rights guaranteed by the Constitution were suspended throughout the rule. The army was posted in the offices of community radios and other independent radios. The then royal government issued a written order to the radios to broadcast only “music”. A ban was placed on broadcasting news and informative programs. Still, the community radios remained active for the rights of people. They broadcast about constitutional provisions on fundamental rights, the process of suspending these rights, articles of the Geneva Convention, international treaties and covenants ratified and signed by the Nepal government in their bid

to making people aware of their rights, including their right to information. They also frequently broadcast about the ban on news broadcasts and how the people's right to information was infringed. Consequently, people gradually became conscious to get back their infringed rights. The Association of Community Radio Broadcasters Nepal (ACORAB) – the umbrella organization of all community radio stations of Nepal – joined hands with commercial broadcasters, the secretariat of the World Association of Community Radio Broadcasters (AMARC) Asia Pacific and promoters of radio to forge an alliance, Save Independent Radio Movement (SIRM), to forward the movement of civil and human rights in Nepal during King Gyanendra's direct rule. SIRM is also involved in the alliance comprising the Federation of Nepalese Journalists (FNJ), Nepal Bar Association, Nepal Medical Association, Nepal Engineers' Association and University Teachers' Association during the King's rule. SIRM launched extensive street protests for freedom of expression and the right to information even during the difficult time of the King's rule when even the political parties and their sister organizations had not dared to come to the street. SIRM organized music concerts, poem recitals, comedy shows advocating freedom of expression, urged mainstream media to write editorials for solidarity in its movement for freedom of expression, asked cartoonists to sketch cartoons promoting radio rights. In this way, poets, musicians, singers, litterateurs and artists were involved in the movement for people's freedom of expression.

For a couple of months, because of frequent strikes in the Terai region, the entire market has remained closed. Since the business communities are experiencing losses because of the strikes, they have stopped providing advertisements to community radio stations, which is usually their main source of income. As a result, the radio stations are unable to pay salaries and have to cut down on staff. The stations had to make this harsh decision also because of threats to hill community staffs. Madhesi communities living in the southern region have begun a movement to drive hill communities out of the Terai region. This has a direct effect on program production. They used to produce current affairs-based programming.

In addition, the safety of journalists in the Terai region, where various factions of Madhesi armed groups and Maoist splinter groups are becoming increasingly active, is becoming increasingly serious. More than six dozen journalists have been attacked since January 2008 and death threats in southern Nepal have become commonplace. The motives behind the attacks vary. There are cases in which the armed groups attack the press to demonstrate their anger against coverage of their abuses and atrocities. Sometimes journalists earn the militants' wrath simply for covering their events, such as protests, demonstrations, rallies and other programs. At other times, armed groups attack the journalists on the pretext that their activities did not receive enough coverage. Armed groups are also harassing journalists with the aim of silencing them or turning them into means of propaganda. Each group exerts pressure not only to have their news covered but also to be given the most priority in relation to other groups. As a result, radio stations are about to stop broadcasting "news", which is some of their most popular programming.

Do's and don'ts during conflict periods

ACORAB prepared a guideline for community radio stations to effectively perform their role of disseminating information and empowering people during conflict situations. In the guideline, ACORAB prepared both “do's” and “don'ts”.

Do

- Create a common platform for conflicting parties to bring them closer.
- Create public awareness about the negative impacts of conflict.
- Advocate for the groups most affected by conflict.
- Emphasize inclusion.
- Be sensitive to balance between/among conflicting parties.
- Cover voices of conflict victims but without giving priority to negatively, aggressively and emotionally spoken voices.
- Discuss the main reason for conflict and conflict de-escalation.
- Broadcast programs to consolidate unity among community members.
- Broadcast programs in the local language that contributes to conflict management.
- Broadcast programs during the conflict period for conflict resolution by packaging the outcome of conflict, international experience and history of the conflict.
- Share relevant radio programs among radio stations.
- Produce programs in an objective, reliable and accurate manner.
- Be impartial.
- Produce and broadcast radio programs in favor of human rights and peace-building.
- Engage in confidence building measures.
- Prevent the circulation of incendiary rumors and counteract them when they surface.
- Improve debate to make people understand the conflict in terms of causes, effects and ways of peaceful resolution.
- Produce and broadcast radio programs that contribute to social justice, minimization of social discrimination and equitable society.
- Give information about abducted and missing persons and call for their release.
- Operate community radio stations guided by common guiding principles and strategies.
- Broadcast dramas and discussion programs for developing positive attitudes.
- Develop programs that promote responsible citizenship.
- Produce programs to provide counseling.

Don't

- Do not broadcast programs that incite anger and conflict.
- Do not broadcast programs that create division among civil society.
- Do not broadcast programs disseminating purely negative messages about the conflict.
- Do not broadcast programs that give further pain to conflict victims.
- Do not broadcast programs that discriminate based on ethnicity, language, caste, gender.
- Do not broadcast news without verifying it through reliable sources.
- Do not broadcast biased programs.
- Do not broadcast conflicting, pessimistic, humiliating and demoralizing programs.

Previous initiatives for journalistic training in Nepal

Tribhuvan University has conducted journalistic training in Nepal since 1976. Now two universities offer journalism education up to the master's level and many more public and private colleges provide undergraduate education in journalism. In addition, training institutes such as the Nepal Press Institute (NPI) have been conducting such training for 500 journalists each year since 1984. There is huge demand and scope for journalistic training. Moreover, increasing competition among journalists has created an urge among journalists to acquire new skills and knowledge. Two specific training modules aimed at informing journalists of ways to report conflicts – Peace Journalism and Conflict Conscious Reporting – were tried out in Nepal in 2002. The training programs were implemented by NPI and the Centre for Investigative Journalism (CIJ) jointly and NPI respectively. Among other things, the training programs led to the realization among the participants that reporting conflicts was different from how “war” or “sports” journalism was done and how by doing good journalism journalists could better inform all stakeholders about what was going on in the right perspective.

Improvement needed in conflict journalism training

Bearing in mind the problems faced by community radio journalists and the previous training initiatives in Nepal, conflict journalism training should address the following so that it can contribute to conflict management:

The demand for journalists has attracted many to the profession, many of whom don't have formal training in the basic social sciences and journalism. The participants of the training should demonstrate basic education criteria to ensure that they understand complex issues – including conflicts.

- Better acquainting journalists with journalism skills and knowledge to help them understand conflicts and their dynamics.
- Enhancing journalists' understanding of violence – both behavioral (killing, beating, torture, maiming, etc) and structural – or the less obvious form, which according to Fisher et. al. “can be equally damaging and perhaps even more difficult to address” – (exclusion, discrimination, etc.).
- Emphasizing the preparing of reports not only based on events but also with in-depth analysis and adequate follow-up coverage.
-

- Most of the regular training programs now available in Nepal are largely focused on basic skills, which is why the reporting of the issues relating to Nepal's on-going conflict and many other latent issues has remained inaccurate and incomplete. So improvement in quality of the training courses and the instruction methods and approaches is needed with more focused training programs.
- Improving the conflict-sensitive desk and copyediting so that sensational headlines and contents are not unintentionally prepared, some of which may have actually contributed to aggravating the desire for revenge to justify more violence.
- Being the channel of communication that is accessible to almost all sides in any conflict, the media – and by implication journalists – are best placed to take on the role of social mediation in a macro perspective. In addition to the journalistic training, their social mediation capacity should also be enhanced.
- The journalists should be prepared for both violent conflict as well as other less-visible conflicts.

Conclusion

The world's history of conflict has shown that the peace building process is complex, sensitive, delicate and very fragile. Our own previous experience in Nepal has also proved that negotiation is not very simple. Ceasefires and peace talks can be broken at any time without any further progress if all the conflicting parties do not make sincere efforts to restore lasting peace.

Despite journalists having to face greater difficulties in a time of violent conflict in a society, they need to put all their effort into good journalism to play the role of an effective social mediator for resolving the different types of conflict and restoring lasting peace. As Ross Howard said, "Few journalists have any training in the theory of conflict. Having the skills to analyze conflict will enable a reporter to be a more effective professional journalist". The capacity of journalists, nevertheless, needs to be built to understand conflicts and their dynamics which may vary from one to another.

In addition to capacity building, solidarity among journalists is a must – not just to improve the role of journalists in conflict transformation and challenge those who violate the ethics of our profession – but also to face emerging challenges. The existence of ACORAB has helped community radios of Nepal by acting as a protective shield to save the radio stations and their journalists from any threat.

Journalistic training in Cambodia

Reach Sambath

Press Officer, Extraordinary Chambers in the Courts of Cambodia (ECCC), Cambodia

We all agree that good journalism requires adequate skills. If you don't have those skills you cannot produce quality. And quality can go through different processes and methods.

For example, Cambodia which has gone through many regimes from the Monarchy to the Republic and from Republic to pure Communist regime – led by Mr Pol Pot, who abolished all press, schools, markets, hospitals and money and millions of people died and executed – and then to the democratically elected government in 1993, when Cambodian media began to enjoy press freedom.

But the freedom did not automatically make the press in Cambodia be on the right track because most of our working journalists have very limited education and no skills in journalism and computers. Some people compare our working journalists to a firefly which has just hatched and first starting to enjoy freedom. It can hit a wall, a tree or sometimes unluckily land in children's hands. In other words they can be in danger very easily.

That is why they need adequate skills. Without them, they cannot even defend themselves. Just like our panelists said prior to my presentation in Bonn on Tuesday, June 3rd, 2008, when you have more knowledge, trouble disappears.

Challenges / difficulties:

When we talk about training journalists we mean training working journalists who do not have sufficient skills in journalism and training young high school graduates who are actually fresh students and want to become journalists. So our goal in training is to offer them adequate journalism skills to help make them become journalists.

Training working journalists poses several difficulties:

- They are not disciplined and punctual
- They have very limited education
- They have no computer or English skills
- They think they do not need to learn new concepts

Sometimes I compare them to a glass of water which already contains some water. When you put additional water into that glass it will never mix well. This is very opposite to the fresh students who are contrasted to all points mentioned above.

