

Bericht zu den Reuter`s Workshops "Writing Environmental News"

vom 10. bis 14.6.02 in London und

vom 8 – 12.7.02 in Grahamstown

im Rahmen der Evaluation für das Projekt "Environment in the News"

des Bellagio Forum for Sustainable Development

U KONZEPT Büro für Umweltkommunikation

Dr. Dorothe Lütkemöller

Stefanie Diekmann

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Inhaltsverzeichnis

	Seite
1) SUMMARY	3
2) TEILNEHMER UND RAHMEN DER WORKSHOPS	4
3) EVALUATION.....	4
3.1 ZIELE UND METHODEN	4
3.2 ZUSAMMENFASSUNG DER EVALUATIONSERGEBNISSE "LONDON" UND "GRAHAMSTOWN"	5
3.2.1 ERGEBNISSE DES WORKSHOPS IN LONDON IM EINZELNEN.....	6
3.2.2 ERGEBNISSE DES WORKSHOPS IN GRAHAMSTOWN IM EINZELNEN	15
4) BEWERTUNG UND SCHLUSSFOLGERUNGEN	19
5) ANHANG	20
5.1) FRAGEBOGEN	20
5.2) FRAGEN DER LEITFADENINTERVIEWS (LONDON) BZW. DER E-MAIL-BEFRAGUNG (GRAHAMSTOWN)	22
5.3) AUSWERTUNG DER FRAGEBÖGEN (LONDON).....	23
5.4) AUSWERTUNG DER LEITFADENINTERVIEWS (LONDON).....	27
5.5) AUSWERTUNG DER FRAGEBÖGEN (GRAHAMSTOWN)	37
5.6) AUSWERTUNG DER E-MAIL – BEFRAGUNG (GRAHAMSTOWN)	41

1) Summary

The report presented here refers to two workshops of further education on “writing environmental news” that were conducted by the Reuters Foundation in London and Grahamstown and were financially supported by the Bellagio Forum for Sustainable Development as a part of its media initiative. The Bellagio Forum also asked U KONZEPT to conduct an accompanying scientific evaluation programme in order to provide some feedback to the organisers, trainers and sponsors of the programme.

Beneath the Bellagio Forum as the mandator and the German Federal Environmental Foundation as financial supporter of the project "environment in the news" , additional consignees of this report are the organisers of the workshops, the trainers and the members of the advisory panel.

The participants of the workshops came from middle-and eastern european countries, asia and africa and had a professional journalistic experience mostly from one two five years, thus representing the generation of younger journalists from developing countries, that are especially interested in environmental problems and the role the media may take in covering them. Especially the training workshop in Grahamstown was seen as a professional preparation for the coming world summit for sustainable development in Johannesburg at the end of August 2002.

The one-week seminars were based on exercises on writing environmental news and intensive discussions with the trainers and between the students themselves, who especially appreciated the practical approach of the training and the chance to exchange experiences with colleagues from other countries. Looking from a methodological point of view the simulation of a press conference during an internet-based video-conference with the director of the information and media relations division of the WTO in Geneva was of special interest. It forced and challenged the participants to talk with a media professional in order to focus the discussion on points they wanted to get precise informations about.

Results of the questionnaires, e-mail – questionings, interviews and observations U KONZEPT conducted, reveal that most of the participants were highly satisfied with the training-weeks, because they learned or refreshed their professional skills concerning the writing and presentation of environmental news and got a lot of hints and examples on how to investigate reliable informations on environmental issues. A closer look at the targets of the workshop, as described by one of the trainers on one hand, and the learning effects participants on the other hand named as most useful to them, convinced the evaluators, that there is a high degree of congruence between the trainers approach and the participant’s expectations.

The fact, that many participants mentioned difficulties of having easy access to reliable informations and expertise in their countries and the impression of participants and evaluators, that the one – week training programmes are driven by a very compact time schedule, might be used as a hint for the organisers and supporters of this programme to think about follow-up activities for the participants. Follow-up offers could be internetbased and offer ongoing support and possibilities for discussions. Looking at the aims of the media initiative of the Bellagio Forum - to push environmental journalism - such activities could be of special value, because all workshop participants stressed the fact, that the workshop encouraged them to intensify their future activities on environmental topics. This encouragement propably will need further confirmation.

Looking on further training - workshops or other activities to be planned for the media initiative, another result of the evaluation is the recommendation to support direct exchange of expectations and ideas between all relevant persons and groups involved.

