
DW-AKADEMIE

DW-AKADEMIE, based in Bonn and Berlin, is the international centre for media capacity building of Deutsche Welle, Germany's international broadcaster. Since the initial launch of its international training programme for developing countries in 1965, it has been involved in partnership projects all over the world. The team at DW-AKADEMIE has cultivated and developed its portfolio of cooperation projects to such an extent that it has become a paragon of the academy's founding idea: "Media Development Around the World".

With this goal in mind, DW-AKADEMIE operates in Africa, Asia, Latin America, Eastern Europe and the Near and Middle East, offering customized training programmes to specialists in the electronic media sector – from individual journalists, technicians and trainers through to staff and management at local TV and radio stations.

Eighty percent of all training programmes are conducted in partner countries, with the rest taking place in the training centres in Bonn and Berlin. Every year, some 1,500 people from the electronic media take part in these training programmes.

DW-AKADEMIE's work is funded by a range of national and international partners, including the German Foreign Ministry, the German Ministry for Economic Cooperation and Development, the World Bank and the European Union.

The staff at DW-AKADEMIE are dedicated to the promotion of independent journalism and freedom of the press. To reach this goal, they work in cooperation with electronic media specialists in developing an transition countries, organising various educational and training programmes in a range of areas: training media professionals, providing long-term consulting and coaching services to TV and

radio broadcasters before, during and after internal reorganization or restructuring processes, developing and disseminating innovative production formats tailored to local or international needs, coaching people in the establishment of community radio stations and promoting the active use of new media and technologies. An equally broad range of journalistic skills and approaches ensures that the timing and content of DW-AKADEMIE's training courses are precisely customized to match the respective target group's needs and that participants learn professional, practical and theoretical skills in areas ranging from peace journalism to business reporting. This means that the courses are tailor-made and cover all the burning issues in international journalism.

Another focus of this work is promoting and encouraging young journalists. Traineeships and internships are offered on a regular basis to young journalists from Germany and abroad.

CONTACTS

DW-AKADEMIE has also introduced a Master's Degree in International Media Studies. This combines the disciplines of media and development, journalism, communication science and media management.

Over the years DW-AKADEMIE has cooperated with many broadcasters and media training institutes, as well as journalists' umbrella organizations and international and national organizations. Time and again, it has confirmed and underlined its outstanding contribution to German media development policy, gaining an indisputable international standing in the process.

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