

## **Imprint**

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## RESPONSIBLE

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## **Editorial**

## Dear Reader.

Political conflicts in countries around the world are presenting major challenges to both media professionals and consumers.

Russia's military attack on Ukraine in February 2022 has been accompanied by a fierce Kremlin disinformation campaign directed primarily against Europe and North America but also reaching Asia, Latin America and Africa.

Authoritarian states are on the rise worldwide, with Ethiopia, Afghanistan and Myanmar as just a few examples. As a result, the work of journalists throughout the world has become even more important. Yet it is also more dangerous because authoritarian regimes oppose a free press.

However, if independent media work together, we can counter the flood of disinformation, propaganda and censorship: independent journalism, after all, is the most effective way to do this.

In her keynote speech at our Global Media Forum 2022 in Bonn, Germany, the Filipino journalist and Nobel Peace Prize winner, Maria Ressa, said, "Without facts you can't have truth, and without truth you can't have trust." People throughout the world trust DW's fact-based journalism. With 291 million global user contacts per week, the demand for our work remains, despite being blocked in several countries in 2022. We provide balanced and verified multimedia content in 32 languages and engage in a constructive dialogue with our audience.

DW Akademie is Germany's leading media development organization. With our projects, we stay committed to freedom of the media and freedom of expression in over 70 developing countries and emerging economies around the world.

At DW, employees from more than 60 nations pursue a common goal: to enable people worldwide to make informed and independent decisions.

Peter Limbourg
Director General

However, if independent media work together, we can counter the flood of disinformation, propaganda and censorship. Independent journalism, after all, is the most effective way to do this.

## **Contents**

## OUR VISION

## MEDIA FOR A JUST AND PEACEFUL FUTURE

8 "The concept of freedom is at the core of our work"
Interview with Carsten von Nahmen, Managing Director, and Natascha Schwanke, Director of Media Development

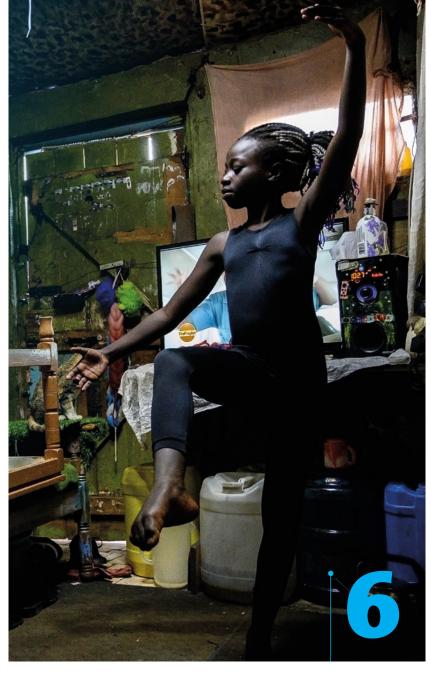
## OUR WORK ACTION WITH IMPACT

## 12 Pandemic, conflict and war: Information saves lives

- 14 "In Ukraine, journalism is a means of survival" Interview with Angelina Kariakina, Head of News of the Ukrainian public broadcaster UA:PBC
- 17 Hannah Arendt Initiative: A network to protect media workers
- 18 Nothing working? Try Colmena, a digital newsroom in your pocket
- 22 Disinformation on the frontlines:
  "War is not just bombs and tanks"
  Interview with Justin Arenstein,
  founder and chief executive of Code
  for Africa

## 24 Changing perspectives: A world in transition

- 26 Journalism in a refugee camp: "A universe full of stories"
- 29 Country Queen: DW Akademie supports Kenya's first Netflix series
- 31 Countering hate: Religions for peace
- 32 "Feminism actually means freedom": How to make feminist journalism a success story Interview with Michelle Nogales, co-founder of Bolivia's first feminist online magazine

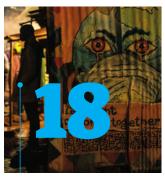














36 Journalism to save the rainforest

## 38 Informed and competent: Youth and media

- 41 Young Media Network: Young media professionals launch network for youth media
- 45 MIL4KIDZ: "Teaching brings out the best in me" Interview with Marion Apio, trainer for media literacy in Uganda
- 46 Pilot project in Ghana: Media literacy via sign language
- 47 Learn German on the go and free of charge with "unicorn rock" and a telenovela

## 48 Empowering media makers

- 50 Rural journalism: When the seasons determine the news
- 53 From idea to market: Start-up incubator MEDIA LOVES TECH makes it possible
- 54 Bolivia: Radionovela declared intangible piece of cultural heritage
- 55 Got an idea for a new podcast? Get start-up help from professionals
- 56 DW trainees go out into the world to report on it

## OUR NUMBERS WE SET THE STANDARDS

- 60 On the ground for media freedom: DW Akademie expands its presence in Burkina Faso
- 62 Dedicated to free media around the world





## "The concept of freedom is at the core of our work"

In an interview,
Carsten von Nahmen,
Managing Director, and
Natascha Schwanke,
Director of Media
Development, describe
DW Akademie's
activities amid global
crises.

We're living in a time of crises: wars, conflicts, the pandemic, hunger, migration and environmental degradation. How can media help overcome these crises? And what role does media development play?

Carsten von Nahmen: It plays a crucial role because only well-informed societies can get through crises and conflicts, fight poverty and hunger, deal with the consequences of climate change and create equal opportunities for women and girls. The concept of freedom is at the core of our work: free media, free expression, free societies. Most recently, since the start of the war in Ukraine, it's no longer just a theoretical debate.

Russia is deliberately using disinformation to weaken democracy and civil society, and not only in Europe. The impact of the war in Ukraine is also exacerbating the situation for people in the Global South, where conditions were already shaky.

This is also an information war, and so our projects play a preventive role. Independent media are crucial for countering

autocratic tendencies, for naming injustices and strengthening transparency and good governance. People who can access reliable information can make responsible decisions. If they can freely express their opinions, an open social discourse can emerge where it becomes possible to discuss potential solutions.

### What does this look like in concrete terms?

Natascha Schwanke: We work around the world with local partner organizations to promote free media and unhindered access to information. For example, we train local Ukrainian journalists in contested areas in the country's eastern and southern regions, and we support fact-checking initiatives in Burkina Faso; we help build independent exile media from Myanmar, modernize university journalism training in Uzbekistan, and cooperate with community radio stations and schools in Bolivia to develop educational programs in rural regions. As a result, and together with local partners, we are developing open spaces for individuals and marginalized groups and providing them with access to reliable information. This also increases their confidence and understanding and, ultimately, their participation in overcoming conflicts and crises in their own countries.

Still, journalists themselves and their media outlets have also been affected by the many crises.

Natascha Schwanke: They have, and the conflicts have impacted media systems that were already struggling: when the pandemic came, media advertising revenues plummeted, and the economic crises, rising energy prices and galloping inflation can bankrupt a media outlet, especially the smaller ones. As a result, media companies and media professionals need new strategies, and we support them. For example, in developing sustainable business models. They also need different





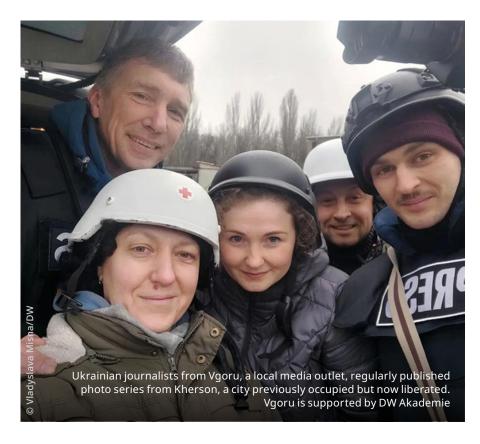
## Carsten von Nahmen

Carsten von Nahmen became Managing Director of DW Akademie in September 2018. He previously reported from the U.S. as DW's senior correspondent, and from 2014 to 2017 was head of DW's News and Current Affairs department and deputy editor-in-chief. Von Nahmen had been active with DW Akademie for many years, including as head of its Middle East/North Africa, Europe/Central Asia and Africa departments.