German involvement brings a better future to our media

Since 2003, with strong support from our German counterparts the Konrad Adenauer Foundation, the German Development Agency (DED) and the Germany Academic Exchange Service (DAAD), a journalism department with an academic program called Department of Media and Communication under the umbrella of the Royal University of Phnom Penh (RUPP) was set up with the aim of teaching freshmen year students. It is a four-year program and after graduation students obtain a bachelor's degree.

One cannot deny that DW also plays a very important role in DMC by sending well-experienced journalists to teach electronic media there and two of the trainers are here with us, Dr. Andrea Rübenacker and Dr. Helmut Osang, who taught at DMC on several occasions. DW and other German organizations also bring our students to Germany for internship. These young journalists become Cambodia's new generation of journalists who have a mixture of Cambodian and Western journalism skills and insights. I call them "German seeds". One hundred percent of our graduates have got jobs.

But one should remember that imparting knowledge to human beings is not like planting beans. Beans may take one day to grow, but to implanting can take years to grow on the right track. So this means there is still along way to go.

Dangers

Many working journalists in Cambodia have gone through short-course training by foreign trainers. I think it is good to have foreign trainers, but in that kind of class we need to have qualified translators or a translator with skills in journalism. If not, it could also put journalism training in danger. For example, when you say press freedom entails responsibility and the translator misses the last part. So it could be harmful. Of course we need to have both foreign and local trainers. Foreign trainers have up-to-date skills and know a lot about how to use modern equipment.

Limits

We also see that when conducting training we need to train both reporters and senior editors. I used to have complaints from my students that you are teaching us how to write an inverted pyramid style, but my editors did not agree with me. So why don't you bring my editors to sit in your classroom as well?

With that proposal we launched a Diploma Course in 2005 to train senior editors with the help of UNESCO. This course is also conducted under the RUPP, aiming to train them with an academic perspective and senior editors can obtain diploma certificates when they graduate. They are very happy with our new offer. This is similar to what our colleague from Pakistan mentioned at the forum about Pakistan's situation. Within three days of notification, we received more than 200 applications. But we accepted only 36. The class convenes from 5:30 – 8:30 p.m. During this time they are free from their duties. We see a huge effectiveness and differences by conducting such training. Now those who have graduated from our diploma course are running media organizations in the country. Unfortunately that class doesn't exist anymore due to funding problems.

We also found a new solution that if we train working journalists only half days, the training is more effective. Normally working journalists can attend our class in the morning and they can work for their paper in the afternoon. The next day they can bring their articles to class for a classroom assessment technique.

Iraq - Bridging the gap between education and the working realities of journalists

Anja Wollenberg

Head of Media in Cooperation and Transition (MICT), Germany

MICT – Media in Cooperation and Transition is a non-profit agency that specializes in the training of journalists and media producers, program and content development, as well as media monitoring in conflict zones. Since its founding in early 2004, MICT has been undertaking media-related projects together with Iraqi activists, journalists, artists, and media producers on political and cultural topics in Iraq. Training of journalists was and still is essentially part of these activities.

Educational programs for journalists in Iraqi universities and vocational schools are hopelessly outdated and still strongly tied to the journalistic methods employed during the reign of Saddam Hussein. University teachers and curricula have changed very little in recent years despite the drastic transformations the country is otherwise going through.

More than in universities and schools, education in journalism is most often achieved through programs offered by media outlets themselves, or by international institutions such as Deutsche Welle, BBC World Service Trust, Institute for War and Peace Reporting (IWPR), Reuters, International Media Support, and the International Federation of Journalists (IFJ) – to name just a few of the organizations active in the field of media development in Iraq. Qualification programs offered by foreign institutions are greatly needed and highly appreciated by the journalists and the media outlets which benefit from them. The combined efforts of foreign institutions and media outlets in the country, have led to remarkable improvements to the quality of journalism in Iraq over the last few years.

The primary problem with working in Iraq, however, is that foreign professionals are not realistically able to enter the country and stay for any extended amount of time. It is all but impossible to run offices in Baghdad, or for Western organizations to run training courses on location. Instead, training is usually conducted outside of Iraq in neighboring countries or even in Europe, depending upon the sources of financial support. Training programs thus tend to be highly expensive and, as a consequence, rather condensed in terms of time and content. This problem is aggravated by the fact that good journalists are hard to find within the country, and that managers of media outlets cannot afford to allow their best team members to take any time off of work for more than a few days. Under these circumstances, a patchwork of short, specialized and intensive training programs conducted outside the country has emerged in Iraq.

Although Iraqi journalists have clearly taken advantage of this diversity of educational input, education remains detached from the realities on the ground: training is factually detached from the working conditions of journalists in Iraq and the specific problems these journalists have to deal with. Among these problems is the extraordinary lack of security, the daily risk to life, lawlessness, but also the political affiliation of media with parties and other interest groups that have a strong impact on the work of journalists. Under these circumstances a substantial share of newly acquired skills fades away in the transition from training to actual work. One result is

that, though journalists tend to know a lot about good journalism in theory, the actual level of writing – when compared to the theoretical knowledge gained – often remains rather low.

A number of strategies have been implemented to help bridge the gap between learning and working. One of these strategies is involving Iraqi or Arab experts as teachers in the training process rather than relying simply on foreign experts. Another is designing qualification programs not as single units but as series of learning units, in which the same group of journalists takes part from beginning to end. Another strategy has been moving training sessions to Erbil, in the north of Iraq, which has become a relatively safe area over the past years.

MICT's strategy for overcoming the gap is a systematic combination of both productive and educational elements in our projects. Work-related and learning components are systematically intertwined.

How is that strategy implemented?

Over the past two years, MICT has created a number of radio productions in Iraq which deal with cultural and political issues such as that of federalism in Iraq, women's issues, freedom of speech and the elections in 2005. These projects were each designed as a series of radio shows, produced and broadcasted in cooperation with a network of six to ten Iraqi radio stations and in cooperation with a network of Iraqi journalists. Embedded in the workflow were the following learning components:

- Training: the production starts and ends with a training session. Experiences from the joint production can be reflected on and used as material in the training. The latter is focused on the demands of the joint production.
- Coaching: While working in the project, the participating journalists submit their contributions to an external expert (in most cases identical with the trainer) who provides feedback and advice on how to improve the given piece. Participants in the project receive constant feedback regarding the quality of their work.

When learning components such as these are merged with the working process, a high level of learning deeply anchored in the working environment itself can be achieved.

Another example of how to increase sustainability through the integration of work-related and training elements is the NIQASH project. www.niqash.org is a website in three languages covering the political transformation taking place in Iraq. The website has been managed by MICT for the past three years. Contributions to the site are delivered by a network of about twenty journalists from all parts of Iraq. Coverage of Iraqi politics thus comes from within and throughout the country. The embedded learning components are:

- Articles are submitted to the editor-in-chief of the website. That person in turn provides the authors with systematic feedback regarding quality aspects of their work.
- The journalists writing for the website are invited to training sessions on a regular basis. The content of the training programs is designed in close correlation to demands articulated by the journalists involved.

The continuity of cooperation, in combination with the integration of on-the-job training components, has led to a significant increase in journalistic competence among NIQASH journalists over the past three years.

There are other European NGOs in Iraq that are actively supporting Iraqi journalists and that have managed to overcome the gap between training and professional work. IWPR has established an office in Sulimaniya and is offering ongoing journalist training programs for Kurdish and Arab journalists. The courses are visited by a growing community of journalists – both men and women – from all parts of the country. Another example: BBC World Service Trust founded the radio station Al-Mirbad in the southern city of Basra in 2004 and continuously provides training opportunities for the staff in Iraq as well as in the U.K. These are examples of successful qualification programs that will help to improve the spread of high quality information throughout the country.

In a Training Needs Assessment, the International Research & Exchanges Board (IREX) and the BBC World Service Trust recently recommended that the “demand for basic journalism training should be integrated into more complex projects, rather than conducted on a short-term, ad-hoc basis” and that “media development projects in Iraq need to include a built-in incentive to Iraqi media organizations to implement the acquired skills and develop a training tradition internally”. I would like to express my complete agreement with these findings and add that journalist training programs offered by Western NGOs in Iraq should seek to strengthen any possible links to the actual working processes involved and the working conditions experienced by media producers on the ground.

Chapter 4

The Bonn Network - Enabling rapid action in conflict situations

The initiation to create the Bonn Network has been conducted in April 2007 in Bonn during a pre-conference to the Global Media Forum. The “Media in Conflict Prevention and Peace-building Strategies” conference gathered international non-governmental- as well as media organizations in order to strengthen cooperation in peace-building. Initially, the Bonn Network was primarily an organization focussing on training activities. However, with the engagement of the European Broadcasting Union (EBU) to join the Bonn Network, an increased emphasis on broadcasting as an instrument of rapid action in conflict prevention was signalled.

On behalf of the EBU, Director-General Jean Réveillon, participated at the Global Media Forum and explained how the role of Public Service Broadcasters (PBSs) is key in conflict resolution, peace building and reconciliation. The EBU is very active in this field and is committed to democracy and to bringing independent and unbiased information out of conflict zones anytime and anywhere. Jean Réveillon gave concrete examples (Bosnia, Kosovo and Lebanon cases) of the EBU’s involvement in the creation of totally new public service entities within a hostile environment characterized by ethnic or religious conflicts.

In order to enable media to work in conflict zones, Mr Réveillon acknowledged the need for greater coordination between all parties involved, including media organisations, and to identify priorities and actions. The EBU is obviously committed to cooperating with all actors and will mobilise its resources also through the WBU to make progress on a best common plan. During the DW Global Media Forum, more than 20 founding members decided to establish the Bonn Network as a legal entity in Brussels. Deutsche Welle has been an active partner of the Bonn Network since the beginning and is represented through its director of International Relations, Adelheid Feilcke-Tiemann.

