

PRESS RELEASE

International Academy Of Journalism Launches Application Process For The Second Year

Hamburg, March 1, 2012 – Journalists from all over the world can now apply online for the second class of the International Academy of Journalism (Intajour) founded by Bertelsmann. Successful applicants for the “Journalism in the Digital World” fellowship program will begin their ten-month training course this September.

“After the great experience with our first batch of Fellows, we are looking forward to interesting applications from around the world once again. Our work to date shows that with Intajour, we’ve created an innovative tool for systematically coaching journalists in the digital media world, one that targets the individual needs of each participant,” says Intajour director Werner Eggert. “We continue to pursue the goal of introducing journalists from countries where press freedom is not as much a given as here in Germany, to the opportunities of digitization.”

The “Journalism in the Digital World” training program is aimed at journalists from countries where press freedom is restricted or threatened. The Fellows of the first year, which is still ongoing until June, come from Armenia, China, Egypt, Ghana, Liberia, Moldova, Nepal, Nicaragua, Syria, Thailand, Ukraine and Zimbabwe.

The 12 Fellows are coached in the areas of “investigative research”, “journalistic representation on the Internet,” “shooting and editing web videos,” “technical production of web content” and “media ethics”. The new course starts on September 2, 2012 and once again consists of attendance phases in Hamburg, Cologne and Berlin as well as two intensive e-learning phases. The deadline for applications is May 7, 2012 and they can only be made online via the website www.intajour.com.

The establishment of Intajour underlines Bertelsmann's commitment to quality journalism and social responsibility. The Academy seeks to help promote press freedom through continuing training for journalists, particularly in the field of the new, digital media. European Commission President José Manuel Barroso served as patron of the Academy's founding act in Berlin in September 2010. The Intajour Journalistic Advisory Council includes Peter Kloeppel (currently RTL Chief Editor), Georg Mascolo (Editor-in-Chief DER SPIEGEL) and Thomas Osterkorn (Editor-in-Chief STERN).

For further information, please visit www.intajour.com

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