## Natascha Schwanke

Natascha Schwanke
became Director of Media
Development and Deputy
Head of DW Akademie in
March 2019 after heading
the Africa department for
several years. Prior to this she
worked for DW Akademie as a
trainer, consultant and project
manager. Schwanke is a trained
journalist and has worked for
leading radio and television
stations.



reporting formats to increase people's trust, particularly in local media, and to effectively counter attempts to influence their work. Since the onset of the pandemic, we've learned to collaborate across continents to develop effective solutions. For example, our open-source Colmena software enables community media to provide their audiences with crucial and reliable information, even in times of crisis. The app is a success because it was developed as part of a South-South dialogue, where 23 community media and media organizations from 13 African and Latin American countries were involved in its design.

## What are some of the challenges that lie ahead?

Carsten von Nahmen: We've seen the importance of forging new global alliances around media development, and we want to continue strengthening our South-South cooperations. Our ongoing regionalization is part of this and also important: it means that we are there where we are needed, we work closely with local partners, we bring in expertise and we listen carefully when it comes to specific local needs.

Digital transformation is another central task. Social media have revolutionized the exchange of information and opinions worldwide, but we've also seen the downside with the rise of authoritarian regimes: digital media are being used to

spread disinformation, stifle disagreement, increase polarization and undermine social discourse. We'll do more to counter this and will continue to train media consumers on how to move safely on digital platforms and critically assess content. We'll also be supporting media outlets and media workers in developing new digital business models. In all, a strong, pluralistic media landscape, and an independent, effective media sector are key to overcoming the crises of our time.

## Free media. Free expression. Free societies.

DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. It is a strategic partner of the German Federal Ministry for Economic Cooperation and Development and is also active with funding from the Federal Foreign Office and the European Union.

**85** 

DW Akademie projects in 2022

**72** 

emerging economies and developing countries where we have projects (as of December 2022)

**183** 

partner organizations around the world with which we work closely (as of December 2022)

3.7

million euros in funding from the Federal Government Commissioner for Culture and the Media, for work we do on behalf of Deutsche Welle (Budget 2022)

45.8

million euros in project funding from the German Federal Ministry for Economic Cooperation and Development, the Federal Foreign Office, the European Union and other donors (Budget 2022)



## Our work Action with impact

<b>Pandemi</b>	ic, confl	lict and	war:
Informati	tion sav	es live	S

Changing perspectives:
A world in transition

Informed and competent: Youth and media

**Empowering media makers** 

12

24

38

48



## "In Ukraine, journalism is a means of survival"

In their efforts to maintain the flow of information in Ukraine, Angelina Kariakina and her colleagues were pushed to the limit. The Head of News\* of the Ukrainian public broadcaster UA:PBC explains in an interview.

How has this war changed your life and work as a journalist?

Angelina Kariakina: We need to combine work and survival — that is the main challenge. Our newsroom in temporarily occupied Kherson was mined and occupied by Russian troops. In my situation, talking about future business and distribution models or formats is, on the one hand, relevant. But on the other hand, my challenge is to make sure that the team survives and that the team provides journalism to the people who need it.

What kind of information do people need most?

Our news is about air raids and air alarms, about humanitarian corridors, where to get food and medicine, how do you get out of a town that is under siege. Our news is about explaining to people where a safe space is and how to get around so many things. In Ukraine, journalism is a means of survival.

What impact has the war had on media business?

Some newsrooms will not be able to survive. There are lots of other newsrooms and teams which share resources —

crews, cars, fuel, content. Solidarity and cooperation are also means of survival.

Many other newsrooms, for instance many other investigative projects in Ukraine dealing with anti-corruption investigations, crime stories, refocused; they are looking for Russian soldiers, brigades and regiments who could be responsible for war crimes. What they do is investigate work with databases, look at the meta data of video and audio and look for the perpetrators. This is a huge job. And it is an ongoing process, it is work in progress. I think one of our challenges now is to realize that this is our new normal. I mean, we will be living in this new normal way of war probably a long time and we need to adjust our operations to it.

### Are you scared?

I am scared, each day — for myself, for my loved ones, for my colleagues. But at the same time, my work really empowers me. This is why it is a tricky situation in which you physically get so exhausted and at the same time you know that you are doing the right thing. It brings some peace in your heart when you report the terrible things.

\*From June 2022



journalists and media workers imprisoned in 2022 (Source: Reporters without Borders)

## Our activities in Ukraine

local partners in Ukraine since 2014. Journalism instruction and advanced training have been at the center of our activities, as well as supporting the establishment of new editorial offices and the financial operations of media in the country. At the beginning of the Russian invasion in February 2022, we retrofitted our projects to fit the new reality on the ground. Since then, the main issues have become the security and survival of independent journalism and media houses. Alongside financial support and immediate assistance with evacuations, new competencies for media workers are also part of the work in fighting disinformation and propaganda.



## Hannah Arendt Initiative: A network to protect media workers

Journalists and media houses under threat from Afghanistan, Ukraine, Russia and Belarus receive support from civil society organizations.

In October 2022, Germany's Federal Foreign Office and the Federal Government Commissioner for Culture and the Media launched the Hannah Arendt Initiative, a program dedicated to the protection of journalists under threat. This network of civil society organizations support journalists and media workers from crisis and conflict zones with —for example—fellowships, training opportunities and consultations. Along with DW Akademie, partners of the initiative include the European Fund for Journalism in Exile (JX Fund), Media in Cooperation and Transition (MiCT) and the European Center for Press and Media Freedom (ECPMF).

Within the framework of the Hannah Arendt Initiative, DW Akademie has implemented the Space for Freedom project, which aims to support media professionals in Afghanistan, Belarus and Russia who are now working in exile. Structures and resources are also being put in place so that these media professionals can continue to report independently on their home countries.

→ hannah-arendt-initiative.de/hannah-arendt-initiative-english

. .

When you are in exile, you are not in a good psychological place. Writing is somehow difficult, but I still try. If I stop writing, I stop existing.

Participant of the Space for Freedom project, a part of the Hannah Arendt Initiative.

**50** 

stipends from DW Akademie's Space for Freedom project given to exiled media workers from Afghanistan, Belarus and Russia

88

Space for Freedom consultations and trainings offered in 2022





## Nothing working? Try Colmena

## A digital newsroom in your pocket

Whether affected by nationwide lockdowns or natural disasters, DW Akademie has developed an app—together with 23 organizations from 13 countries—to enable local media to reliably inform their communities even in times of crisis.

Colmena—which means beehive in Spanish—is a digital toolbox for community radio and local media outlets. DW Akademie and its Mexican partner organization REDES A.C. have been providing the software free of charge since April 2022.

With Colmena, local media contributors can produce on the go: from recording and editing to file sharing and publishing. All features enable collaboration just like in a real newsroom! The app is developed for a wide range of devices, works offline, is secure, is open-source and is already offered in six languages (Arabic, English, French, Kiswahili, Portuguese and Spanish). If required, the menus, manuals and explanatory videos can also be quickly translated into other languages. Being open source means that anyone who wants to can contribute to its further development. Colmena is now also being tested in Ukraine.