Background and activities of the Bonn Network

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Dr. Bent Nørby Bonde
Director, Media Progress, Denmark

Since the post-Cold War conflicts in the 1990s illustrated how strong a role media play in instigating conflict, the focus on professional media playing a constructive role in international conflict prevention has become an increasingly important factor in determining whether international efforts to sustain peace succeed.

However, it is well-known that not all media support has been equally successful. Different international actors choose different strategies, giving their support to media haphazardly and local media surprise by not being committed to professional ethics with their de-escalating



L-R: Erling Dessau, Adelheid Feilcke-Tiemann



Dr. Bent Nørby Bonde

values. It also seems to be a continuous problem that media interventions come in late and not always have a long-term perspective. Lack of joint resources and capacity often delays restoration of facilities for production and distribution of crucial humanitarian information and independent news services in war-torn areas.

Intergovernmental, regional and non-governmental organizations, as well as international and local media already possess important experience from their work with media in conflict prevention and peace building. Some organizations have worked with a mandate from the Security Council, whereas others have done without. In some cases they have collaborated constructively with local authorities, in other cases the work has been carried out solely through community media and local NGOs. The diversity in approaches from different organizations and donors has in some cases been counterproductive because of lacking will to cooperate or even participate in information sharing. In cases where the different actors have shared a minimum of common objectives, joint visions and values, the diversity in approaches has, however, proved to be strength. The Bonn Network was founded as a response to help bring about more coordination and to build a joint capacity for all its members to react rapidly in crises. However, the network was also intended to create sort of a neutral public sphere in which all actors independently from the funding donors could discuss, test, develop and implement media activities with greatest possible impact on peace building and conflict prevention.

It was agreed that the aim of the Bonn Network is to increase, develop and pool international knowledge, expertise and best practices in the field of media as an integral part of conflict prevention and peace building to help actors to increase cooperation on the implementation of long term strategies and to contribute to independent analytics, experts, technical and financial resources for rapid and coordinated interventions in crisis situations.

Activities for the Bonn Network:

To enable all member organizations – alone or jointly – to act rapidly in crises a number of activities are foreseen:

- By networking between international, regional and local organizations, members of the Bonn Network can ease the way for inputs from the field to donors and similarly to ensure that strategies can be developed collectively and implemented with solid local partners.
- By networking between the member organizations it is intended to identify and set up mechanisms for provision of much needed production and broadcast equipment in post-conflict media destroyed by wars.
- By networking between a number of international research institutes it is intended to

have current and updated information about media landscapes and content in most potential conflict countries.

- By networking between the many member organizations with experience from conflict situations key experts will be identified to allow joint assessment missions and joint rapid actions.
- By networking with larger national and international organizations mechanisms for increased knowledge about local safety procedures will be offered to implementing members.
- By developing procedures for rapid actions a division of responsibilities between the member organizations will tentatively be agreed according to geographic, thematic and media competencies.

To enable coherent and coordinated strategies for using media in crisis situations a number of activities are foreseen:

- By networking between the member research institutes and implementing organizations' studies on methodologies and country-specific conflicts these resources then will be available for all members.
- By setting up mechanisms which continuously involve member organizations and donors, coherent local strategies for peace building and conflict prevention will be carried out.
- By ensuring exchange of members' case studies, assessment and evaluation reports, the capacity of all organizations will be increased and the impact of their activities enhanced.
- By adding to existing toolboxes, future methodologies for using media in crises will be developed and improved.

To enhance advocacy and neutral policy advice towards the European Union, regional organizations and large national and international donors, a number of activities are foreseen:

- Dialogue about media strategies will be carried out with the European Commissions' Instrument for Stability, the national desks of the Commission as well as the Council of the European Union, its secretariat and bodies for member states.
- Policy papers will be developed on integration of media assistance into mainstream European and national strategies for conflict prevention.
- Capacity of regional organizations like AU, OAS, Arab League and others will be established to integrate media into their crisis strategies.
- A mechanism will be set up for provision of neutral advice to donors and other international actors on how to use media for their crises interventions.

The Bonn Network has already become part of the Peacebuilding Partnership, developed by the European Commission, and is currently in the well-known process of fundraising for its activities.

A first step was taken in DW's conference in April 2007, a second and larger step in the DW Global Media Forum in June 2008, and hopefully we will soon be able to take the decisive step of establishing a secretariat in Brussels and let the Bonn Network start working on a larger scale.

Visions for the Bonn Network strategy

Erling Dessau

Special Advisor to the Humanitarian Futures Programme, Kings College, France

Let me first provide you with a disclaimer: I am not as such a media person nor directly linked to the media. I benefit from and I have benefited in my work and I am a consumer of the media sphere.

From my modest viewpoint I can see tremendous benefits from a closer collaboration between the media and the many parties and organizations involved in conflict prevention, peace-keeping and peace building like the EU, the United Nations, governments, etc. The proposed Bonn Network is in my opinion indeed a step in the right direction. The likely added value is apparent to support rapid action in any emerging “crisis situation”.

In essence I would suggest there are at least four immediate beneficiaries from a body like the Bonn Network: Firstly the EU, the United Nations and other major international organizations as well as many governments funding and supporting conflict prevention, peace-keeping and peace building. Secondly the many humanitarian organizations like NGOs operating in conflict areas. Thirdly likely the media and several media organizations, but fourthly and not least, the parties to any conflict who may benefit from a better global understanding of the causes and the facts behind the conflict and the process of peace building and obtaining objective reporting.

I may address you here today based on my quite long experience with the United Nations now for over 30 years and during this period also responsible as the UN Coordinator for Somalia and subsequently Afghanistan – although now some years ago – as well as my role as UN Resident Coordinator in six other countries, mainly in Asia. But also related to my subsequent experience working with UNESCO and with the University for Peace of the United Nations and its emphasis on media and conflict and now as member of a team at King’s College, London, concerned with the Humanitarian Futures Programme and the crucial role of a well thought out strategy by the humanitarian organizations, instilling and alerting such organizations to be anticipatory, agile, better informed and to collaborate more effectively and thus be better prepared for the future and for likely future human risks, threats and the potential vast human vulnerability and the wider human security all so relevant for any humanitarian operation.

My own experience covers not only countries in conflict, but also several natural disasters like earthquakes and “the floods of the century” (in Bangladesh) and much more.

As a United Nations officer I have, of course, been extensively involved with the media. So I like to believe I understand reasonably well the very important role the media can play, and are playing and have been playing in facilitating conflict prevention as well as peace-keeping and peace building. But also in distributing very crucial information in facilitating humanitarian work. As an example, in Somalia we benefited (and perhaps also misused) among others the BBC Somalia Services when we wanted to convey important messages to the population. Almost everybody had at that time access to a battery-operated shortwave radio.

I would like to offer a few salient points: It is, I believe, a common experience that not all of the media people do their best “homework” or carry out the necessary research to better understand a complex, critical or crisis situation. It is therefore useful to have a good working relationship between the media and humanitarian organizations and the numerous other international organizations. I would in this context also like to refer to what I would like to call “knowledge-based” media and reporting. What I wish to emphasize is the importance of having access to baseline data, to have access to a depository of relevant local information in order to better analyze and understand a situation and to set the actual situation or crisis in the right perspective. And to recognize what role besides basic reporting the media would be able to fulfill. That means to recognize the broader “settings”: the political as well as the social, cultural and economical background. It is therefore necessary for the media, the humanitarian and other national and international organizations to work together for longer periods.

The proposed Bonn Network is likely an important step to establish some more lasting and more intimate relationships. By building a knowledge base, a network, and identifying people and organizations who know what and how and why, we may likely be more successful in working together and in facilitating the work of the media and in strengthening the role of international organizations and NGOs.

Also, from my many years of quite constructive connection particularly with the Nordic national radio and the press, I understand how important it is to have personal contact with media persons who are knowledgeable for instance of the UN or EU, and understand what role they can play, but of course who also have an understanding of the local situation, and to work with media that are willing to listen and try to better understand the actual situation.

But it is not only the media, but also the listeners and television viewers, who are important. We must learn and understand what the population, the “common persons”, in the various places around the world are likely or willing to understand and be likely interested in. There are many competing news stories, for instance the recent cyclone in Myanmar and the earthquake in China at almost the same time.

It is also important to balance the news. A terrorist bombing is always hot news, but the several long-lasting conflicts, like in Congo, Sudan, Somalia and perhaps Iraq, as well as the thousands of people dying everyday in conflict countries – or of malaria, tuberculosis and HIV/AIDS – usually many times more that any terrorist acts, usually get limited attention. The 9/11 tragedy was of course a big and very dramatic event in the United States and for the world at large, quite understandably, but compared to such a “macro event”, the likely larger number of people killed in traffic every day or the numbers of daily murders around the world get only scant attention. I would also like to mention the many war-traumatized children. This is perhaps a trivial remark but worth remembering. What I am trying to say is that it is necessary for the media and for us humanitarian practitioners to put our messages in the right perspective.

This is of course a vast subject and often discussed. We are here today mainly to emphasize the importance of the possible future Bonn Network, which as already mentioned I can personally strongly endorse. It is highly important to see the media “as an integrated tool in conflict prevention and in peace building”.

It is clearly very crucial for the United Nations and for the EU and any other international organization to have the capacity for rapid response and to have access to a depository of know-how and to highly experienced media persons.

I would like to bring in another related subject: The role of the newest technology like the Internet, search engines, mobile phones, etc. I was perhaps among one of the very first in the UN to receive a so-called “mobile phone”. It was the size of a big suitcase and had to be positioned on the roof and turned in the direction of a satellite. Now a huge number of people have mobile phones including phones with television and a camera. The role of the media is indeed changing very rapidly. I am perhaps an old-fashioned person, enjoying my daily big newspapers like The New York Times, Herald Tribune and Le Monde, but I also listen extensively to BBC. But most modern people prefer the “flash news” without too lengthy and detailed exposés. So the skill is how to describe a complex situation in almost no time. All this is perhaps too detailed for our actual discussion here today.