2) Teilnehmer und Rahmen der Workshops

Von den 12 Teilnehmern des Workshops in London (acht Frauen und drei Männer) kamen sieben Personen aus Ländern Mittel- und Osteuropas (Rumänien, Slowenien, Mazedonien, Jugoslawien, Estland, Lettland, Ungarn). Zwei Teilnehmer kamen aus Südamerika (Chile, Argentinien), bzw. Asien (Sri Lanka, Pakistan) einer aus Südeuropa (Portugal). Den Workshop in Grahamstown besuchten dreizehn Teilnehmer aus verschiedenen Ländern Afrikas.

Die Workshops fanden in den Schulungsräumen der Reuters Foundation in London bzw. Grahamstown statt, die mit Computerarbeitsplätzen für jeden Teilnehmer ausgestattet sind. Ebenso sind die technischen Einrichtungen für Internet – Videokonferenzen vorhanden.

Die Kurse wurden als einwöchige Seminare durchgeführt, wobei praktische Übungen auf der Grundlage von durch die Trainer vorbereiteten Unterlagen im Vordergrund standen. Von den Teilnehmern im Verlaufe der Übungen erstellte Texte (Nachrichten, Reportagen etc.) wurden gemeinsam diskutiert und von den Trainern ausführlich kommentiert.

Die praktischen Übungen wurden ergänzt durch Kurzvorträge externer Referenten (s. Programmübersichten im Anhang), Exkursionen und jeweils eine Videokonferenz in deren Verlauf eine Pressekonferenz mit dem Pressesprecher der WTO in Genf zum Thema „globalisation, friend or foe of the earth?“ mit den Teilnehmern abgehalten wurde. Ein weiteres zweistündiges Pressegespräch führten die Teilnehmer des Workshops in London mit dem Direktor der Organisation „Friends of the Earth“, das dem Thema „Globalisierung und Umweltfragen“ gewidmet war.

Weitere Programmpunkte waren jeweils eine halbtägige Exkursion in den Londoner botanischen Garten Kew Gardens bzw. zu einem Wasserprojekt in der Nähe von Johannesburg, die ebenfalls für anschließende praktische Schreibübungen genutzt wurden. Ebenso wurde im Verlauf beider Workshops eine kurze Einführung zur Nutzung umweltrelevanter Internetsuchmaschinen gegeben.

3) Evaluation

3.1 Ziele und Methoden

Die von U KONZEPT im Auftrag des Bellagio Forum for Sustainable Development durchgeführte Evaluation der einwöchigen Workshops schließt inhaltlich und methodisch an die Evaluation eines entsprechenden Workshops in Berlin im Dezember 2001 an, insofern sei an dieser Stelle zur grundsätzlichen Zielsetzung und Vorgehensweise auf den entsprechenden Bericht verwiesen. Im Vergleich zur vorausgegangenen Evaluation des Workshops in Berlin wurde die Evaluation des Workshops in London ergänzt um Interviewfragen und Hintergrundgespräche zur inhaltlichen Zielsetzung des Trainings aus Sicht der Teilnehmer, Trainer und Organisatoren, sowie um Fragen bezüglich des Stellenwertes des Themas „sustainable development“. Dies geschah vor allem, da die am Projekt direkt und indirekt beteiligten Akteure (Teilnehmer, Organisatoren, Trainer, Beiratsmitglieder) Ziele und Methoden einer solchen Weiterbildung naturgemäß aus unterschiedlichen Perspektiven diskutieren. Die Ergebnisse der Evaluation können hier evtl. einen Beitrag zu mehr Transparenz bezüglich dieser Perspektiven leisten.

Folgende Erhebungsmethoden wurden angewandt:

- 1.) Schriftliche Teilnehmerbefragung durch Erhebungsbögen mit offenen und geschlossenen Fragestellungen zur Erfassung der Eingangsvoraussetzungen (Berufserfahrung, Erfahrungen mit der speziellen Thematik) und Erwartungen bzw. Lernziele der Teilnehmer. Dabei wurden einzelne Elemente der schriftlichen Befragung mit bisherigen Befragungsansätzen der Reuters Foundation abgestimmt und harmonisiert.
- 2.) Mündliche Teilnehmerbefragung durch Leitfadeninterviews nach Abschluss des Workshops zur Erhebung der Teilnehmerzufriedenheit und des Erreichens von Lernzielen entsprechend der Selbsteinschätzung der Teilnehmer. Dieser Teil der Befragung wurde für die Teilnehmer in Grahamstown als e-mail – Befragung via Internet durchgeführt.
- 3.) Beobachtung einzelner Abschnitte des Workshops in London durch U KONZEPT.
- 4.) Interviews bzw. Gespräche mit den Organisatoren und Trainern der Workshops.