23

community radio stations, local media outlets and media organizations from 13 countries in Africa and Latin America were involved in the development of the Colmena app



## Initiatives for crisis-proof media

As the pandemic has shown, strong and independent media are key to overcoming any crisis. Now the war in Ukraine is exacerbating the already precarious situation in the region and is having an effect as far as the Global South. The German Federal Ministry for **Economic Cooperation and** Development and DW Akademie have responded to this with two Global Crisis Initiatives. Journalistic skills, economic viability, good crisis communication and media-competent audiences are critical for local media and civil society to ensure people can make informed decisions in crises.



around
million euros
was the budget
for Global Crisis
Initiatives from 2021
to 2022





If you don't have facts, you don't have truth; if you don't have truth, you don't have truth, you don't have trust.

Maria Ressa, Philippines, Nobel Peace Prize laureate and CEO of Rappler, at the opening of Deutsche Welle's Global Media Forum in Bonn in 2022.

## **Maria Ressa**

is one of seven international media experts who documented their experiences in crisis management in DW Akademie's English-language publication Weathering Crisis. Using real-world examples, they presented how media outlets can survive—and even thrive—during a pandemic, natural disaster, government crackdown or violent conflict. The Media Resilience Scanner online tool enables media professionals to put together a crisis and resilience strategy suitable for their media company with just a few clicks.

→ akademie.dw.de/resilience-scanner

## Disinformation on the frontlines: "War is not just bombs and tanks"

Russia's invasion of Ukraine is accompanied by a proliferation of disinformation that challenges journalists and fact-checkers worldwide. Justin Arenstein, founder and chief executive of Code for Africa (CfA), Africa's largest investigative technology and data journalism initiative, explains foreign disinformation strategies in Africa.





How are Russian disinformation campaigns managed?

Justin Arenstein: The networks that are distributing the content, and then separately amplifying it, are also increasingly sophisticated, using a combination of fake sock-puppet accounts alongside those of real people. The social media content feeds into a growing echo chamber of pro-Russian bloggers and African "opinionistas," who all cross-reference or quote each other, creating the perception of multi-sourced and substantiated journalism. It's very similar to the alt-right media ecosystem in North America.

To what extent is foreign disinformation a topic in African media? To what extent do people know about it?

Knowledge about state-affiliated disinformation in African media is limited to small academic circles. Building on that blind spot, Russia and China are setting up their own state-affiliated media networks in Africa. We see both Russia Today (RT) and China Central Television (CCTV) running massive bureaus out of South Africa and Kenya, respectively, as some of their biggest anywhere. RT is also rolling out its most senior African journalists onto talk shows, to frame sanctions against Russian state media as a press freedom issue. The argument is winning significant public support.

Many African media also can't afford buy content from international news agencies. And these state media know how to exploit that fact: Many of the African content producers at CCTV, for example, are not journalists, they are think tank academics and researchers. They are hired to write opinion pieces. Those pieces then get republished and syndicated back out through content-sharing agreements with African media houses — for free. Readers don't realize that what they are being served as an opinion piece by a professor from an African University actually originates from a Chinese state media newsroom.

What do organizations like Code for Africa (CfA) and African media houses need to be able to deal with disinformation?

Media and other watchdogs need advanced technology and investigative analysts to detect and track this stuff. But that's out of reach even for large media outlets on the continent. So, we need to collaborate more to pool resources. One example is our African Digital Democracy Observatory (ADDO) which brings together partners like DFRLab with African policy think tanks, global disinformation experts and forensic investigation teams with AI tools like our CivicSignal and iLAB teams.

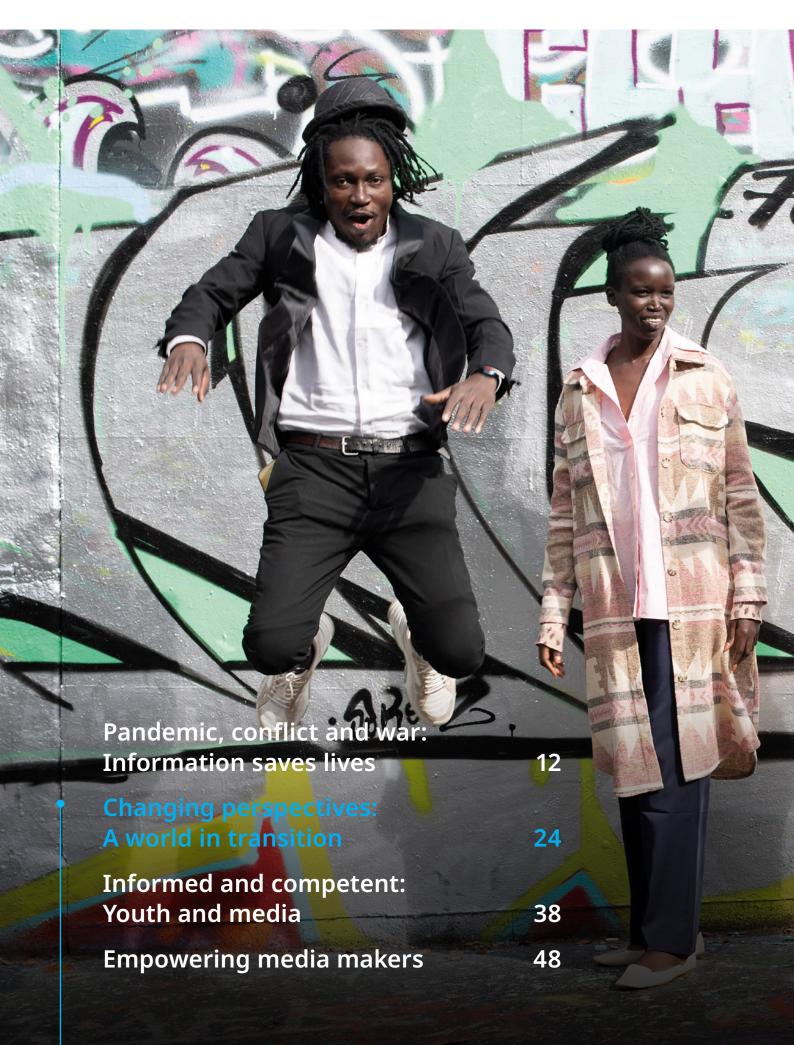
Awareness is growing that a war is not just bombs and tanks, it's also an information and an economic war.

DW Akademie and Code for Africa have been working together since 2018. DW Akademie supported the iLAB since its incubation phase in 2019. Disinformation attacks, such as those from Russia, are aimed at weakening our societies. [...] The most effective countermeasure is well-informed people.

## Svenja Schulze

Federal Minister for Economic Cooperation and Development, at a DW Akademie roundtable in Georgia in June 2022.
Georgian media professionals and DW Akademie partner organizations, as well as Russian journalists in exile, participated in the event.







## Journalism in a refugee camp: "A universe full of stories"

Sikika is a joint project between DW Akademie and FilmAid Kenya in Kakuma refugee camp in Kenya. Young refugees can learn how to produce audio segments. Although the program has been well-received by its audience in the camp, young women reporters still face a multitude of challenges.

Sudi Omar Noor gets up at 4:00 a.m. when it's still dark in Kakuma, in northwest Kenya. The 23-year-old makes breakfast and prepares lunch for her aunt's household of six. In the Somalian society in which Sudi lives, cooking and housework are a woman's domain, and she has plenty to do. "My mother and younger brothers returned to Somalia," she said. "I stopped going to school four years ago so that I could work and support my family."