So in brief I am very much looking forward to continuing to be a participant in this new, very important and highly useful Bonn Network. If Deutsche Welle, the EU and several more key organizations willingly adopt this new venture, I am confident we will all benefit tremendously.

Chapter 5

Media diversity - Training for a digital world

Media diversity - Training for a digital world

Dr. Javad Mottaghi

Director, Asia-Pacific Institute for Broadcasting Development (AIBD), Malaysia

In 1948, Mahatma Gandhi said that, “Nonviolence is not a garment to be put on and off at will. Its seat is in the heart, and it must be an inseparable part of our very being”. In 1965, Martin Luther King said that, “Mankind must put an end to war or war will put an end to mankind,” and the best way to start is to put an end to war in Vietnam. It is no longer a choice between violence and nonviolence. It is either nonviolence or nonexistence. In 1967 he said, “Every time we drop our bombs in North Vietnam, President Johnson talks eloquently about peace. What is the problem? Destructive means cannot bring about constructive end,” said King.

Dr. King also said in 1965: “The reason I can’t follow the old eye-for-an-eye philosophy is that it ends up leaving everyone blind.” Racial injustice around the world, poverty and war are the three problems that human beings are facing. When man solves these three problems he will have squared his moral progress with his scientific progress.

It is impossible to end hatred with hatred. Stability and peace in our land will not come from the barrel of a gun and peace without justice is an impossibility. If we journalists want to resolve conflict, we should not talk to our friends and onlookers only. We should talk to our enemies who hate us. The ultimate test of a journalist is not where he stands in moments of comfort and convenience, but where he stands in moments of challenge and moments of controversy. That is the art of the journalist in resolving conflict.

I doubt that most of the politicians have the will or intention to create a peaceful world. It is therefore up to the media to push for peace before it gets too late. Peace through nonviolent means is neither illogical nor unattainable. All other methods have failed. Thus we must begin anew. Nonviolence journalism is a good starting point. If we do not act, we shall surely be dragged down the long, dark, and shameful corridors of time reserved for those who possess power without compassion, might without morality, and strength without sight. Wars and conflicts that have caused blood to be shed for centuries arise from passionate feelings and facile counter-positions, such as “Us and Them”, good and bad, among others. In short, it is all about power to set the global or national agenda. But who sets the agenda?

Dr. Chandra Muzaffar, a Malaysian philosopher suggests that the elites who have more power, authority or influence than others in society set the agenda. A politician or a media practitioner may be part of the elite and as such he or she may shape the agenda at national or global level. He adds that a certain school of thought that he calls global capitalism is the dominant ideology. It serves the interests of elites, business and other economic elites, the political elites, cultural elites, elites in every sphere and hence it has become the reigning ideology, the ruling ideology. It is an ideology

which equates freedom with the freedom to consume. The freedom to shop, that's what it is. Some of the contemporary wars are also linked to this ideology, to greed, to the conquest of other territories and their resources. It is linked to the desire to dominate and to manipulate markets.

We media professionals do not admit that some of the greatest tragedies that confront us are linked in one way or another with this ideology. The crisis of environment and climate change is related partly to human greed and greed is very much part of this philosophy, global capitalism. But we in media do not talk about this in great depth. We show what is happening in Chad or in Liberia, Palestine, Iraq, Afghanistan and so on, which is good but we will not deal with that underlying cause. The media may talk about so many dead in Iraq. At times we may even criticize a war. But we do not address the power structure that allows elite dominance and control because the mainstream media are controlled by the elite. Apart from hundreds of thousands of innocent people who lost their lives in war over the last 10 years, more than 1,000 journalists and critical support workers, i.e. our colleagues, have also died trying to tell the story and yet we do not address the roots.

Does this mean that we can hope for better things from the alternative media? Will they offer the changed agenda that we dream of? I'm not so sure. No doubt that the alternative media does make a contribution. It does say things which the mainstream media would not dare to touch upon. But even the alternative media, even citizens' journalism, has its limits.

New technologies offer information, which in earlier times was difficult to get. The ease and quickness in accessing information from varied sources can help journalists to report conflicts in a non-partisan manner. Web logs can offer alternative viewpoints and perspectives not considered by mainstream media. Web logs thus can help journalists create a balance in reporting events and issues. However, blogs will supplement, not replace, traditional forms of media.

The American author Doc Searls says that: "Journalism is going to have to get used to making room for lots of other people who are not journalists by training, but who are just moved by whatever their nature happens to be." The American technology writer Dan Gillmor goes further to say an interesting point: "One of the things I'm sure about in journalism right now is that my readers know more than I do." So perhaps it is true to say that "No One Owns Journalism".

Though no technology is inherently good or bad, it is probable that the use of any technology will reflect the ideology of a society's dominant power structures, as well as contribute to the very shaping of that society. Information and Communication Technology (ICT) is a powerful tool for sustainable economic and social development, but as far as democracy is concerned, it poses both threats and opportunities. New media can also be used for generating hatred as well as to resolve conflicts – as much as the traditional media.

However, in the long run, I am optimistic that change will take place. It is a combination of a variety of factors that brings about change – politics, economics, culture, and most importantly, individuals. All these will work together and in the end, I believe that we will have a different world. But it takes time.

The issue of censorship is not confined to the governments. Governments may censor and it is visible and acknowledged. Media houses practice self-censorship. This is neither visible nor acknowledged. The digital media can help journalists bypass both, by offering a tool for free international communication to those who can access digital media and have the skills to use it.

I do not believe that we can change anything in the globe until we first change ourselves. I certainly feel that the most important challenge of the day for us as journalists is how to bring about a revolution in our hearts and minds, a revolution, which has to start with each one of us. Could be done by training? Perhaps. But it has to come from our hearts and minds.

If that happens, we can transform our media to a platform for democratic discourse, the people's network and a meeting place for the public. We can support the voice of the people by developing community media by capacity building of media professionals and media institutions. And, most importantly, we can win the public's trust and confidence in the media.

So, we at the AIBD initiated a number of projects aiming to help conflict resolution. We have implemented, jointly with DW and others, peace journalism workshops in Nepal, Sri Lanka, the Philippines, Bangladesh, Indonesia and many other countries. We invited radio news reporters from only India and Pakistan to attend a two-week workshop in Kuala Lumpur on peace journalism, which was successful. We are planning to invite TV news reporters of the same countries for a similar joint workshop. AIBD and CBA selected two TV producers, one from India and another from Pakistan, to produce a TV program on the children of Kashmir, entitled "Children growing up in a conflict situation".

Since 2004 we have initiated a World Award on the Best TV Documentary Contributing to Conflict Resolution. The topic will rotate from conflict resolution and promoting religious understanding each year. In the first year we had only 12 entries, now we have more than 30 entries per year. We are trying to put them all on the air in many countries.

There are hardly any religious commentators or special reporters familiar with religious issues in broadcasting organizations in our region. We have sports commentators, political analysts, etc. but we hardly have a person who has been trained in the field of reporting on religions and cultures. AIBD has initiated regional workshops on understanding and reporting religions and culture followed by various in-country workshops on the same topics sensitizing broadcasters to think about such areas.



L-R: Dr. Javad Mottaghi, Staffan Sonning

We initiated series of radio and TV co-productions on cultural diversity and migration. We initiated a new TV children's co-production series entitled "I am..."; the programs look at various stories told by children, who talk about their culture and way of life – saying that I am Christian, I am a Buddhist, I am a Muslim, I am a Jew, I am Hindu, etc.

We have also initiated the online MBA in media and communication. This would be in the form of 12 subjects for 12 months online, plus a face-to-face course for four weeks and a thesis at the end of the MBA. AIBD has also initiated several international and regional media dialogues: the Asia Media Summit, which is global gathering in Asia every year, and the Asia-Pacific and Europe Media Dialogue every two years with our partners in Europe. In addition to this we have organized North America-Asia Media Dialogue, Afro-Asia Media Dialogue and Arab Asia Media Dialogue, all considered to be positive steps towards creating a better understanding among media stakeholders around the globe.

We have entered the age of increased speed and closeness of time, place and space. "The age of communication" can be the "age of dialogue" and traditional and new media can be the network, granted that we are tuned to and hear the silent voice of the world. However, in the process of dialogue, reaching a common view is not as important as reaching a mutual understanding.

The world has now shrunk to a small global village due to the communication revolution and yet we have not had the ethical commitment to make it a brotherhood. We must all learn to live together as brothers or we will all perish together as fools. We must respect our differences and cultural diversity but focus on our commonalities.

The evolving role of digital media in Africa: Kenya and Zimbabwe

Chido Makunike

Journalist, African web entrepreneur and online writer, Senegal

African media is disproportionately dependent on Western agencies for news of the world, and even for news about much of Africa. A lot of the news diet served Africans by their media is therefore often the perspectives of Westerners. At worst this tends to focus on crisis, hunger and bloodshed to the exclusion of much else. But even when this is not the preoccupation, Africans often have to get news of their own reality through a Western filter. Perceptions and views of 'self' and other Africans, and of people and events in the rest of the world, are based primarily on how those people and events are portrayed in the initial reports of the Western news agencies.

Digital media has reduced this exclusive reliance on Western news agencies, and made it possible to get direct reports on issues and events of interest in many parts of Africa and beyond. Even when the still dominant Western news agencies are the primary sources of the initial reports on a situation in an African country, Africans with access to the Internet now have the means to widely communicate their own interpretations of the events to each other and to the world in a way that was not possible before the advent of this technology.

As in other parts of the world in their relatively early stages with digital media, African web publishers have used these media mainly for social networking, to show off their interest or knowledge on a particular topic and other such personally focused uses. As elsewhere, African users of digital media have enjoyed the newfound power to be heard and seen in ways not accessible to them before, and on their own terms.

The ‘professionalism’ of this type of citizen publishing is mixed. Many make little serious effort to adhere to rigorous professional standards, but most readers are savvy enough to treat the musings of bloggers, for example, with that in mind. A few blogs and websites work hard to produce a quality product, while many are more concerned about expressing themselves than they are about quality. A more forgiving yardstick is used to judge the content of such media than is used for more conventional “professional” media. Bloggers are generally understood to be opinionated non-professionals who are not necessarily seeking to be journalists but to merely be heard, while the professional media is expected to also live up to certain minimum standards of objectivity.

