

Press Release

## **“International Academy of Journalism” now accepting applications**

Gütersloh/Hamburg, May 10, 2011 – With the go-live of its website, the “International Academy of Journalism” (Intajour) has officially taken up its work. Journalists from all over the world can now apply online for the current training program for the journalism academy founded by Bertelsmann last year.

“Digitization offers journalists and editors a variety of new ways of working professionally – especially in countries where press freedom is not guaranteed to the same extent as here,” said Intajour Director Werner Eggert. “We want to give these journalists the tools they need for the digital age. I look forward to interesting applications from all over the world. There is already great interest in our work, because in Intajour we have created an innovative tool for systematically coaching and training journalists in the digital media world.”

The ten-month “Journalism in the Digital World” course is aimed at journalists from countries with limited or threatened press freedom. Twelve students will be trained in the subjects of “Investigative research on the internet,” “Journalistic forms of presentation on the internet,” “Technical production of web content,” “Media ethics” and “Economic fundamentals of online journalism.” The program begins on August 29, 2011 and consists of attendance phases in Hamburg, Cologne and Berlin as well as two intensive e-learning phases.

Applications will be accepted online only, at [www.intajour.com](http://www.intajour.com), until June 15. The website also contains further information about the program.

The International Academy of Journalism underscores Bertelsmann’s commitment to quality journalism and social responsibility. The Academy aims to make a contribution to the promotion of press freedom by educating journalists, particularly in the area of new, digital media. EU Commission President José Manuel Barroso served as patron of the Academy’s founding act in Berlin in September 2010.

[www.intajour.com](http://www.intajour.com)

## **About Bertelsmann AG**

Bertelsmann is an international media company encompassing television (RTL Group), book publishing (Random House), magazine publishing (Gruner + Jahr), media services (Arvato), and media clubs (Direct Group) in more than 50 countries. Bertelsmann's claim is to inspire people around the world with first-class media and communications offerings – entertainment, information and services – and occupy leading positions in its respective markets. The foundation of Bertelsmann's success is a corporate culture based on partnership, entrepreneurial spirit, creativity, and corporate responsibility. The company strives to bring creative new ideas to market and create value.

For further questions, please contact:

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