## "I dream of being a journalist, and I can't give that up."

Sudi Omar Noor fled Somalia with her mother and seven siblings in 2008. All eight children should have the opportunity to attend school. When Sudi Omar Noor leaves her home at 8:00 a.m., she races to catch one of the scarce motorcycle taxis. Once, when she couldn't find one, she had to run. Some boys saw her and started throwing stones at her, and yelling that she was a disgrace to Somalian society.

As a community reporter, Sudi Omar Noor works for the audio program Sikika, which is a joint production between FilmAid Kenya and DW Akademie. The 18 reporters, half of whom are women, share information with refugees and residents about life in the displacement camps. Some of the women working at Sikika have similar life stories. She has





often thought of just quitting, said Sudi Omar Noor. But every time, Sikika's editor Taphine Otieno has convinced her to stay on and continue her work.

## Breaking the communication hierarchy

Meanwhile, Sudi Omar Noor and her reporter colleagues have settled into the rebuilt shipping container that serves as the editorial office. They prepare interviews with experts here, translate quotes and edit stories.

In their work, the reporters are not just redefining gender roles. They are also breaking down the hierarchy of communication in the camps. Every two weeks, they broadcast their hour-long segment to more than 200 groups of listeners throughout Kakuma and the neighboring community of Kalobeyei. They then receive listener feedback after each segment.

One challenge is: "It's always difficult to get interviews with experts from organizations," said Taphine Otieno. "Only a few of them are allowed to speak with the reporters. In order to get permission to speak with a reporter from Kakuma, the expert has to query Nairobi or, in worst case, ask the head of the international organization."

## Reporters: Diversity is their asset

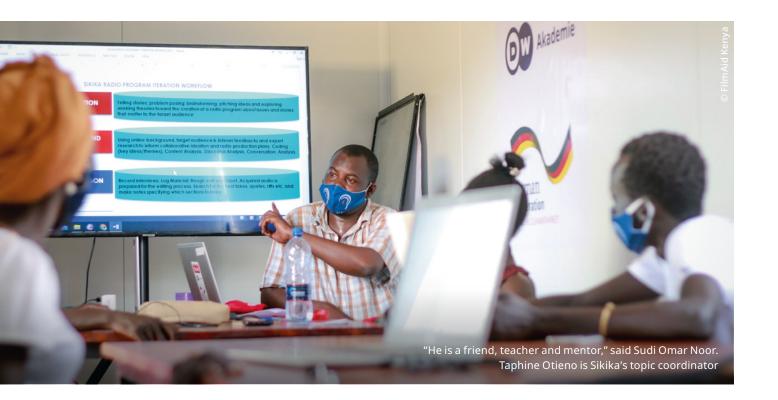
In Sikika, which in Kiswahili has the potent meaning of "being heard," the community journalists report mostly on basic human needs, such as healthcare, nutrition, water and education, but also on sports, culture, and understanding among the various ethnic groups. Along with the indigenous Turkana people, Kakuma is now home to refugees from South Sudan, Congo, Ethiopia and Somalia. People who have fled their homelands due to crisis now often find themselves living alongside members of various warring groups.

The Sikika team members support and encourage one another, said Sudi Omar Noor. Together, they overcome daily challenges. "I would like to be a role model for young girls in the camp," she said. "There are so many terrific people here in Kakuma. We have to tell our communities about them so that others can learn something."

Arriving home, Sudi Omar Noor has to get dinner ready. The older generations hold tight to traditional ways of life, she said. Her aunt, nonetheless, supports her decisions. Younger people are also very understanding.

"My cousin sometimes helps me cook," she said with a chuckle as she started preparing the meal. "But we have to close the door so that the other men don't see him."





## Migration and the media

DW Akademie works to ensure that refugees and migrants can exercise their right to access information and freedom of expression while promoting dialogue with host societies. In Bangladesh, for example, we have been supporting Rohingya refugees and locals through our partner organization since 2018. Working together, they produce a weekly radio show that focuses on how to better cope with the problems of everyday life. In Latin America and the Caribbean, we promote reporting on the challenges migrants face along dangerous routes to the US.

89.3

in millions, people forcibly displaced worldwide

(Source: UNHCR Global Trends Report 2021)





## Countering hate: Religions for peace

Muslim, Christian, Buddhist and Bahá'í leaders from eleven countries came to DW Akademie for training on how to spread messages of peace.

"The workshop was shaped by dialogue," said Emina Frljak, a Bosnian Muslim, "where we worked together, came out of our bubbles and left with new and different perspectives."

Many religious leaders have been spreading hate speech, she said, with believers then passing it on in churches, mosques and on social media. The result, she explained, is often violence—both online as well as offline.

In the fall of 2022, Frljak and ten other religious leaders took part in a three-day media training course held at DW Akademie in Bonn. They are now able to teach others on how to deal constructively and professionally with the media and can support them

in communicating their religions' messages of peace to the public.

With this new understanding, Frljak aims to hold interfaith communication workshops for young people living in Bosnia and Herzegovina. They need help in overcoming the hatred felt by previous generations, she said, adding that through the power of dialogue, she had overcome her own prejudices against people of other faiths.

35

different countries where participants came from in 2022

744

people participated in media training sessions held in 2022 66

Access to the internet is a universal human right, in the same way access to medicine and education are. I would like women to understand that nothing should bar them from using the internet for their own development or from having their voices heard.

Lindsey Kukunda, Uganda, director of Not Your Body, one of DW Akademie's partner organizations within the Women@Web network in East Africa. The project provides support and teaches women media skills to empower them to participate safely in the digital world.





I now represent a large community of single mothers. Through radio, I can protect their rights and those of their children. I'm not afraid anymore and I'm not ashamed to be a single mother.

## Naïma Hamdani

Morocco, radio presenter Mères en ligne (Mothers on Air). The Moroccan NGO 100 % Mamans, with the support of DW Akademie, trains single women to become journalists for its community radio station.



percent of women journalists surveyed experienced online violence in the course of their work (Source: UNESCO Global Report 2021/2022)

# "Feminism actually means freedom" – How to make feminist journalism a success story

Michelle Nogales, co-founder of Bolivia's first feminist online magazine, is reporting on women and the LGBTQ+ community. Nogales explains why feminist journalism shows "the people's reality."

Why do "women's stories" matter?

Michelle Nogales: Bolivia is a really patriarchal country. There are a lot of women who are involved in leadership but chances are you've never heard about them because history made them invisible. So, it is really important to us to tell stories about women.

## What is feminist journalism about?

Feminist journalism means to give a point of view that is not one-sided but inclusive. A space where we can talk about our diversity: about our different ethnicities, about diverse sexual identities. So, feminism for us actually means freedom. We are trans-feminist, meaning we focus on women's issues including LGBTQ+ people. The rights of transgender people in Bolivia are systematically violated.

Most of this is not shown by Bolivia's big media which monopolize the information and give only very partial information. We show another reality that exists, that is even the majority's reality in Bolivia.

What is the Muy Waso's secret of success?

I think the most important thing was to never stop, to keep on working but also to be in a continuing learning process. We didn't know how to produce a podcast but we did our research, took some workshops and just did it. We weren't professionals in video-making either and now we are on our way to being the first multi-media and multi-format media in Bolivia.

The first feminist online magazine for digital culture and entertainment in Bolivia, Muy Waso, was founded in 2018 by Michelle Nogales and Mijail Miranda Zapata. Muy Waso was involved in the development of the open source software Colmena and is DW Akademie's partner in Bolivia.





#CambiaLaHistoria allows me to tell stories about women, the violence we experience and the way we propose to end it.