3.2 Zusammenfassung der Evaluationsergebnisse "London" und "Grahamstown"

Im folgenden Abschnitt wird zunächst eine Zusammenfassung der wichtigsten Ergebnisse der Auswertung von Fragebögen, Interviews und Beobachtungen in London und Grahamstown gegeben. Dem schließt sich in den Abschnitten 3.2.1 und 3.2.2 jeweils eine genauere Darstellung der erhobenen Daten und der daraus gezogenen Schlussfolgerungen aus den einzelnen Evaluationsschritten an. Sowohl die schriftlichen als auch die mündlichen Befragungsergebnisse finden sich vollständig transkribiert im Anhang dieses Berichtes (s. Abschnitt 5).

London

Die Auswertung der schriftlichen und mündlichen Befragungen ergab, dass die überwiegend aus Mittel- und Osteuropa stammenden Workshopteilnehmer mit Inhalt und Verlauf des einwöchigen Fortbildungskurses überwiegend sehr zufrieden waren und die Teilnahme als beruflichen wie persönlichen Gewinn betrachten.

Der Zufriedenheitsgrad der Teilnehmer mit dem Kurs ist insgesamt sehr hoch, wobei insbesondere der praxisorientierte Ansatz und die Kompetenz der Trainer sehr viel Zustimmung erfährt bzw. gewürdigt wird. Als ein Ergebnis der Kurse ist festzustellen, dass sich alle Teilnehmer nach Abschluss des Kurses ausdrücklich ermutigt fühlen Ihr Engagement im Bereich des Umweltjournalismus zukünftig fortzusetzen bzw. zu intensivieren.

Hauptmotiv und Interesse der Teilnehmer war das Bedürfnis sowohl Know-how zur professionellen journalistischer Aufbereitung von Umweltthemen zu erwerben, als auch ihre journalistischen Grundfertigkeiten hinsichtlich der Präsentation von Nachrichten vor allem in Printmedien weiterzuentwickeln, sowie Kontakte zu knüpfen. Die von den Teilnehmern formulierten Lernziele bezüglich des Erlernens bzw. Weiterentwickelns journalistischer Grundtechniken beim Entwickeln von Themen und Nachrichten decken sich weitgehend mit den Lernzielen die von den Trainern für den Workshop genannt werden.

Als für sie wichtigstes Problem bei der Bearbeitung von Umweltthemen werden von den Teilnehmern Schwierigkeiten bei der Recherche zuverlässiger Informationen, ein mangelndes

Interesse bei Redakteuren und Lesern an Umweltfragen, sowie ein Mangel an Zeit im redaktionellen Alltag genannt.

Hinsichtlich der Frage, inwieweit es im Rahmend des Workshops gelang Umweltfragen in den Kontext der Diskussionen um eine nachhaltige Entwicklung (sustainable development) zu stellen ist festzuhalten, dass diese Thematik am letzten Tag des Workshops in London in zwei Diskussionsrunden mit je einem Vertreter der WTO bzw. der Organisation „Friends of the Earth“ aufgegriffen wurde. Aus Sicht der Teilnehmer, die sich grundsätzlich mit der Thematik vertraut zeigten, war dies eine interessante Ergänzung des Workshops, jedoch kein Hauptthema.

Grahamstown

Hinsichtlich des Workshops in Grahamstown stellt sich die Frage nach dem Stellenwert des Themas "sustainable development" etwas anders dar, da diese Veranstaltung in unmittelbarer zeitlicher und räumlicher Nähe zum Weltgipfel in Johannesburg stattfand und von den Kursorganisatoren explizit als Vorbereitung auf dieses Ereignis geplant war.

Alle Teilnehmer hatten konkrete Vorstellungen vom Begriff "sustainable development" und verbanden die Antworten auf entsprechende Fragen z. T. mit klaren persönlichen Positionsbeschreibungen und politischen Forderungen.

Ebenso wie ihre Kollegen in London nannten die Teilnehmer in Grahamstown als Motive und Ziele für ihre Weiterbildung ein allgemeines Interesse an Umweltfragen und an der Verbesserung ihrer journalistischen Fähigkeiten. Die Erwartungen der Teilnehmer an den Kurs wurden durchgehend erfüllt. Alle Befragungsergebnisse zeigen einen hohen Grad an Zufriedenheit mit dem Erlernten. Teilweise wurden bezüglich des Transfers des Gelernten in die tägliche Praxis schon sehr konkrete Projektplanungen genannt.

Ein Verbesserungswürdiger Aspekt, der sowohl von den Teilnehmern in London als auch in Grahamstown genannt wird, betrifft die Zeitplanung der Kurse. Mehrfach wird angemerkt, dass der einwöchige Kurs zu kompakt und das Programm zu dicht gedrängt seien (s. jeweils Auswertung der Fragen 6 und IX).

