

## **Trainee Programme for Young Journalists of Colour and for Journalists in Exile (2016-2017)**

### **The situation**

Germany is a “country of immigration”. In 2015 alone, one million refugees came to Germany. About 19 percent of the entire population are migrants or come from a family of immigrants. In the cities and the industrial regions the percentage of descendants of migrants is even higher.

The large number of immigrants and asylum seekers turns their inclusion into the media a pressing public duty. Because mass media is a vital source of information about migrants. This applies not only to immigrants and their descendants, but currently in particular to refugees because there is even less contact between locals and refugees in everyday life.

Media coverage of migration, flight and asylum should be characterized by differentiated and diverse perspectives. Journalists of colour could contribute to this essentially, but they are still underrepresented in editorial teams in Germany. According to recent findings and latest estimates their percentage is lower than 10 percent.

There are many hurdles for young journalists of colour who want to work in the media. At the same time the skills of journalists in exile are barely used. On the other hand refugees in Germany need a wide range of information. Providing and publishing the necessary information, could help refugees to start a new life in Germany.

### **The idea**

To promote ethnic diversity in German media systematically, more journalists of colour should find their way in the media. Both, German editorial desks and young journalists of colour, could benefit from contact to journalists in exile. Until now, neither their journalistic expertise regarding their countries of origin, nor their knowledge about the needs and the target-group-specific communication for refugees is appreciated.

It is difficult for journalists in exile to write in German, but they can contribute to media coverage by their qualifications and their expertise. As a source for journalistic research as well as a link to the refugees in Germany. Journalists in exile reach already tens of thousands refugees via their Facebook-sites.

The New German Mediamakers (NdM) discussed the needs for a trainee programme with journalists in exile and other media organisations during the annual NdM-Conference in October 2015. The results will be part of the "Trainee Programme for Young Journalists of Colour and for Journalists in Exile". 50 trainees (25 young journalists of colour and 25 journalists in exile) will be supported by the programme for a period of 18 month.

The New German Mediamakers are the only network for journalists of colour in Germany. We receive requests for diverse staff and expertise every day, currently in particular requests for specialists who could provide information for refugees. The trainee programme will result in a pool of experts with young journalists of colour and journalists in exile.

The New German Mediamakers have a longstanding routine in trainee programmes for young journalists of colour. This experience guarantees the success of the new programme. By supporting journalists in exile the project contributes to the public duty to include immigrants and refugees in the media.

## **Contacts, knowledge and practical experiences**

The 18-month trainee programme provides different stages and levels of support. Every trainee will have a mentor or a tandem partner who supports the trainee individually. Their informal relation offers the possibility to speak about

- hurdles, individual problems and possible solutions,
- professional strategies of the trainee,
- applications and acquisition,
- networking and new contacts,
- professional plans, options and perspectives and
- the journalistic work of the trainee.

Both sides will stay in contact for one year. The aim is to boost the talents of the trainee and to enable him or her to work in the media (again).

Apart from the personal contacts of the trainees and the mentors, the trainee programme provides different modules:

- workshops for young journalists of colour (self-marketing, acquisition, relevant professional organisations, routines of editorial offices),
- workshops for journalists in exile (media landscape in Germany, possible work arrangements, media law, relevant professional

- organisations),
- special online profiles for journalists in exile in cooperation with "hostwriter",
  - visits in media organisations and discussions with editors,
  - a cross-media project in cooperation with online media like ZEIT-Online to which every participants will contribute.

The personal contact on one side and the modules on the other side guarantee a comprehensive and continuous support.

During the project there will be three visits in media corporations. The trainees can talk with editors and learn more about the routines and ways of working. Both sides can discuss experiences and different perspectives as well as hurdles and the advantages of a diverse editorial team.

At the end of the project all participants are invited by the Minister of State and Commissioner for Migration, Refugees and Integration, Aydan Özoğuz.

The New German Mediamakers offer the structural basis for the project. If there are any questions or uncertainties, trainees can contact the New German Mediamakers as well as media and institutions looking for staff or special expertise.

## **Networks, cooperations and funding**

We cooperate with "hostwriter", a non-profit network connecting journalists around the world, and "Reporters Without Borders".

We applied for funding at the Minister of State in the Federal Chancellery and Federal Government and Commissioner for Migration, Refugees and Integration, Aydan Özoğuz. Partners from the media can contribute to the programme by funding a scholarship (4.000 Euro) that covers the costs for one participant for the 18-month period.

Different organisations and media are already interested in the trainee programme:

- the Initiative for Quality in Journalism,
- German Federation of Journalists (djv),
- German Union of Journalists (ver.di),
- German Press Council,
- renowned schools of journalism.

Bayrischer Rundfunk and Chrismon will support our project. Apart from that we are in contact with Süddeutsche Zeitung, taz, ZDF, SWR an other media corporations.

## **About / New German Mediamakers**

We are a young non-profit organisation from Germany with 250 members and about 1.000 networkers. Founded in 2009, our initiative provides practical tools and projects, which contribute to ethnic diversity in the media. We are the only journalistic network working in the intersection of "media and migration". Editors and colleagues, public and private organisations, universities and institutes, authorities and companies contact us for consulting and cooperation.

Most of us are journalists of colour and we try to promote ethnic diversity in the media by realizing different projects:

- a mentoring project to support young journalists of colour,
- local networks for journalists of colour in Germany,
- a glossary for writing in a diverse society and
- a database for mediamakers where they can find experts of colour from all fields of expertise.

Since 2010 we realized several mentoring programmes for young journalists of colour. Since then 130 mentees have been supported by experienced mentors to build up their professional career. In the past, more than two thirds of the mentees found a job in the media or related fields like public relations.

Experienced colleagues will coordinate the trainee programme and will keep in touch with the participants after the end of the programme.

## **Contact**

Ebru Taşdemir  
New German Mediamakers  
Goltzstraße 39, 10781 Berlin  
030-269 472-30 // 0152.33870862  
[tasdemir@neuemedienmacher.de](mailto:tasdemir@neuemedienmacher.de)  
[www.neuemedienmacher.de](http://www.neuemedienmacher.de)

[www.facebook.com/neuedeutschemedienmacher](http://www.facebook.com/neuedeutschemedienmacher)  
[www.twitter.de/NDMedienmacher](http://www.twitter.de/NDMedienmacher)