## **Daniela Rea**

Mexico, award-winning journalist and co-founder of Pie de Página, a member of the Global Investigative Journalism Network. Rea participated in DW Akademie's and Alharaca's #CambiaLaHistoria project that seeks solutions through constructive journalism in fighting structural violence against women in Mexico, El Salvador and Guatemala.





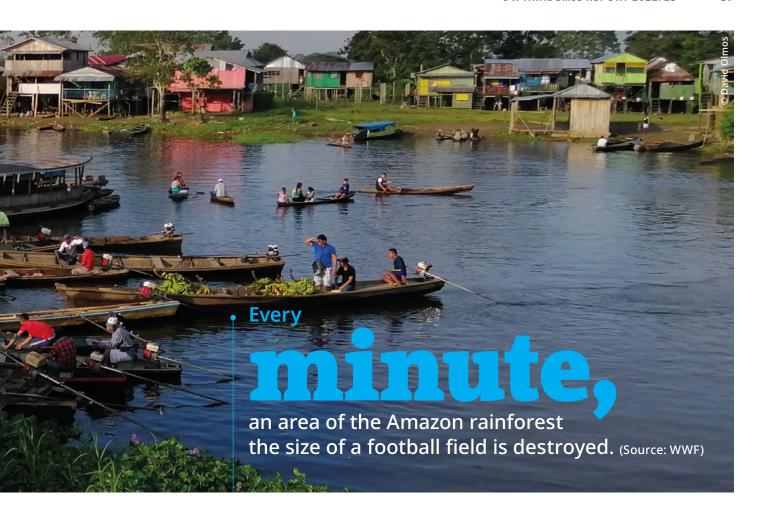
## Journalism to save the rainforest

Environmental conflicts are coming to a head in the countries of the Amazon basin. Illegal mining and deforestation are rapidly destroying local livelihoods with repercussions for the global climate. Media, academia and civil society organizations supported by DW Akademie refuse to silently accept this.

Colombia is one of the most dangerous countries in the world for environmental activists. Those who resist environmental destruction are often threatened or even murdered. Media workers are also targeted by violent groups. As a result, there are hardly any local media outlets that report on environmental degradation and human rights violations. Furthermore, the major national media outlets often face conflicts of interest, as they are owned by conglomerates that also pursue economic interests in areas such as mining.

Together with its partner organizations from Colombia (Agenda Propia),
Peru (Servindi) and Ecuador (Corape),
DW Akademie promotes an alliance between media, academia and civil society to encourage a public dialogue on environmental conflicts. Indigenous communities are both involved and consulted while

advanced training in environmental journalism ensures a high quality of reporting. Local knowledge and journalistic expertise thus complement each other, making local conflicts visible at the national level and motivating political decision-makers to take action for the preservation of the Amazon rainforest.





Environmental protection needs a collective response, which can only be achieved by enabling local journalists from all over the world to bring local stories to the world.

Atif Tauqeer, Pakistan, DW Akademie trainer for the EcoFrontlines project, a workshop series with a video competition on environmental reporting in the Indo-Pacific region, in cooperation with DW.

Jhordy Vargas Nogales is a minor celebrity in his village of Colomi, Bolivia. Even as a 12-year-old, he hosts Radio Escuela, Spanish for "school radio," an educational program run by DW Akademie and the Bolivian radio network CEPRA. Around 20 local radio stations broadcast Radio Escuela's more than 100 educational programs, reaching over 25,000 students in rural areas. This enabled students to continue to learn from home even during the pandemic. CEPRA also developed work materials on how to approach media critically and distributed them as brochures, worksheets and games. Through Radio Escuela, students learn to assess and question information.

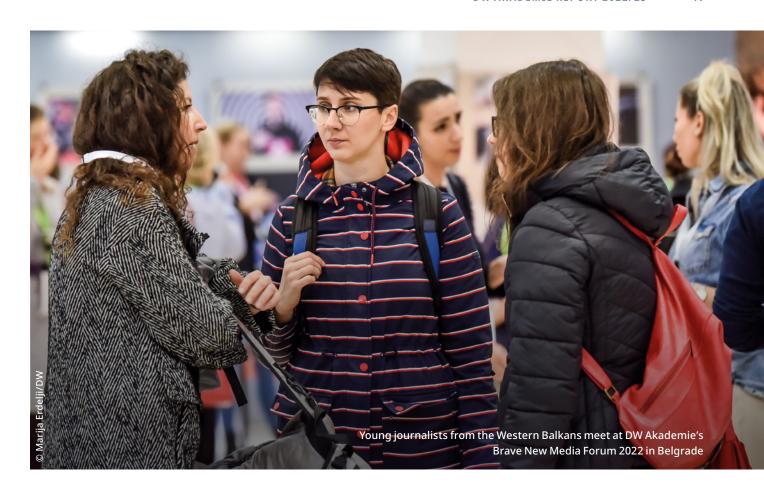
Pandemic, conflict and war: Information saves lives	12
Changing perspectives: A world in transition	24
Informed and competent: Youth and media	38
Empowering media makers	48





People say that young people are the future. No! They are the present. [The media] needs the energy that only the youth can bring.

Teresa Ribeiro, Portugal, The Representative on Freedom of the Media, Organization for Security and Cooperation in Europe (OSCE), at DW Akademie's Brave New Media Forum 2022



## Young Media Network: Young media professionals launch network for youth media

In times of disinformation and hate speech on the web, Gen Z journalists from four countries in the Western Balkans are taking a stand. Together they founded a regional network for youth media.

18-year-old Keti Simić works at a local Serbian newspaper and creates Instagram content for a young target group.

"Regional youth organizations are almost nonexistent here in the Balkans," she said. "The great thing about the Young Media Network is that I can find contacts with young journalists from other cities and neighboring countries."

The network aims to improve the quality of media content for children and young people and educate them about the dangers of the digital world. It also wants to give young people more opportunities to bring their issues into the public sphere.

Nine media outlets from Serbia, Montenegro, Bosnia-Herzegovina and North Macedonia founded the network in November 2022. Young journalists from local newsrooms, student portals media outlets already working together in the Young Media Network—with more to come!





and public broadcasters play an important role. All media have been advised by DW Akademie as part of the program. Since 2017, hundreds of young media professionals have participated in training sessions and exchanged ideas at the annual international Brave New Media Forum event.

"The Young Media Network is an idea that unites young people in the Balkans," said Igor Stojanov from the North Macedonian student portal Goce and board member of the network. "It will create a new future where people in the region finally listen to and understand each other."

66

We young people make up the vast majority of our country, which unfortunately is hardly heard from in the media. We want to express our opinions on important issues in our society, because we are the future of this country.

#### **Khady Konaté**

Côte d'Ivoire, journalist for Africa Radio. Konaté participated in a training as a radio journalist at Studio Mozaik, supported by DW Akademie as part of the project "Esprit Jeunes, Esprit de Paix" (Youth Spirit, Spirit of Peace).





# We want to give everybody a unique experience with all their senses. They will learn even more having plenty of fun.

#### **Hania Bitar**

Palestinian Territorities, director of PYALARA. With the support of DW Akademie, the non-governmental organization is building a center for media and information literacy that uses state-of-the-art interactive technologies that are unique in the Middle East.