But there have been times when unrest in a country has forced such ‘vanity publishing’ to fill gaps left by conventional media. An example was the recent post-election unrest in Kenya. Several Kenyan blogs became important sources of news for many reasons. Events were developing faster than the conventional media could keep up with them. Conventional media was constrained by relatively inflexible publishing deadlines from delivering news as it happened, even if they also had an online presence that could have made them keep up with the bloggers. It was not just access to digital media that was the issue, but a completely different approach to publishing.

The bloggers had no publishing deadlines and other structures to worry about as did the conventional media, and could publish ‘on the fly.’ Several Kenyan bloggers became reliable sources of as-it-happened news, perspectives, photos and rumors. Many of the conventional media began to cite the blogs to gauge what public sentiment was, even if they did not go as far as to claim the bloggers were delivering ‘straight’ news. In at least that regard the best of the blogs served a very useful function which conventional media struggled to keep up with, at least for the weeks of the unrest.

Although many of these blogs may have fairly limited readership during normal times, during Kenya’s crisis the conventional media amplified the reach of the bloggers by bringing them to the attention of many readers who might never have come across them.

There were also some blogs that fed into the ethnic tensions and seemed to want to stoke them, but the conventional media was generally careful to stay clear of recommending these to their readers, helping to limit their reach and influence. Another factor was that the Internet is available to a rapidly growing but still small percentage of Africans, so the influence for both good and bad of digital media is still very small compared to radio, the main source of news for Africans.

In most African countries the dominant media are generally government controlled, leading to a heavy emphasis on the views of officialdom. Digital media are now an important support help to independent conventional media.



L-R: Dr. Helmut Osang, Head Asia Division, DW-AKADEMIE; Gerda Meuer, Managing Director, DW-AKADEMIE; Dr. Javad Mottaghi, Director of AIBD

Kenya and Zimbabwe have many things in common. But their political progressions have sharply differed in the last decade. Kenya has become gradually more open and democratic, with a vibrant private media to provide balance to the official media. Zimbabwe, on the other hand, has seen its political and media space shrink dramatically. Many middle of the road and government-critical publications have been forced to close, both because of the country's poorly performing economy and an increasingly controlled and hostile media-operating environment.

The few remaining private independent media struggle to survive, and their reach has remained stagnant or declined. This has left a rabidly pro-government and virulently anti-opposition media (newspapers, radio and TV) as the only source of information for the vast majority of Zimbabweans, even those who dismiss much of what that official media serves as outright propaganda.

The closure of many private news outlets on economic and political grounds has driven many of the country's media professionals out of the country. That and the hunger of Zimbabweans at home and abroad for news alternatives to the government media has spawned a thriving, almost exclusively digital media alternative, based mainly in South Africa and the UK. This has led to the unusual situation of most of the Zimbabwean media being based outside the country!

The many externally-based Zimbabwe websites and blogs broadly serve two main functions: to aggregate news articles about Zimbabwe from all over the world and to provide platforms for Zimbabweans around the world anguished about events in their country to vent and debate their feelings and opinions.

A number of the websites reflect the professional media training of their operators. These are run according to fairly strict journalistic standards, performing a role very similar to that of some of the now defunct Zimbabwe newspapers. Some of them have maintained good sources in Zimbabwe and are occasionally even able to feature news 'scoops' that shame the in-country media. Many of these more 'formal' types of digital media also often feature well-argued opinion and analytical pieces. It is no longer considered odd or unusual for readers of the externally based websites to be better and quicker informed of political news at home than many people actually living there.

Most of the blogs and websites, however, are not and do not seriously seek to be considered as authoritative sources of news or analysis. They mainly provide space for readers to vent their true feelings about the overall crisis in Zimbabwe. While not professional journalism, this is nevertheless a useful function in a country where most avenues for political expression which is contrary to the official government view have been ruthlessly suppressed.

As useful as is the function that is served by this more emotive, less journalistic type of digital media, it has its limits. For one thing, more expressive heat than analytical light is generated. This is not necessarily an indictment of this type of website/blog, but merely an indication of the unique and narrow, non-journalistic purpose for which it exists. It seeks to be a social vent for pent-up feelings that have few other means of being expressed, by either readers reluctantly far away from home, or at home but feeling politically oppressed.

Almost all of the externally-based online Zimbabwean media are generally critical of the currently ruling government. In this respect it could be said to lack 'balance.' This state of affairs is to a large extent because most of the Zimbabweans who operate and patronize these websites are in some way 'in exile' because of the political and/or economic situation at home, and so as a group they can be loosely considered to be critics of the government. Others would argue that the overwhelmingly government-critical tone of the sites is simply a true reflection of the sentiments of most Zimbabweans. Still others would argue that this overwhelmingly government-critical stance is justified by the need to give a platform to the voiceless and to counter the stridently pro-government stance of Zimbabwe's official media.

The Zimbabwean digital media is an important source of information for the many Zimbabweans outside their country. They may still log onto the government's digital media to get the official angle on an issue, but they will then resort to the private, externally-based websites and blogs for opinions, interpretations and contrary views.

Although relatively few people in Zimbabwe itself have direct access to the Internet, this does not mean the influence of the external digital media there is minor. Those few who have access to it vastly amplify what they read online to many others because of the great 'news hunger' that exists in Zimbabwe. That amplification takes many forms. Word of mouth and cell phone SMS are two of the major means, with downloaded articles also being passed on electronically to those who may have email but not Web access.

The externally-based digital Zimbabwean media therefore have an importance and influence far beyond their direct and primary reach. Government spokespeople have often inadvertently helped the penetration of the critical digital media by sometimes strongly reacting to articles featured in them, raising general awareness of the existence of such critical voices even when Zimbabweans have not been privy to the original digital articles being criticized! Such government reaction is partly in recognition of the powerful role of such critical digital media in influencing world opinion about events in Zimbabwe, even if the critical digital media's direct influence in shaping opinion within the country is more limited.



L–R: Premesh Chandran, Chido Makunike, Daniel Hirschler (Moderation), Staffan Sonning, Matthias Spielkamp, Jotman, Dr. Javad Mottaghi

Training implications of the rise of digital media:

- Many practitioners/operators of digital media are not professional journalists and do not seek to be.
- Many trainers have their background in conventional media and look down on non-journalist digital media practitioners. This is a now outdated way of looking at things that the trainers need to be trained out of! Digital media and digital journalism are not necessarily one and the same thing, and yet many trainers still act as if they are or should be. The trainers themselves are still battling to catch up with the many changes that digital media has brought about.
- More respect needs to be given by trainers to the many (and sometimes predominant) non-journalistic functions much of the digital media serve. This partly means it is no longer enough for ‘trainers’ to only be composed of media professionals.
- Although the costs of establishing and running digital media can be a small fraction of that of conventional media, a steady income stream is a huge challenge to digital media practitioners. Frequently, even the ‘professional’ practitioners are forced to do many other things to keep food on the table, which impacts the quality and the rate of development of their digital publications. Yet grants and other such support money is only available to very few of them, as is advertising income. Training of digital media practitioners needs to include all these realities, and examples of successful coping strategies.
- Training on ethics should be a strong component of digital media training. The relative lack of controls and the ease of digital media as well as the easy possibility of anonymity mean some web publishers drift towards character assassination and other socially harmful behavior.

My own example(s):

I consider myself a “professional blogger,” not in the sense of blogging being an occupation, but in the sense of the quality standards I try to maintain. I principally run two blogs, African Agriculture and Trade Africa. I began and continue them as supports for my agricultural/trade consultancy. They have proven to be a very effective marketing tool for my business by freely, professionally and regularly providing information that my prospective clients can use. They also serve to make me very well-informed on the issues I consult about. So while blogging, I am also always picking up information which makes me ever more of an “expert” in my fields

of consultancy. The blogs have led to many contacts which have resulted in invitations to write articles, attend meetings and to actual consultancies. They are like a digital business card that anyone in the world can see. I like to think the quality of the blogs also gives potential clients an indication of the attention to quality with which I would do their jobs.

These two blogs are quite easy to maintain because they are not composed of my thoughts and writing, but merely aggregate articles from all over the world on their respective subject areas. I estimate that updating them takes up about 20% of my work time.

I feature Google advertisements on the blogs. They are a growing but very small source of revenue which does not even cover the time I spend on updating them. But because they merely serve a support function for other things, it is not necessary that the blogs be income-centers in their own right. They pay for themselves indirectly through the many other business benefits they make possible. Those benefits are quite considerable, and I don't think it is an exaggeration to say that the consultancy and trade I am now involved in grew directly out of the blogs.

I also more casually run Zimbabwe Review, a blog of my own political commentary on events in my homeland. I do it when I can. It has no advertising and no obvious material benefits to me. I try to make it more than just 'venting,' by contributing perspectives that go a little deeper than is frequently covered by both pro and anti-government Zimbabwean media. It has a small but respectable reach for a blog.

Aspects of digital media

Matthias Spielkamp

Journalist and Trainer, Germany

Are weblogs a sound and serious source of journalistic information?

As in many cases the answer must be: it depends. It depends on who writes the weblog in what situation, how much information can we – as journalists – gather on the author and his/her credibility? Yes, weblogs can be a sound and serious source of journalistic information and they often are. Can they be trusted without double-checking the facts? Of course not. Neither can eyewitness accounts be trusted in all situations or the filings of a correspondent or a stringer. If there is an established relationship with a blogger I don't see a reason why we should not trust his or her accounts. A good example of how this can be included into mainstream media is France24's "The Observers" project. At the conference "New Public Space? What Video Journalism, Blogging et al. mean for Society and International Broadcasting", I asked Derek Thomson, editor-in-chief of multimedia for France24, how the editors establish trust with the bloggers they incorporate in their online edition. He replied: "It's on a case-by-case basis. It's a little like a journalist working with any source. You have to establish trust with them. We explain the process to them, we explain how it's intended to work, if they like it they sign up, if they don't, they don't. It's really like dealing with a traditional source."³

³ See the entire interview at
<http://www.Streamminister.de/medienpolitik/>

Do digital media help bypass censorship?

