

## **Trainee Programme 2016-17 for journalists with short and long-standing histories of immigration**

After the successful completion of our mentoring programme, NDM have launched a new trainee programme. Germany is a country of migration, though this fact has still to enter the collective consciousness. Almost 20% of the total population has a migrant background. Additionally, in 2015, an estimated 950.000 refugees came to Germany. However, people with migrant backgrounds are not equally and adequately represented in the media. The media play a central role in the construction of public belief and attitudes. Especially in those cases in which audiences and readers do not possess direct knowledge or experience of what is happening, they become particularly reliant upon the media to inform them. But because certain aspects are not properly represented in the media, certain stories are not told, the public remains insufficiently informed.

In view of the increasing diverse ethnic mix of the German population and of the many refugees who have come to Germany, certain media have started to offer brief news broadcasts (WDR) or articles in newspaper supplements in Arabic (B.Z., ZEIT). These are short term solutions, however. What is needed is a more complete and more balanced long term commitment to showing the full picture, telling the full story.

### **The Idea**

More journalists with migrant backgrounds working in the media will help not only to increase cultural diversity, but will bring other viewpoints to reporting. However, young people with migrant backgrounds wishing to enter the field of journalism encounter much higher hurdles than their “all white German” peers. The potential of refugee journalists who have fled to Germany is also seldom recognised. Yet these journalists can offer far better insights into certain subjects, especially when it comes to reporting on stories from their countries of origin. Exiled journalists however often lack sufficient German language skills to write own articles or produce their own features.

The idea behind the new NDM trainee programme is to open doors for both groups – young German journalists with migrant backgrounds and exiled journalists. An 18 month training programme will help 50 candidates – 25 young journalists and 25 exiled journalists – to gain access to major media houses.



The aim of the programme is to qualify the candidates in various relevant areas and to help them build professional networks, which, hopefully, will lead to a paying job in the media. The programme is aimed to benefit both the candidates and the participating media partners. Whilst the trainees gain insights into the daily work and working methods of editorial offices, established editors, journalists and editorial departments can profit from new and different perspectives.

The one-year training period will offer the following:

- Training courses for young journalists (encompassing a variety of subjects such as experience in daily editorial work, learning how to research topics and how to sell and market one's work, etc.)
- Training courses for refugee journalists (to familiarise them with the German media and media laws, to offer relevant professional information, etc.)
- Visits to editorial offices and meetings with members of the media
- At the end of the year, the work of the participants will be documented in a cross-media project in collaboration with a major online news platform such as ZEIT-Online

The programme is supported by "hostwriter" a non-profit network connecting journalists around the world and "Reporter ohne Grenzen", a global network of journalists advocating freedom of the press. We applied for funding at the Federal Office for Migration, Refugees and Integration. Media organisations willing to support the idea by offering scholarships are very welcome to become part of the programme. 4.000 Euros cover the 18 month training period for one candidate.

If you would like to support a candidate with a scholarship, please contact us.

## **About Neue deutsche Medienmacher e.V.**

Neue deutsche Medienmacher are is a non-profit association of journalists with 250 members and over 1.000 professionals subscribed to our network. Since 2009, it has been our aim to instil cultural sensitivity and diversity awareness into the German media. We have initiated and carried out several projects to this end. Today, we have become one of the main contact points for editorial offices, public and private authorities, institutes and universities when it comes to questions of "media and migration".

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