### Navigating the media: Competence as a compass

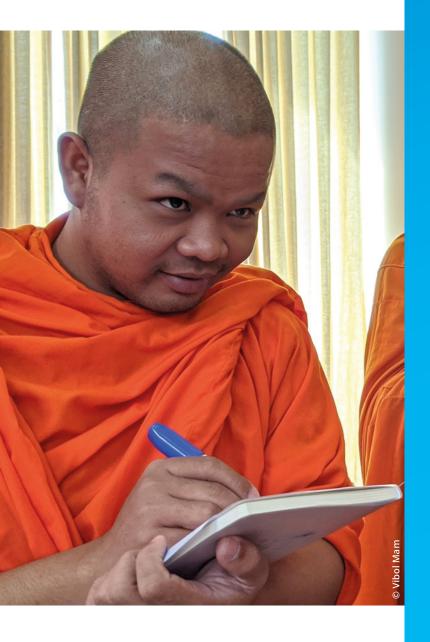
Media and information literacy (MIL) is the ability to access, analyze and critically reflect on media, as well as to create media content oneself. It is a prerequisite for citizens to exercise their rights to freedom of expression and access to information. Our innovative projects promote these rights and empower people to understand and use media responsibly.

The concept of MIL has changed my life. We need to be more critical thinkers when we encounter false information.

### Nyamgerel M.

Mongolia, MIL trainer for Faro Foundation, a partner organization of DW Akademie

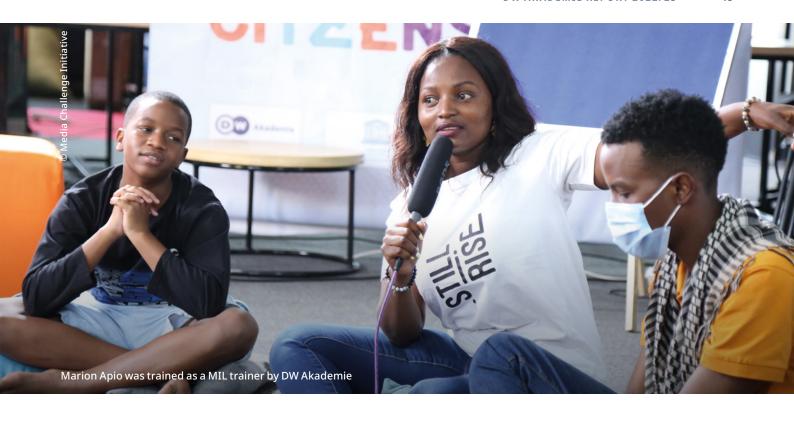




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Before the class, I didn't know whether to believe what I saw or heard on social media. Sometimes I would just read the title and share it without verification. I see now that this behavior has to change, because it affects both myself and society at large.

Duch Utdom, Cambodia, student at Paññasastra University and Campus Media Course participant, organized by DW Akademie and the Cambodian Center for Independent Media



### **MIL4KIDZ:**

## "Teaching brings out the best in me"

In Uganda, children hone their media literacy skills. The MIL4KIDZ project is an interactive, safe and age-appropriate course for teaching children about media use. Trainer Marion Apio discusses her work.

What is MIL4KIDZ all about?

Marion Apio: The MIL4KIDZ curriculum is a guide that DW Akademie, together with us at Media Challenge Initiative (MCI), developed to teach media and information literacy (MIL) skills to children, aged 9 to 12. The kids get to create their own media profiles and we teach them to understand that they are not only media consumers, but also producers. Secondly, we teach the children to distinguish between facts, opinions and news.

What about digital safety for children?

Online presence requires a general understanding of digital safety and security. We teach why privacy and passwords are important. They need to know that it's important to regulate who sees their posts and how to safely communicate and socialize online.

Why is it so important to start teaching MIL skills to children?

Well, we have to think that the children we teach today are the future generation of

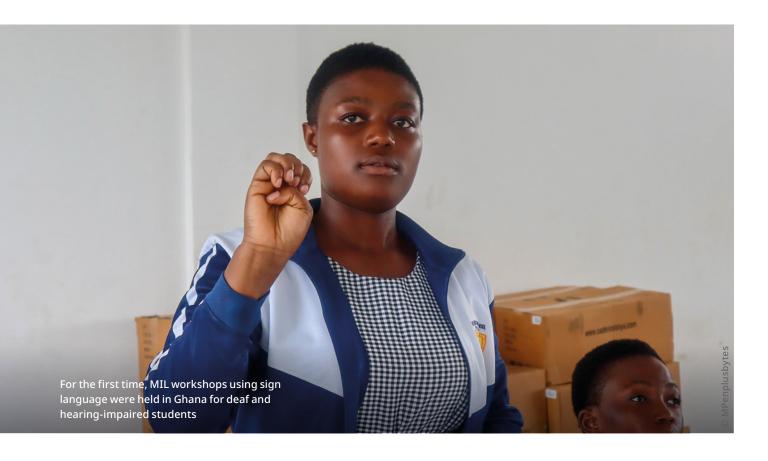
media users. The longer we wait to teach them, the more dangers they are exposed to, like cyberbullying, sexual harassment, discrimination and hate speech.

How do you manage to convey this kind of content to young children?

We use playful activities to strengthen the curriculum. For example, we create a TV or radio show with the children. Other possibilities are games, competitions and much more. Fun while learning is of paramount importance to us.

What are the biggest challenges you have faced?

The biggest challenge for me was to be patient and keep the children interested in the things we want to teach them. If you bore them, they will be brutally honest with you. For a child, even the slightest problem can turn into a huge catastrophe—and you have to be prepared for that. But I think being patient and building a connection with children through teaching brings out the best in me.



## Pilot project in Ghana: Media literacy via sign language

For deaf and hearingimpaired youth in Ghana, educational opportunities have improved in recent years, yet remain limited. A MIL project is now also helping these students to confidently navigate the world of social media. Much to the surprise of trainers from Penplusbytes, a partner organization of DW Akademie, most of the deaf or hearing-impaired students participating in a MIL training event were not familiar with TikTok, despite the popularity of the social media platform among young people in Ghana. Working together, the students quickly developed the new sign for the platform: T for TikTok, combined with the gesture for video. The gestures for Instagram and Twitter, on the other hand, were already in use.

The internet has revolutionized communication for deaf and hearing-impaired youth in Ghana as well as expanded their participation in society. But this new access also brings dangers, ranging from disinformation to bullying. Many of the 17-to-24-year-old participants had already fallen for phishing schemes or suffered from online bullying, trolling and leaked personal photos.

As they further develop, the MIL trainings will reach more deaf and

hearing-impaired young people in Ghana, teaching them how to use social media critically and safely.

4.62

billion people worldwide use social media

(Source: Statista)

## Learn German on the go and free of charge with "unicorn rock" and a telenovela

Whether you're just starting out or already advanced, the DW Learn German platform is aimed at learners at all levels.

The telenovela "Nicos Weg" (Nico's Way) offers 228 lessons at level A1 and above so users can start learning German or deepen their language skills. Learners meet the young Spaniard Nico upon his arrival in Germany and accompany him as he navigates everyday life in a new country. The course is available in 14 languages, including Arabic, Brazilian, English, French, Farsi and Ukrainian.

For advanced learners, there are slowly spoken news reports and —in cooperation with the Goethe-Institut — music for learning German. With lyrics like "Sprache ist der Schlüssel, dein Herz ist das Schloss" ("Language is the key, your heart is the lock"), the band ok.danke.tschüss inspires enthusiasm for the German language. The Mannheim band describes its poetic musical style itself as "unicorn rock." Interactive tasks complement the music and can be worked on directly on a smartphone or tablet so users receive immediate feedback. Social media offerings such as Instagram, Facebook, Twitter and TikTok also allow for interaction.

Teachers who want to use the free teaching material in the classroom can download comprehensive accompanying materials. Worksheets, didactic tips or even entire lessons can also be used both onand offline.