They can in some cases. In Malaysia papers are censored, websites are not. So you can “officially” bypass censorship by publishing online. As you would expect it’s not as clear-cut in most cases. If you look at the example of Zimbabwe, you see many journalists publish under pen names in foreign (online) publications. Control of the Internet is not efficient in Zimbabwe, so people there can access these publications. In other countries, most notably China and Saudi Arabia, it is much more difficult to bypass control of the Internet, so it is much more difficult to bypass censorship.

Does it offer free international communication?

Free as in free beer? Maybe not. Especially in developing nations costs for Internet access are still very high in comparison to other commodities. But they are coming down quickly in many countries and they might already be low in comparison to traditional means of communication, like land line phones that might not be available at all.

Free as in freedom? See above.

How do we ensure quality information?

The Internet seems to be an amplifier of the situation of media in general. It crystallizes the dynamics of capitalist systems that treat information and public discourse as a commodity. The market can deal with a lot of things but I doubt that it can maintain a working agora.

How can we deal with information overflow?

It’s everyone for himself. We have more information available than we could ever process as a single human being for a couple of centuries (at least some members of society). This is not a challenge unique to journalists. It needs to be addressed in education where the tendency unfortunately seems to be a focus on tools instead of concepts and information instead of knowledge.

Who regulates the digital information flow?

That is too broad a question to answer in such a brief space. It allows me to stress that Internet governance should be a key issue in journalistic training, whether the journalists work for online or offline media (they’ll be working with the Internet anyway, no matter whether their stories will end up in an online archive or tomorrow’s fish wrap). Journalists’ awareness of who runs the infrastructure we all rely on is pitiful. Again, this is nothing new and resembles the knowledge about ownership structures in the publishing or broadcast business. Most employers don’t like their employees knowing too much about the business side of journalism.

And who controls the digital media market/business?

Google, Murdoch, Microsoft, Yahoo, Bertelsmann, Sony, Time Warner, Springer, Bennett, Coleman & Co and many others I probably have never heard of.

Oh, yes: and the Pentagon (see David Barstow: “Behind TV Analysts, Pentagon’s Hidden Hand“, The New York Times, April 20, 2008). Who does not control it? The public.

Weblogs/podcasts: a public space for everyone?

Definitely. All of these tools cannot bridge the digital divide. If people do not access, they cannot blog and they cannot podcast. But for those who have access it's never been easier to publish. Is it easy to make yourself heard? If you look at the fact that Technorati.com claims to be currently tracking almost 113 million blogs, certainly not. Still I would argue that we have a situation not comparable any more to the days when freedom of the press was for those who owned a press. How this public space will evolve I'm unable to tell.

How have the new media and seemingly endless sources of information changed media culture?

I'm a journalist, not a media historian. I doubt I can contribute anything overly meaningful here. My impression is that most media channels are used to distribute commodities of the culture industry: entertainment, infotainment and the likes. Media societies are over-informed and under-comprehended, I'd say.

Often journalism tends to overemphasize the role of the government and to neglect the relevance of civil society. This results in a sense of impotence and frustration. How have new digital technologies – the World Wide Web, etc. – changed this and provided?

Citizen journalism can be a powerful force in some cases though I think these cases will be rare. But the more people know about how media work, i.e. because they run their own weblog, the better. For decades initiatives tried to help people “emancipate” by founding community radio stations and grassroots papers. Now everyone can try out how the content management system of a website works within minutes. If more people make themselves heard, journalism would have a harder job to ignore these voices.

New technologies give rise to civil (or public) journalism based on citizen participation, mobilizes lay experts, communicates expert and non-expert knowledge and is more likely to voice community issues. What are trends in the different world regions?

I can only provide anecdotal evidence from my work as a trainer with people from around the world. It seems that social networks (Facebook, etc.) catch on well in the U.S. and Asian countries, not so much in Europe. Blogs are popular worldwide. Wikipedia is a worldwide phenomenon. Social bookmarking is a niche and I doubt it will ever be anything else. Participants from Africa tend to take up blogging more openly than those from Eastern Europe and Asia.

How should we train journalists for a digital world?

The fundamentals of journalism have not changed with the advent of the Internet. We need journalists who regard themselves as members of the fourth estate, who are not content with a place at the table. They must know how to do their research and double check facts. The more muckrakers, the better. Whether they voice their dissent in print, an online magazine, a TV report, a radio show, with pictures or Flash animations doesn't matter. There's one thing we should try to convey: don't be afraid of technology. If used in a good way it can be liberating. If used in a bad way it can be oppressive. The more you know about it the better you can distinguish between the two. And never forget: technology is a tool, not a goal in itself.

Experiences of a blogger

Jotman

jotman.com, Thailand

Consider several recent news stories: Cyclone Nagris, the Tibet uprisings, or the earthquake in central China. These crisis situations share certain characteristics that could be summarized like this: None had been predicted. Few reporters were on the scene to cover them. They involved regions that generally go under-reported in the news media. Moreover, these events had a global impact.

To some extent, each of these events has comprised the material for my blog, Jotman.com. Based in Bangkok, I have become something of a crisis blogger.

The recent focus of my blog – crisis situations such as these – happens to resemble what the American writer Nicholas Taleb calls “the Black Swan”. In a recent book by that name, Taleb defines Black Swan events as unexpected events which occur outside widely accepted narratives. That is, popular expert models of the world may not have presupposed the occurrence of such upheavals. Yet from the fall of the Berlin Wall to the attacks of 9/11 the unexpected keeps happening. Taleb suggests that when the Black Swan happens in today’s globalized, highly networked world – defined by widely shared models and assumptions – the impact of the unexpected event can be magnified. That is, increasingly, a local crisis will have global ramifications.

Might bloggers be especially well-situated to cope with or to help people navigate such occurrences? Some of the crisis situations that I cover on my blog lead me to believe this may indeed be the case. For example, here are some observations that can be made from my blog concerning recent crisis situations.

Most experts did not predict it

Suppose we live in a world where professionals operate according to certain models and assumptions and a crisis occurs which has the effect of challenging the whole framework of assumptions. It is possible that the blogger who is outside the mainstream has not bought into the models or prior assumptions of professionals. The blogger may be immune from the dogmas that affect various formal fields – from academia to journalism. As an amateur, the blogger may arrive on the scene with a fresh set of questions.

Few journalists were following the story

A blogger may have selected a niche that will largely be ignored by the mainstream press. In the case of my own blog, it was Burma, and to some extent Thailand, although I also blog about other places. The point I wish to make is that at a time of crisis, the obscure topic – the blogger’s niche – may become of central importance. Back in February, when I was learning about the food crisis, I spoke with an expert on Burmese agriculture. I asked him: might Burma be facing famine? The expert said Burma had had good crops. Later, when I heard that Cyclone Nagris had hit Burma’s rice-growing region, one of the first questions that came to mind was whether this year’s crops had been harvested yet; and if so, where the grain was

stored. Some quick research on the effected region convinced me the stakes could be high. Raising these questions about the cyclone attracted a flood of visitors to Jotman.

More bloggers than professional journalists on the scene

Most notably, with the Burma protests, the photographs and video reached the outside world through blogs. In Tibet, there was one Western journalist, and there was also one blogger. When the coup happened in Bangkok, I was able to get my photos and account of the events long before most Western television networks had equivalent coverage. The observer impacts the thing observed. A story reported by bloggers, becomes a different story than one covered only by professional media. Even should it want to do so, journalism cannot write the blogger out of the story.

Global impact

Today's world is more interconnected, not only that, our models – and the assumptions they are based on – are shared more widely. A breakdown in one part of the world can have repercussions anywhere or almost everywhere. A blogger is at no disadvantage compared to conventional media when it comes to recognizing how an event occurring at once place could have far reaching ramifications.

Bloggers may find themselves in a unique position in time of crisis. Also, at a time when costs seem to be constraining investment in international news coverage, tapping into bloggers may be one way to regenerate interest in international news. If the audience for such stories grows accordingly, more investment may follow.

This should bring us to consider the challenge shared by bloggers and journalists: We confront a media ecosystem which does not provide sufficient major outlets for international news. Increasingly, news content is aggregated by popularity. The present popularity of a story or topic may be a poor guide to its future importance. What other people want to know today is not necessarily what you will need to know tomorrow.

Training journalists for the digital world

Premesh Chandran

CEO, Malaysiakini, Malaysia

While new media technologies do not alter the fundamental tenets of journalism, they do change user behavior and hence news room paradigms, discussions and decisions. How then do journalists cope with the changing demands of the user and the new media newsroom?

We are quickly moving into a world where speed and user participation share standard media priorities as authenticity, balance and accuracy. Journalists also have to jostle with bloggers for online space, with readers getting used to the mix of news, opinion, fact and fiction, and sometimes slander within the same medium – the Internet.

Training journalists for this new media environment requires basic journalistic skills as well as some less novel ones. Here are some:

Coping with innovation

A good sense of how innovation works, what's ahead, and the ability to deal with the 'new' would be great. Innovation, especially in terms of information technology, new means of communication, presenting of information, would be key. An ability to learn and not being afraid of having to keep learning would be necessary.

Multimedia skills

Media organizations are quickly becoming multimedia and hence journalists themselves will have to produce stories that have a multimedia dimension. The ability to present a story from visual, audio and contextual dimensions, as well as to be able to send quick summaries and updates (for mobile phone text messaging) will be a major advantage of any journalist, and such journalists will command a premium over others.

Teamwork

With the need for speed and complexity, comes teamwork. Self organization, trust building and coordination will enable stories to be better presented and faster without losing quality, in order to meet user expectations.

