

International Media Conference

# At a tipping point: Community voices create the difference

## How mutual journalism innovates the news

International Institute for Journalism of InWent – Capacity Building International, Germany  
in cooperation with

Frankfurter Allgemeine Zeitung

March 18, 2010

Atrium of Frankfurter Allgemeine Zeitung, Mittelstraße 2-4, 10117 Berlin (Mitte), Germany



Im Auftrag des



Bundesministerium für  
wirtschaftliche Zusammenarbeit  
und Entwicklung

Frankfurter Allgemeine  
ZEITUNG FÜR DEUTSCHLAND

inWent

Internationale Weiterbildung  
und Entwicklung gGmbH



## Programme

The big media houses have lost their monopoly on news. The multitude of e-channels has put everybody just a keyboard away from producing content themselves. Bloggers, tweeters, photo and video volunteers with an interest in making a difference raise their voices – true in the developed and growing in the developing world.

To answer this challenge newspapers and broadcasters have generally taken a U-turn in recent years and have opened up their outlets to the public to share information and views. This spurs the empowerment of the individual. The common man cannot only comment on stories but is invited to get involved into the investigation of stories by lending a hand with research and ideas, providing resources and information beyond the scope of the mainstream media.

Citizen journalism allows us to hear voices that we did not hear before. It is beating new ways through censorship. It enables cross-border dialogue and rising voices from underrepresented and underprivileged groups and communities. This development towards a participatory journalism that produces news by mixing users' contributions with professional journalists' skills may be beneficial for all sides. It will get the people talking about issues that matter to them, and it will allow the media houses to strengthen their ties with their audience.

To make this mutual journalism a success it is, however, essential to promote media literacy in society and to provide guidance to citizen journalists. The conference will discuss how citizen journalism innovates the media both in industrialised and in developing countries. It will explore ways of how the traditional media and citizen journalists can collaborate, and it will ask the question if the discussion on media ethics should be renewed.

09:30 a.m. **Registration and Coffee**

10:00 a.m. **Opening Session**

Welcome

**Dr. Roland Gerschermann**

Managing Director  
Frankfurter Allgemeine Zeitung  
Germany

**Dr. Sebastian Paust**

Chief Executive Officer  
InWEnt – Capacity Building International,  
Germany

Opening Address

**Hans-Jürgen Beerfeltz**

State Secretary  
of the Federal Ministry for Economic  
Cooperation and Development (BMZ)  
Germany

10:30 a.m. Keynotes

**Solana Larsen**

Managing Editor  
of Global Voices, focusing on countries outside  
of Europe and North America  
USA

**Steven Lang**

Editor-in-Chief  
of Grocott's Mail in Grahamstown,  
trend-setting in citizen journalism  
South Africa

11:30 a.m. Coffee Break

12:00 p.m. **Panel**  
**At a tipping point:**  
**Community voices create the difference**

*Host: Sigrun Rottmann,  
BBC World Service Radio*

Discussion with

**Werner D'Inka**

Member of the Board of Editors-in-Chief  
of Frankfurter Allgemeine Zeitung  
Germany

**Daoud Kuttab**

Founder and Editor-in-Chief  
of AmmanNet,  
the Arab world's first Internet radio  
Jordan

**Ritu Kapur**

Editorial and executive producer  
of The Citizen Journalist Show at CNN-IBN  
India

**Rezwanul Islam**

Editor  
of Rising Voices,  
an outreach initiative of Global Voices  
Bangladesh

**Adam Mukendi**

Editor  
of [www.citizenjournalismafrica.org](http://www.citizenjournalismafrica.org)  
South Africa

**Saqib Riaz**

Assistant Professor  
at the Department of Mass Communication,  
Allama Iqbal Open University, Islamabad  
Pakistan

14:00 p.m. **Reception**

*Conference languages: German and English*

## Registration Form

Register by fax 030 - 43 996 260  
or email: [astrid.kohl@inwent.org](mailto:astrid.kohl@inwent.org)

**Registration for the media conference**

**At a tipping point:  
Community voices create the difference  
How mutual journalism innovates the news**

Thursday, March 18, 2010  
Atrium of Frankfurter Allgemeine Zeitung  
Mittelstraße 2-4  
10117 Berlin (Mitte)

**Registration closes on Tuesday, March 9, 2010**

I hereby register to participate in the conference on March 18, 2010.

I will not participate in the conference.

Surname: \_\_\_\_\_

First name: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_  
Date/signature

## International Institute for Journalism

The International Institute for Journalism (IJ) of InWEnt – Capacity Building International, Germany, was founded in 1962. It gives up-and-coming-journalists from developing and transitional countries the opportunity to enhance their knowledge in the media business. The IJ offers advanced training and dialogue for print and news agency journalists as well as for multimedia and online journalists. The aim of the IJ programme is to strengthen the freedom of expression and the freedom of the press in partner countries of German development cooperation and to thus improve the conditions for democratisation and economic and social development. In this capacity, the IJ represents a key pillar in the media development work of the Federal Government of Germany and in particular of the Federal Ministry for Economic Cooperation and Development (BMZ). The IJ currently offers up to 40 training courses and dialogue programmes per year which take place both in Germany and in the partner countries where the IJ cooperates with regional journalistic training institutions. A high proportion of the IJ alumni hold senior positions in the media industry throughout the world.

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## Frankfurter Allgemeine Zeitung

The Frankfurter Allgemeine Zeitung is one of the most important national newspapers in Germany and the world. It is published six times per week with average sales of about 370,000 copies and is sold in almost 140 countries every day. More than 300 editors and one of the world's largest correspondent networks provide exclusive information for every issue. The F.A.Z. is divided into sections devoted to politics, business, financial markets and reviews. This structure helps readers locate information quickly and easily. Special pages and supplements that change every day complement the newspaper's wide content offer. The most important topics of every past and forthcoming week are also presented in Frankfurter Allgemeine Sonntagszeitung, the F.A.Z. Sunday paper which has been on sale across Germany since September 2001. In ten full-colour fascicles with many photographs, this Sunday edition provides entertainment of the highest quality for our readers. In January 2001, the Frankfurter Allgemeine Zeitung started publication of a daily online edition ([www.faz.net](http://www.faz.net)).

## InWEnt – Kompetent für die Zukunft

InWEnt – Capacity Building International, Germany, is a non-profit organisation with worldwide operations dedicated to human resource development, advanced training, and dialogue. Our capacity building programmes are directed at experts and executives from politics, administration, the business community, and civil society. We are commissioned by the German federal government to assist with the implementation of the Millennium Development Goals of the United Nations. In addition, we provide the German business sector with support for public private partnership projects. Through exchange programmes, InWEnt also offers young people from Germany the opportunity to gain professional experience abroad.

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