→ dw.com/learngerman

# 856,221

registered users of the DW Learn German platform

(as of December 2022)

**58** 

percent of DW Learn German users are between the ages of 21 and 35

(as of December 2022)

3.3

million fans and followers of DW Learn German on social networks

(as of December 2022)







## Rural journalism: When the seasons determine the news

With over 95 percent of its inhabitants engaged in agriculture, northern Ghana is the epitome of a rural region in Africa. The population is characterized by diverse languages and cultures, and, compared to the south, has a considerable technology gap.

In a region where smartphones are still rare, many rely on the radio. The information needs of rural population also differ significantly from those in urban areas. In northern Ghana, for example, the most pressing problems are seasonal. In the rainy season (from May to October), floods, washed-out roads, and markets or villages damaged by storms dominate the news. In the dry season, issues such as bushfires, crime and access to drinking water are the most pressing issues.

"All communities here have their unique problems, and they need to be reported on," said Maxwell Suuk, DW correspondent for northern Ghana. "If there weren't journalists in the rural communities, no one would ever hear from them."

#### **Building journalistic skills**

Despite the population's need for reliable information in the rural north, Suuk recognized that journalism training opportunities were scarce. It was not due to a lack of talent in the newsrooms, but rather a knowledge gap for journalistic practices. In response, DW Akademie developed a series of training courses for local journalists. In the first training, nine participants learned the basics of quality journalism and discovered how

to produce reports for radio, online and television with just a smartphone and a couple of free apps.

### Journalism that makes a difference

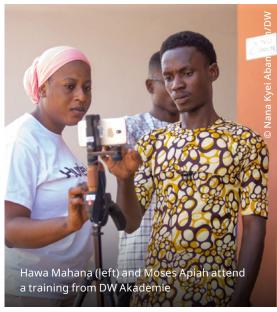
Moses Apiah works as a journalist at a local radio station. After receiving training, his next story was on a man who makes a living selling soap door-to-door. Because of a physical disability, it could take him hours to get from one house to another. Just shortly after Apiah's story was aired on local radio and posted on WhatsApp, a local politician contacted Apiah to offer his help. "At first I thought it was normal politician talk," Apiah recounted. "Three days later, a tricycle arrived!" Journalism can make a lasting difference in people's lives.

Journalism: Credible quality

DW Akademie supports media professionals in shaping the future of journalism with training and continuing education programs. We support schools for journalists because they play a leading role in the further development of the sector. They are drivers of innovation for journalism whose work benefits both the public and media companies.



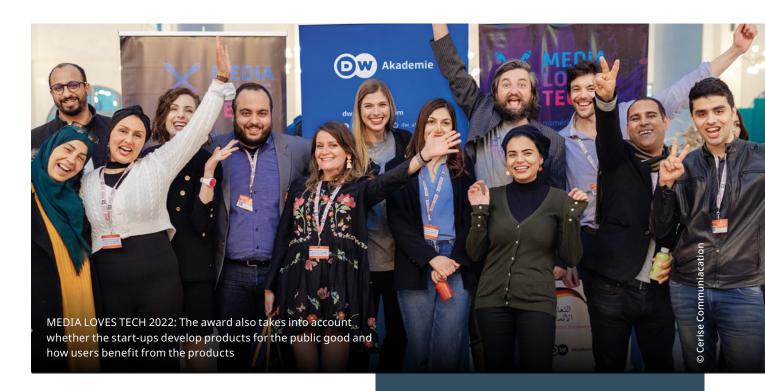






# I'm inspired!

Nazira Inoyatova, Uzbekistan, program director of Aytoradio, Media School Uzbekistan participant, a partnership between Modern Journalism Development Center (MJDC) and DW Akademie



### From idea to market: Start-up incubator MEDIA LOVES TECH makes it possible

A DW Akademie program and its Tunisian partner organization Al Khatt support digital media innovations, especially in North Africa.

Media workers around the world recognize that good journalism skills aren't enough to reach audiences or to ensure the financial viability of a media house. Therefore, MEDIA LOVES TECH has supported between eight and 12 start-ups annually since 2018—from idea to prototype to market entry. The participating startups have tackled challenging topics such as climate change in North Africa, how photojournalists can protect and monetize their work and how to help business journalists obtain reliable financial data. A panel assesses the viability of the projects, the commitment of the teams and the feasibility of the projects in reaching their goals.

The 2022 grand prize of 10,000 euros went to MOOM, a Tunisian digital media platform aimed at expectant mothers and young parents, offering them factual information and useful tips for navigating pregnancy and early childhood. Another prize, in the amount of 4000 euros, was awarded to MSign, a virtual avatar developed in Tunisia that translates Arabic text, sound and video into sign language in real time.

start-ups in Tunisia,

Morocco and Algeria supported by MEDIA LOVES TECH up to 2022

## Innovation for public dialogue

The digital transformation of public dialogue comes with opportunities and risks. Modern technology offers us endless chances to share information and engage in public discussions. Its limitations lie in unequal access, language barriers, algorithmic bias and government regulation. DW Akademie promotes innovations in the digital world to improve public dialogue without barriers and protected from restrictions and manipulation.



## Bolivia: Radionovela declared intangible piece of cultural heritage

A radio production tells the story of indigenous peasant leader Hilarión Grágeda who led a historic struggle against large landowners. The city council of Morochata, Bolivia has declared the radionovela "Hilarión Grágeda, Leader of the Rebellion against Large Landowners" an intangible piece of the city's cultural heritage. According to the accompanying statement, the production in the indigenous Quechua language is of special value in the preservation and documentation of indigenous culture and history. Bolivian Minister of Culture Sabina Orellana pledged to have the radionovela broadcast nationwide through media partners.

The radionovela was created as part of the Colaboratorio project of DW Akademie and its partner CEPRA. What makes it especially poignant is that the story of Hilarion Grágeda is told by the descendants of the movement themselves. Indigenous people from the village of

Yayani and surrounding communities were involved in the production of the radionovela, from the script to the music to voice-over. This collaborative approach is at the core of the project, whose goal is to establish creative spaces and enable participation that ensures the relevance and sustainable success of citizen radio.

25

languages in which the MethodKit for Podcasts is available, including many indigenous languages



IMPACT
CHANGE YOU ARE CREATING

## Got an idea for a new podcast? Get start-up help from professionals

With MethodKit for Podcasts, DW Akademie supports podcasts worldwide from development to production.

Together with the Swedish organization MethodKit and 20 global podcast experts, DW Akademie developed a set of 61 cards, each highlighting a crucial aspect of podcast development. The kit stimulates discussion and helps with concept development as well as considering production details. As a training tool, it is aimed at trainers working with media professionals on new audio formats but it can also be used independently.

DW Akademie has also developed various training modules that have already been implemented in various African countries, Cambodia and Ukraine. The podcast kit can be used online and offline and is available in English, Kiswahili, Amharic, Burmese, Oromo, Arabic, Chichewa, French, Mooré, Spanish, Ukrainian, Khmer and German, among others. Digital kits are available for free at

→ methodkit.com/podcasts



## DW trainees go out into the world to report on it

From the windy expanses of Montana to the hustle and bustle of a London newsroom, DW's trainees face their first assignments abroad after their first year. DW Akademie is preparing the next generation of DW journalists.

With twelve budding journalists from nine nations, the 2021/22 trainee cohort was more international than ever before. Over 18 months of practical seminars and editorial assignments, the trainees learned the journalistic skills necessary to produce television, online and radio news. Beyond working in both Bonn and Berlin, a two-month assignment in one of DW's foreign studios is mandatory. In addition, trainees have the choice of a month-long elective assignment, which can be at the ARD studio in Madrid or at the UN in Jamaica.