Global citizenship while culturally local

The ability to view issues from a global perspective while connecting to local sources and understanding the local context will be a critical aspect of journalism. This includes mixing with people of different cultures, living in different countries, learning various languages and understanding local sensitivities. Writing from a nationalistic perspective will not help.

Lastly, I think every good journalist should have knowledge about the media industry. I would like to see journalists coming out trained to write well, but also to be able to spot trends within the industry, and change accordingly.

Need for speed and the erosion of media ethics

Staffan Sonning

Media Development Office, Swedish Radio, Sweden

On the 2nd of February 1989, the first prototype of the new Swedish fighter jet, JAS Gripen, crashes on touchdown, tumbling into flames, turning into what a Swedish politician later would come to describe as “the world’s most expensive rotary cultivator”. Miraculously, the pilot survived with only minor injuries. This disaster for aircraft maker Saab has since then been an often quoted example in classes on automatic control engineering.

The reason behind the crash turned out to be the flight control system. JAS Gripen is an ultra-modern unstable fighter, unable to fly an inch without the assistance of computers. The problem was that the regulating system was too quick and too accurate. On February 2nd, the computers compensated one of the pilot’s moves, the pilot disliked the action and compensated back, the regulating computers misunderstood the pilot’s intentions and compensated again. In seconds, all balance was lost in the system and the fighter went down in flames. Today, JAS Gripen is in flight, the reactions of the computers having been slowed down. Oversimplifying the matter, the JAS crash demonstrates the importance of matching man and machine in regulating processes.

Now what on earth has this got to do with ethics in today’s media world? A lot, I argue. In the computerized media output of today, man and machine don’t match. The regulating system too often fails, the need for speed bypassing the regulatory ethical frameworks. In this, the old media have joined the new ones. We are all on the same ethical slope. This is a huge and potentially damaging problem that should be addressed in policy-making parts of all media development projects.

I am a radio man so I will use a radio perspective: Once upon a time – not too long ago – radio was the only medium with constant live publishing capability. We had the advantage of speed. In almost every situation we could be confident that we would be ahead on the air, talking to our listeners hours ahead of our competitors in the news business. This advantage gave us the possibility – and the responsibility – to develop tools to handle the risks involved in instant news reporting. We developed sets of ethical rules and professional standards aimed at avoiding the temptations of “speed before truth”. This is the main reason behind Swedish Radio’s position as the most reliable medium in the country. For decades, every survey on reliability has put SR way ahead of both print media and television.

The question is: Have we established this position because we did not initially have any competitors in speed? And, if that is the case, how do we handle the new media environment? What professional risks are involved in the competition to be first? Our environment has undergone dramatic changes. We are no longer the only medium with constant live publishing capability. On the contrary, if we work in a traditional way, we will not be the first to file – we will be last in the news line.

Every newspaper has its own web site. TV news channels are running 24 hours a day. New technical equipment is erasing the difference between TV and radio. Videophones will soon deliver full broadcast quality. Every TV newsroom has its own web site. And, in addition, surfing the net you find hundreds or thousands of independent news sites of varying quality. Ultimately, it cannot be denied that this new competition brings more good than harm. The greater choice available to the public is forcing us to offer the listeners better and more qualified journalism.

At the same time, we are pushed in a dangerous direction by the new competition. The need for speed is threatening our ethics and professional standards. There are numerous examples; I will only give you two from my time as head of news of SR, where our newsroom decided not to publish news that was spreading like wildfire in other media.

The first example took place after the killing of the Swedish foreign minister Anna Lindh. You might remember that the murder investigation was exceptional. The killer was caught on several surveillance cameras. His picture was immediately published everywhere. Yet it took days before the police could present the media or the public with any result or outcome of the surveillance cameras. Suddenly one afternoon, one of the tabloids web sites broke the news that a suspect had been arrested. A few minutes later, the same news appeared on another web site, then a third. Soon the news could be found on numerous sites. Some quoted the tabloid, others quoted their alleged own sources confirming the arrest. Commercial radio stations aired the news, quoting the tabloid. We did not air anything. Fortunately, the news editor in charge was one of Sweden's most experienced reporters on criminal affairs. He refused to publish



Kateri Jochum (MOC)

the news on the alleged arrest. He checked with his own sources and quickly found out that something was wrong. It took about 45 minutes to sort it out: Nobody had been arrested, but a warrant for an arrest had been issued. When we were absolutely sure, we went on air with a news flash. Within minutes, the public had access to the new, and this time correct, version of the development, spreading on the net.

The second example might not apply to all countries. It demonstrates how previously fundamental ethical rules can suddenly be overridden. Swedish media adhere strictly to the basic rule not to publish news of deaths before making sure the family has been informed. The only exception to this rule is if the death is of compelling common interest. In this story, two people went missing in the mountains after an avalanche. After a day or so, they were found dead. The news very quickly spread on the web. It was also to be heard on commercial radio channels. And, this time, also on television. One of our most senior duty editors was in charge at the news desk. He checked with the police and found out that the family had not been informed. He stuck to the rules. It took four hours before news of the fatal accident was published by SR.

These are two examples of Swedish Radio being last to report on a news event. But our reporting was correct and in accordance with our traditional standards. Not so many years ago, we would have been both correct and first. Unfortunately, I could also give you quite a few examples where we, Swedish Radio, have failed to live up to our policies. I will just give you one: It is also from the coverage of the attack on Anna Lindh. On the morning of her death, we were all being kept in the dark by the government. The last bulletin early in the morning from the hospital told us that the foreign minister had undergone surgery, and that her condition was critical, but the general feeling was that there were good chances of recovery. Anna Lindh died twenty-nine minutes past five in the morning. However her death was kept secret for almost three hours. We kept on making stories on her condition and possible recovery. The Prime Minister, Göran Persson, had announced a press conference that got delayed when there was a news flash from Swedish News agency, saying Anna Lindh had died. We immediately started working on the confirmation. Suddenly I heard the alleged news being announced in one of my own Current Affairs programs, quoting the single source and without any confirmation of our own. The same thing happened in other channels, people were reading the news flash directly from the screen.

This is of course contrary to our basic rules. In the event of news of this magnitude, we never publish news from a single source. We always get our own confirmation. In retrospect, it is obvious that I am the one to blame: I should have issued specific instructions on how to act under different circumstances. My point is that not so many years ago, such an instruction would not have been needed. In this case, as in the previous examples, I argue that the old media are being driven by the new competitors and that this has resulted in an obvious shift in ethical and professional standards. It should be a matter of great concern to all of us.

There are several possible explanations behind the difference in professional and ethical judgments between the old and the new media. The first is that the standards of some of the news

web sites have very deliberately been set differently. The web is being seen by some as an arena for opposition against the traditional media. A part of that opposition is a difference in views on freedom of expression. According to an ultra-liberal view, the ethical rules of the Swedish media are limiting the freedom of expression. The web offers the tools to exercise that freedom in full. A second factor that might affect the situation is that web creators to some degree are non-journalists. They have not been raised by the same professional environment. Another explanatory model points to the fact that journalists working with news web sites tend to be much younger than us in the old media. I say this with a lot of envy; it would be a good thing if the average age in my organization were 10 years lower than it is today. And 25 years lower than my own age ... However, a news desk manned only by very young journalists is exposed to greater risks when it comes to making difficult publishing decisions in stressful situations. Whatever the explanation may be, I see a clear tendency towards a web-driven shift in ethical and professional standards. Interestingly, I see the changes also in the web editions of the traditional media. It is obvious that traditional print media in some cases have one set of rules for the web and another for the print edition. The standards of the web are slacker, seemingly based on the view that you don't have to cover-check your story on the web, since you always can correct your mistakes in real-time. As radio people, we have always had this possibility: to correct our mistakes in the next newscast, never more than fifty-seven minutes away. But we have decided not to work accordingly. We have decided that it is better to wait. It is better to be right than to be fast.

To sum up: Radio used to be the only true live medium. The radio developed tools to handle the risks involved. Today everyone can publish more or less in real time. But the new competitors are not using the same toolbox. This has created a new and potentially damaging situation. The public's trust is a fragile commodity. When a story seems to be breaking everywhere, it is tempting to do one crosscheck less. Of course we must resist, but there is a price to pay: We will unavoidably find ourselves being beaten by our competitors on the majority of stories that turn out to be true after that final double check. The price for not doing that final check, however, will ultimately be higher.



Dr. Vladimir Bratic

Chapter 6

Impact on peace and conflict: What journalists and peacebuilding practitioners need to know about it

The role of media in peacebuilding: Theory and practice

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The media are increasingly being used in areas of violent conflict as a significant partner in peacebuilding, specifically in the implementation of peace agreements. A body of literature on the topic now exists and more importantly, significant practical experience has been accumulated.

This is certainly an optimistic shift considering the conventional exploitation of media in wars such as hate speech and propaganda. However, positive media engagement in conflict prevention and peacebuilding has emerged in practice but also as a new area of research. However, many questions remain unanswered; the theoretical argument for the media's impact on peace is underdeveloped, the practical projects are vastly scattered and a systematic analysis of the practice is missing. These three areas must be addressed before conclusions are to be written.

What is needed today is further analysis that will lead into a carefully developed conceptual framework for positive media engagement in conflicts. Such a framework should not be based on “armchair research”, but rather should emerge from the examination of best practices (and worst) and the theoretical understanding of media impacts and peacebuilding capacities.

Media through history in conflict and peace

Over the last century, armed groups have exploited the power of mass media to incite violence and hatred between groups. The impact media have in inciting conflict has certainly been well-documented in professional and academic studies. From the Nazi Ministry of Propaganda through the use of hate speech in Rwanda, media have proved their ability to instigate violence. Conversely, media have also instigated positive changes in health development, disease control and even climate change discourse. In the last two decades, a growing number of groups have experimented with the use of mass media to foster reconciliation between conflicting parties and tested multiple techniques of media interventions. Many media projects are developed by an instinctual approach and most projects are victims of ad-hoc planning. While there is general agreement that media have a role in preventing violent conflict and building peace, there has been little effort to provide comprehensive conceptual frameworks for the practical use of media in peacebuilding.

