

# Journalism in the Digital World

The Fellowship Program

**Intajour** International Academy of Journalism

## Journalism in the Digital World

If journalism means collecting, evaluating and publishing information, then this definition also applies in the digital world. Only the conditions under which reporters and editorial staff pursue this activity are changing. Each technical advance opens up new possibilities for research and publishing. To take advantage of these opportunities journalists must constantly build and update their skills. Sometimes the new journalistic opportunities also require new responses to the question of freedom and responsibility in the media. Journalists will have to adapt to this – and repeatedly because of ever-shorter innovation cycles.

Against this background, the International Academy of Journalism (Intajour) is offering the 10-month 'Journalism in the Digital World' blended-learning training program.

As Intajour Fellows, journalists from around the world are given an opportunity to update their skills in digital reporting and discuss current media ethics issues.

Intajour strongly believes that freedom of the press requires professionally trained journalists. The aim is to build a global network of highly skilled journalists who spearhead press freedom in their home countries and beyond. The program is initiated and funded by Bertelsmann.



Werner Eggert,  
Director of the International Academy of Journalism



### Our Mission

The International Academy of Journalism (Intajour) develops and organizes high-quality digital training for working journalists from around the world and promotes freedom of the press worldwide. Intajour was founded in 2010 on the occasion of Bertelsmann's 175<sup>th</sup> anniversary.

### Our Fellowship Program

In the 10-month 'Journalism in the Digital World' Fellowship program, Fellows study the latest developments in the media industry. They update their journalistic skills with a strong emphasis on hands-on training in digital reporting, and discuss ethical issues.

### Our Teaching Method

Intajour applies a blended-learning concept consisting of three attendance phases in Germany and two e-learning phases. All Fellows receive intensive coaching from experienced instructors, and are given the opportunity to network with journalists from Bertelsmann's media companies.

### The Application Procedure

Applications are accepted, online only, between March and early May of each year. Intajour's Journalistic Advisory Council selects the Fellows for the year ahead. More information on the program and the application procedure can be found on our website [www.intajour.com](http://www.intajour.com).

## Program Structure

### STAGE 1

Orientation – Attendance phase in Hamburg

### STAGE 3

Halftime – Attendance phase in Cologne

### STAGE 5

Finale – Attendance phase in Berlin

### STAGE 2

E-learning phase

### STAGE 4

E-learning phase



*“The more diversity we have in opinions and their means of expression, the more the voice of the people will be heard. Intajour will contribute to this.”*

Peter Kloeppe,  
Editor-in-Chief of RTL Television  
and Member of Intajour’s Journalistic Advisory Council

## Senior Journalists on Intajour

*“Bertelsmann supports press freedom and quality journalism. We founded Intajour in order to foster this goal in the digital world and on a global scale.”*

Karin Schlautmann,  
Head of Corp. Communications  
Bertelsmann

*“Investigative reporting needs thoroughly trained journalists. I am grateful to Intajour for offering this kind of professional training.”*

Georg Mascolo,  
Editor-in-Chief  
Der Spiegel news magazine

*“I am pleased to witness the founding of Intajour. Promoting press freedom is a noble goal and using new digital tools is a clever way to achieve it.”*

Thomas Osterkorn,  
Editor-in-Chief  
Stern magazine

*“The rise of citizen media requires more training for providers of quality information, for professional journalists and citizens alike. Intajour is doing essential work – for all of us.”*

Dan Gillmor,  
Internet expert and lecturer  
Arizona State University

*“I marvel at the challenges faced by journalists worldwide and their never-ending commitment to informing the public. Intajour will give them the tools to perfect their craft.”*

Alison Bethel McKenzie,  
Director of the International Press Institute (IPI)  
and lecturer at Intajour



## Voices of our Fellows

*“The e-learning phases are fantastic, because they not only give me the opportunity to learn more about online journalism, but also allow me to learn in my working environment, and therefore don’t interfere with my duties at the office.”*

Ludmila Bogheanu,  
Radio journalist, Moldova

*“Intajour is very international. I find myself more aware of news from around the world thanks to the exchange with the other Fellows.”*

Mario Cerna,  
Print journalist, Honduras

*“Thanks to what I have learnt at Intajour I now work as a journalism trainer and pass on my knowledge to young Egyptian journalists. There is an enormous need for training digital skills and media ethics in Egyptian journalism. I am glad that I can contribute.”*

Rehab Abd Almohsen,  
Online journalist, Egypt

*“Before I became an Intajour Fellow, I had a lower-than-average understanding of how to write for the Web, of Internet security and of research methods. Now, as our newspaper prepares to launch its online department, I feel very empowered for this new development.”*

Fatoumata Nabie Fofana,  
Print journalist, Liberia

Watch our info video at  
[www.intajour.com/video](http://www.intajour.com/video)

