



## Promoting Professional Media

International Institute for Journalism



On behalf of  
**Federal Ministry  
for Economic Cooperation  
and Development**



### Background

A free press plays an important role in building strong democracies, enhancing good governance and participation of the civil society in the development process. It is also crucial for promoting justice, peace and human rights. Media adhering to ethical and professional standards provide comprehensive information and act as a critical check on political and economic powers. They help citizens make well-founded decisions; they guide investors and consumers in assessing the markets; they educate, embrace and empower.

In the belief that pluralistic and vibrant media are crucial in enhancing a sustainable democratic, economic and social development the International Institute for Journalism (IJ) of Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH promotes quality journalism worldwide. Founded in 1962, 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).

### Our Goals

The IJ seeks to enhance the professional performance of media houses as well as journalism training centres in developing countries and countries in transition, thus contributing to strengthening freedom of expression and freedom of the press in partner countries of the German development cooperation.

In particular the IJ programme is aimed at

- Advancing the journalistic competence within media houses
- Raising the awareness for ethical and professional standards in journalism
- Increasing management skills in media houses
- Upgrading teaching methods at journalism training centres
- Advising on curriculum development
- Fostering the alumni network as a platform for information and knowledge exchange.

### Our Programme

The IJ programme is aligned with the objectives of the development policy of the Federal Republic of Germany, which puts a strong emphasis on reducing poverty, promoting good governance, education and human rights.

The IJ media development programme focuses in particular on the following areas:

- Political and conflict sensitive journalism
- Economics and business journalism
- Climate change and environmental journalism
- Multimedia and online journalism
- Media ethics
- Media management.

The programme is based on the principle of networking among participants and engenders cross-border learning and international knowledge communities. It is carried out both in Germany and in selected partner countries where the IJ cooperates with regional journalism training institutions.



### **Our Instruments**

To carry out its mission, the IIJ utilises various instruments for organisational and human resource development:

- Advanced education and training, including elearning
- Dialogue and conference coverage
- Building professional networks
- Advisory services for media houses and media schools.

In order to sustain the impact of the programme which has a strong emphasis on practical work the IIJ offers mentoring sessions after a training has finished and the participants have returned to their home countries. Trainers keep in touch with the participants through social learning platforms, chat and email exchange in order to assist with the transfer of the acquired competence into the working environment.

### **Advisory services and on-site trainings**

Guided by the principle of sustainability and impact-orientation in international cooperation the IIJ offers – in addition to training and dialogue – on-site support for media houses and training institutions actively engaged in promoting professional standards in journalism.

This offer includes both on-site advisory services that address organisational and managerial constraints within the media house

or training institution, as well as tailor-made in-house workshops responding to specific training needs referring to the various positions and tasks in a media house (management, newsrooms etc).

Learning objectives for training activities and conceptual frameworks for transfer projects should be mutually agreed as a point of reference. That way, the advanced training of individuals can be closely linked to the requirements of organisational development.

### **Target Group**

The IIJ media development programme addresses especially print and online media in partner countries of the German development cooperation in Sub-Saharan Africa, Asia and the Middle East.

Applicants need to have a strong recommendation by their employers and are expected to:

- have a firm interest in the subject of the training course
- be in permanent employment with good chances of further promotion
- be proficient in English.

Women journalists are particularly encouraged to apply.

### **IJJ alumni network**

The IJJ alumni network has been evolving since the first training programmes in the sixties, uniting journalists and editors from media houses in Africa and Asia, Latin America, Eastern Europe and the Middle East. Today, our alumni network is a central pillar of our capacity building programme, guaranteeing the sustainability of our training and dialogue activities. It is a platform for learning, information and communication among the alumni and in exchange with the IJJ.

The IJJ alumni programme offers, amongst others, access to opportunities for further training, to professional networks and contacts to international experts from various fields as well as background information about development cooperation issues, the political, economic and social situation in many developing countries and countries in transition and, last but not least, about the latest developments in the media sector.

### **Media for Development**

While media development seeks to develop the media sector in a country as an end in itself, media for development uses the media to convey specific messages on issues, such as poverty reduction, good governance, environmental protection and health care. The successful implementation of development cooperation programmes requires in most cases the participation and active support of those concerned. To foster a broad debate and to mobilise the ideas and energies of the people, the IJJ also develops and realises communication and media activities as part of development projects. The aim is to inform, sensitise and create awareness and thus to promote ownership and participation.

### **International Institute for Journalism (IJJ)**

The International Institute for Journalism (IJJ) of GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit was founded in 1962. It seeks to enhance the professional performance of print and online media as well as journalism training centres in developing countries and countries in transition.

The IJJ capacity building programme utilises various instruments for organisational and human resource development, including advanced training, dialogue, networking activities as well as advisory services for media houses and media schools. The programme focuses on political and conflict sensitive reporting, economics and business journalism, environmental reporting as well as on multi-media journalism and media management.

The aim of the IJJ programme is to strengthen the freedom of expression in partner countries of the German development cooperation and to thus improve the conditions for democratisation and economic and social development. In this capacity, the IJJ 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 IJJ programme is implemented both in Germany and in the partner countries where the IJJ cooperates with regional journalism training institutions. A high proportion of the IJJ alumni hold senior positions in the media industry throughout the world.

### **International Institute for Journalism (IJJ) of GIZ**

Stresemannstraße 92

10963 Berlin

Germany

T +49-(0)30-43 996-297

F +49-(0)30-43 996-260

[ijj@giz.de](mailto:ijj@giz.de)

[www.giz.de/ijj](http://www.giz.de/ijj)

[www.ijj-blog.org](http://www.ijj-blog.org)

[www.twitter.com/ijj](https://www.twitter.com/ijj)

[www.facebook.com/ijjberlin](https://www.facebook.com/ijjberlin)

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Friedrich-Ebert-Allee 40  
53113 Bonn, Germany  
T +49 (0)228 44 600  
F +49 (0)228 4460 1766

Dag-Hammarskjöld-Weg 1-5  
65760 Eschborn, Germany  
T +49 (0)6196 790  
F +49 (0)6196 791 115

E [info@giz.de](mailto:info@giz.de)  
I [www.giz.de](http://www.giz.de)

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