Media in peacebuilding – beyond peace journalism and conflict-sensitive journalism

By now most peacebuilding activists and professionals have heard about the general principles behind peace journalism and conflict-sensitive journalism. A central question in the discussion about those principles revolves around the question of how far journalists should go in advocating peace, but these discussions do little but reiterate old debates about the role of the social responsibility model of the press. Some journalists believe they should report professionally without any agenda, and others cannot resist the ethical imposition that drives them to embrace the agenda of peace. While this discussion has its place, its universal and philosophical nature tends to divert and dilute the discussion and it rarely leads toward a broader and more comprehensive understanding of the media.

History shows us that governments are more effective in using media to promote their intended goals when they use a plurality of media practices, such as advertising, entertainment, journalism and other public performances. A review of World War I propaganda techniques shows that media are most effective when they employ a multitude of channels. The leading architect of the U.S. strategy that helped convince the American public to join the war, George Creel, wrote about his employment of all available channels of communication (printed word, spoken word, telegraph, movies, wireless/radio and sign-board). This could serve as a cautionary note for the present media projects in peacebuilding who should realize that the media impact on conflict and peace increases when a greater number of media strategies is employed. Maximum media impact on conflict prevention and peacebuilding is more likely when all available strategies are employed. Governments and NGOs are currently using one or more of these four media strategies to prevent conflict and build peace.

- Peace and conflict-sensitive journalism
- Peace-promoting entertainment media
- Advertising or social marketing for conflict prevention and peacebuilding
- Media regulation to prevent the incitement of violence

Almost a century after the initial scientific study of media effects we are much more knowledgeable about the impacts that the media do not have: we now know that media cannot magically induce a change or penetrate people's brains like a hypodermic needle. We now know media impact people gradually, indirectly and with the help of other social actors. The impact of conflict is so pervasive that it would be unrealistic to expect a positive impact from a single radio or television project in a sea of media messages and outlets. Only an integrated and coordinated set of media practices, developed in response to a particular violent conflict, can begin to have a considerable impact.

We believe that as many components as possible need to be integrated in a media plan for peacebuilding and conflict prevention and we have here outlined the importance of integrating journalism, entertainment, advertising and media regulation to create synergistic effort. Fortunately, journalists and news producers are determined to improve their practices that may facilitate peace (e.g. Bosnian, Columbian, Israeli, Palestinian and many other journalists have undergone training of this kind). The entertainment format has been utilized to effectively deliver messages of peace (in Rwanda, Senegal, Sierra Leone and the Middle East, soap operas and dramas feature peace-oriented plots). Regulators have firmly condemned hate media (Bosnia, Kosovo, and Rwanda have all enforced the elimination of hate speech). And finally, marketing techniques have been used to support peace agreements (in referenda in Northern Ireland and Macedonia).

Media in peacebuilding: integrated into overall conflict prevention and peacebuilding strategy

A coordinated approach to using multiple media strategies seems more likely to make an impact at the regional and national levels in peace processes. Likewise, it is more likely that maximum media impact will occur when media strategies are more fully integrated into an overall conflict prevention and peacebuilding strategy.

The field of conflict prevention and peacebuilding is itself so new that few platforms exist to coordinate the various actors and approaches within specific regions. There have been few attempts to coordinate early warning and comprehensive response programs to foster the transformation of beliefs, attitudes and behaviors at all levels of a society such as among various civil society actors (such as business, academic or religious leaders), government and military.

Media's influence is limited and dependent on many external variables. The quality and effectiveness of any particular media strategy relates to the success of the overall conflict prevention and peacebuilding strategy. An integration of all four media strategies into a larger peacebuilding strategy is more likely to make a significant move toward a peaceful society.

Conclusion

New perspectives for journalistic training in conflict-related situations

Dr. Christoph Schmidt

Head of Academic Department, DW-AKADEMIE, Germany

The media can play a significant role in preventing the escalation of conflicts and in moderating inter-cultural tensions. Particularly in areas of violent conflict, the media are increasingly being used as a crucial partner in peacebuilding and the implementation of peace agreements. Thus, all actors in the field of media have a very important function: they ensure the flow of information to citizens and influence overall public opinion as well as individual political behavior.

Every day, everywhere, good journalists form and disseminate knowledge throughout our world. If journalists intend to work successfully in conflict-related situations, they have to be well-prepared. Merely having the specialist knowledge from their own professional field is not enough. Professional training is therefore a key factor in any kind of conflict-related situation. Ongoing globalization is the reason for good journalists to continue to adjust, improve and expand their journalism skills.

This year we placed our primary focus on the field of journalistic training in conflict-related situations as it is being practiced in a variety of countries across the world, including examples from Africa, Asia and Europe. We considered both theoretical and much-needed practical perspectives on journalistic training programs. Additionally we spoke about media diversity and quality journalism.

The presentation of various theoretical and practical journalistic training programs and the exchange of opinions within an institutional journalism symposium is a remarkable step in the right direction, but a number of important steps have yet to follow. With the implementation of our annual journalistic symposium, we have initiated global networking and an intercultural dialogue. It should be a matter of course that we all have the same intention: we want to discuss different training concepts, we want to learn from best practice examples and we want to analyze relevant fields in order to support the professionalization of journalists with appropriate programs and to foster accurate and responsible journalism.

The international journalistic training symposium is a place where thinking about training concepts from different parts of the world and the presentation of exceptional and sustainable training strategies is desired. The theme is very important in order to provide practitioners with real hands-on experience and fresh insights. During the symposium on 3rd June 2008 in Bonn, 26 speakers and nearly 200 participants from more than thirty countries discussed current journalistic training methods and strategies in six panels.



This first successful journalistic training symposium shows that there is a tremendous need for further development. Starting in 2008, the symposium will take place regularly in Bonn. The main agenda items will change but the event will always address ways to cope with the professionalization of journalists.

I look forward to the next journalistic training symposium in 2009, in which we will deal with the topic “Bridging the Digital Divide – How to Prepare your Staff”.

Symposium Program

- 10:00 A.M. OPENING ADDRESS:**
Gerda Meuer | Director, DW-AKADEMIE, Germany
- 10:15 A.M. SESSION 1: OPPORTUNITIES THROUGH EDUCATION**
KEYNOTES:
Simon Derry | Regional Director for Middle East, Europe and Former Soviet Union, BBC World Service Trust, United Kingdom
Eberhard Sucker | Journalist and Trainer, DW-AKADEMIE, Germany
PANEL:
Dr. Shah Jehan Sayed | Department of Journalism and Media, University of Peshawar, Pakistan
Abubakar B. Jijiwa | Director-General, Voice of Nigeria (VON), Nigeria
- 10:45 A.M. SESSION 2: QUALITY JOURNALISM - JOURNALISTIC TRAINING IN CONFLICT-RELATED SITUATIONS: CHALLENGES, TRENDS AND STRATEGIES**
KEYNOTE:
Dr. Abdul Waheed Khan | Assistant Director-General for Communication and Information, UNESCO, France
PANEL:
Prof. Dr. Drew McDaniel | Director, Southeast Asia Studies Program, College of Communication, Ohio University, USA
Kayeromi D. Gomez | President, Center for International Media Ethics – CIME Inc., USA
MODERATION:
Matthias von Hein | Editor-in-Chief, Chinese Program, DW-Radio, Germany
- 12:00 P.M. SESSION 3: QUALITY JOURNALISM - JOURNALISTIC TRAINING IN CONFLICT-RELATED SETTINGS: CHALLENGES, DANGERS AND LIMITS**
KEYNOTE:
Gavin Rees | Co-ordinator, Dart Centre Europe, United Kingdom
PANEL:
Anja Wollenberg | Head of Media in Cooperation and Transition (MICT), Germany
Reach Sambath | Press Officer, Extraordinary Chambers in the Courts of Cambodia (ECCC), Cambodia
Astrid Kohl | Head of IIJ, InWEnt – Capacity Building International, Germany
Min Bahadur Shahi | Chairperson, Association of Community Radio Broadcasters Nepal (ACORAB), Nepal
MODERATION:
Dr. Andrea Rübenacker | Head of Africa Division, DW-AKADEMIE, Germany

12:45 P.M. SESSION 4: THE BONN NETWORK - ENABLING RAPID ACTION IN CONFLICT SITUATIONS

PANEL:

Jean Réveillon | Director General, European Broadcasting Union, Grand-Saconnex, Switzerland

Dr. Bent Nørby Bonde | Director, Media Progress, Denmark

Erling Dessau | Special Advisor to the Humanitarian Futures Programme, Kings College, France

MODERATION:

Adelheid Feilcke-Tiemann | Head of International Affairs, Deutsche Welle, Germany

3:00 P.M. SESSION 5: MEDIA DIVERSITY - TRAINING FOR A DIGITAL WORLD

KEYNOTE:

Dr. Javad Mottaghi | Director, Asia-Pacific Institute for Broadcasting Development (AIBD), Malaysia

PANEL:

Matthias Spielkamp | Journalist and Trainer, Germany

Chido Makunike | Journalist, African web entrepreneur and online writer, Senegal

Jotman | jotman.com, Thailand

Premesh Chandran | CEO, Malaysiakini, Malaysia

Staffan Sonning | Media Development Office, Swedish Radio, Sweden

MODERATION:

Daniel Hirschler | Journalist and Trainer, DW-AKADEMIE, Germany

MC:

Kateri Jochum | Journalist and Producer, Deutsche Welle, Germany

**5:00 P.M.
- 6:00 P.M. SESSION 6: IMPACT ON PEACE AND CONFLICT: WHAT JOURNALISTS AND PEACEBUILDING PRACTITIONERS NEED TO KNOW ABOUT IT**

PANEL:

Victoria McColm | Program Specialist “Media & Conflict Program” (Centers of Innovation), United States Institute of Peace, USA

Dr. Vladimir Bratic | Assistant Professor, Communication Studies, Hollins University, USA

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CONFLICT PREVENTION IN THE MULTIMEDIA AGE

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