The main goal of the program is for trainees to understand what makes DW's correspondent work so remarkable and

to experience how colleagues from other media companies work. Katja Sterzik and John Marshall traveled to Toole County, Montana, during their assignment at DW's Washington studio. They used their training to research, film and edit a video report on climate. For them, the biggest challenge was the harsh November weather, with freezing temperatures and fierce winds.

66

The IMS program is teaching me to become a media professional by enhancing my journalistic skills and widening my horizons internationally. It will help me in the pursuit of my dreams to make a difference in the lives of many, especially in Africa.

### Efemena Mapholomi

Nigeria, master's student in International Media Studies (IMS), a joint program from the Rhenish Friedrich Wilhelm University in Bonn, the Bonn-Rhein-Sieg University of Applied Sciences and DW Akademie

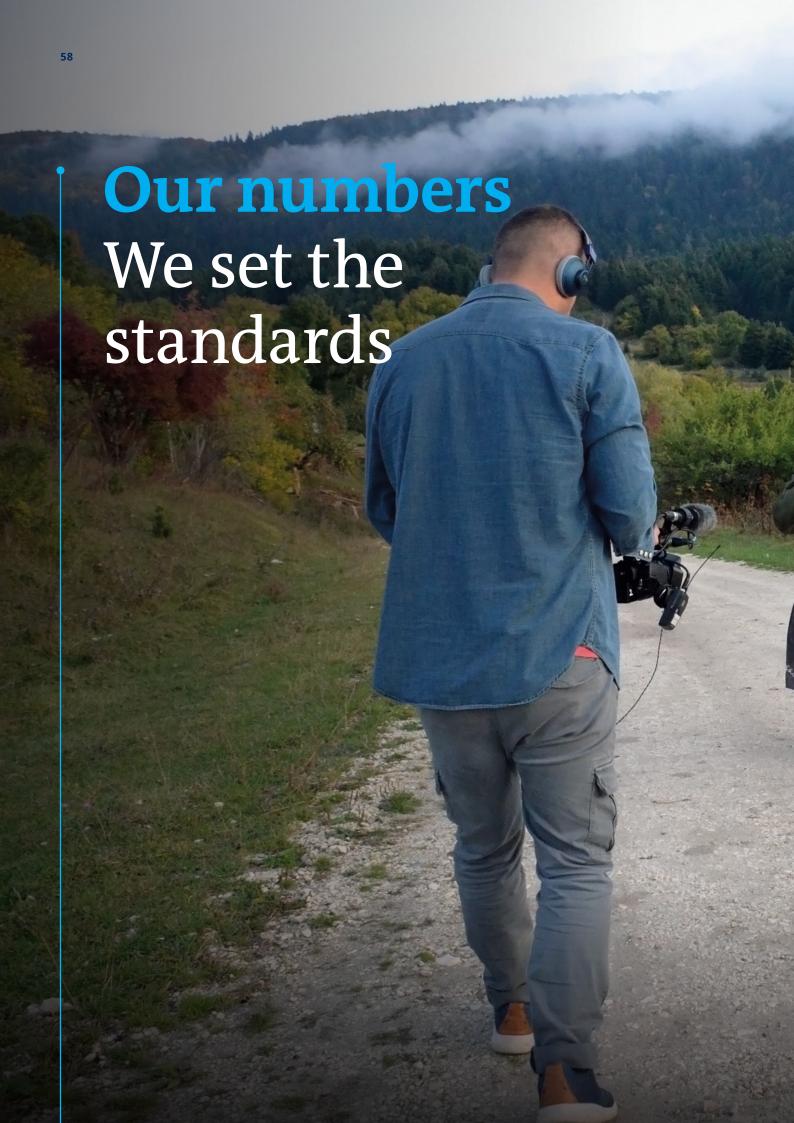


245

alumni of the International Media Studies (IMS) master's program offered by DW Akademie, together with the Bonn-Rhein-Sieg University of Applied Sciences and Rhenish Friedrich Wilhelm University Bonn (2011 to 2022) DW trainees per cohort

**23** 

different languages spoken by the DW trainees of the 2022/23 and 2023/24 cohorts







### On the ground for media freedom: DW Akademie expands its presence in Burkina Faso

Since beginning its work in Burkina Faso in 2015—then in a converted garage—
DW Akademie has steadily expanded its engagement in the country.

In March 2022, DW Akademie opened its office in Ouagadougou, the capital of Burkina Faso. The country has faced increasing terrorist attacks over the past seven years. In response, one focus of the work on the ground is innovative dialogue formats, such as conflict-sensitive journalism, that give disadvantaged population groups a voice and contribute to peaceful understanding.

Another focus is the fight against misinformation and disinformation, which we are working to combat in cooperation with our local partner organization FasoCheck.

"DW Akademie's presence in the crisis-ridden Sahel is eminently important, especially in the current situation," said Carsten von Nahmen, managing director of DW Akademie.

We are also dedicated to promoting media literacy in Burkina Faso. More than 1.5 million internally displaced persons present local communities with new challenges every day. Our partner organizations have been increasingly working with these groups since 2022.



# Dedicated to free media around the world

10

DW Akademie offices

16
field offices

**72** 

emerging economies and developing countries where we have projects (as of December 2022)

85

DW Akademie projects in 2022

415

people around the world whom we employ on a full or part-time basis (as of December 2022) **183** 

partner organizations around the world with which we work closely

45.8

million euros in project funding from the German Federal Ministry for Economic Cooperation and Development, the Federal Foreign Office, the European Union and other donors

(Budget 2022)

**3.7** 

million euros in funding from the Federal Government Commissioner for Culture and the Media, for work we do on behalf of Deutsche Welle (Budget 2022) **25** 

languages in which the MethodKit for Podcasts is available, including many indigenous languages start-ups in Tunisia, Morocco and Algeria

supported by MEDIA LOVES TECH up to 2022 23

Community radio stations, local media outlets and media organizations from 13 countries in Africa and Latin America were involved in the development of the Colmena app

media outlets already working together in the Young Media Network with more to come!

alumni of the International Media Studies (IMS) master's program offered by DW Akademie, together with the Bonn-Rhein-Sieg **University of Applied Sciences** and Rhenish Friedrich Willhelm University Bonn (2011 to 2022)

DW trainees per cohort

different languages spoken by the DW trainees of the 2022/23 and 2023/24 cohorts

856,221

registered users of the DW Learn German platform (as of December 2022)

percent of DW Learn German users are between the ages of 21 and 35 (as of December 2022)

people participated in media training sessions held in 2022

million fans and followers of DW Learn German on social networks

different countries where participants came from in 2022

days of training conducted by DW Akademie's Communication **Consultancy and Training** department in 2022

## Regional office

### Partner countries (on behalf of BMZ)

Bangladesh Bolivia **Burkina Faso** Cambodia Colombia Côte d'Ivoire **Ethiopia** Georgia

Ghana Kenya Lebanon Mexico Mongolia Morocco Myanmar Namibia

Palestinian territories Serbia Tunisia Uganda

Pakistan

Ukraine

Uzbekistan

## **Project countries**

**Afghanistan** Albania Algeria Armenia Azerbaijan

Belarus Bosnia and Herzegovina Libya Dominican Republic **Ecuador** El Salvador

Estonia Guatemala Guinea Honduras India

Indonesia Iraq

Iordan Kazakhstan Kosovo Kyrgyzstan Latvia Lesotho Lithuania Malawi Mali

Moldova Montenegro Mozambique

Niger Nigeria

North Macedonia

Peru

**Philippines** Russia Rwanda Senegal South Africa

Sudan **Tajikistan** Tanzania **Thailand** Venezuela **Vietnam** Yemen Zambia Zimbabwe





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