3.2.1 Ergebnisse des Workshops in London im Einzelnen

Erfahrungshorizonte der Teilnehmer

Im Rahmen der schriftlichen Befragung, an der sich elf Teilnehmer beteiligten, gaben alle Befragten an, aktuell im Bereich des Umweltjournalismus zu arbeiten, wobei neun Teilnehmer über eine Berufserfahrung zwischen einem und fünf Jahren, zwei Teilnehmer über mehr als fünf Jahre Berufserfahrung in diesem Bereich verfügen. Somit war die Zielgruppe der eher jüngeren Journalisten, die keine Anfänger mehr sind und über eine gewisse Berufserfahrung verfügen, auf dem Workshop vertreten.

Zu ihrer derzeitigen Tätigkeit geben vier Befragte an als Redakteur („Editor“) tätig zu sein, drei Teilnehmer bezeichnen sich als Reporter bzw. Korrespondent, ein Teilnehmer arbeitet für einen Radiosender. Als inhaltliche Tätigkeitsbereiche werden die Felder Kultur, Wissenschaft und Technik, Erziehung und Wirtschaft sowie Politik genannt (s. dazu Auswertung der offenen Frage Nr. 4 S. 18 ff.)

Weiterhin wurden die Teilnehmer gebeten zu notieren, welches aus ihrer Sicht die Hauptprobleme bei der Produktion von Nachrichten mit Umweltbezug seien. Die Auswertung der Antworten zeigt, dass als Hauptproblem das Fehlen vor allem zuverlässiger Informationen gesehen wird, da sieben Teilnehmer dies explizit als Problem benennen (s. dazu Auswertung der offenen Frage Nr. 5/3,4,5,6,7,8,10). Das mangelnde Interesse der Leser und verantwortlichen Redakteure/Herausgeber wird als zweithäufigstes Problem von fünf Teilnehmern benannt (s. Antworten 5/ 1,4,8,9,10). Zwei weitere Antworten beziehen sich auf den Mangel an Zeit im Redaktionsalltag (s. Antworten Nr. 5/ 8,11). Eine Äußerung bezieht sich auf die Schwierigkeit Umweltprobleme auf einfache Weise für den Leser nachvollziehbar darzustellen (s. Antwort 5/ 3).

Teilnehmermotivationen und Erwartungen an den Workshop

Die Auswertung der schriftlich zu beantwortenden Frage, nach der persönlichen Motivation am Workshop teilzunehmen ergibt, dass für acht Teilnehmer das Hauptinteresse darin bestand generell etwas über die Bearbeitung von Nachrichten aus dem Umweltbereich zu erlernen bzw. den Umgang mit ihnen und die Frage, wie entsprechende Meldungen möglichst interessant aufzubereiten sind (s. dazu Antworten Nr. 1/ 1,3,5,6,7,9,10,11). Für vier Teilnehmer stand die Erwartung nach einer allgemeinen Erweiterung ihrer journalistischen Fähigkeiten im Vordergrund, ohne dass das Thema Umwelt dabei besonders betont wird (s. Antworten Nr. 1/ 2,4,5,8). Weitere Motive die genannt wurden beziehen sich auf den Wunsch nach Austausch- und Kontaktmöglichkeiten sowohl mit Kollegen als auch international erfahrenen Journalisten und auf ein Interesse an der Arbeitsweise westlicher Medien (s. dazu Antworten 1/ 3,4,6).

Es überlagern sich also durchaus eine Reihe von Motivationen, was die folgenden Antworten beispielhaft illustrieren mögen:

Question 1:

First we would like to learn something about your motivation to join the workshop. So, please write down one short statement/sentence that characterises your main reason to join the training:

Antworten:

1/4) "Improving professional and personal skills to cover an area of speciality. Getting a clue about Western media work and standards. Getting a "first-hand" information."

1/6) "I was motivated to follow this course because the prestigious Reuters Foundation was conducting it and I also wanted to learn the International perspective of handling Environmental News."

1/9) "It's interesting for me to know what techniques do we can apply to make more attractive the environmental news."

Zielformulierungen für den Workshop aus Sicht der Akteure

Im weiteren Verlauf der Evaluation wurde der Frage nach den Zielen des Workshops aus Sicht der Teilnehmer, Trainer und Organisatoren verstärkt Aufmerksamkeit gewidmet, wobei dies vor allem aus zwei Gründen geschah: Zum einen sollte geklärt werden, inwieweit die Ziele der Teilnehmer mit denjenigen des Weiterbildungsveranstalters und der Trainer übereinstimmen. Zum zweiten haben die Diskussionen im Rahmen der ersten Sitzung des Fachbeirates am 23.2.2002 in Lyon gezeigt, dass die Frage nach den Zielen einer solchen Weiterbildung für Journalisten von den Beiratsmitgliedern aus unterschiedlichen Perspektiven diskutiert wurde. Insofern soll die

Evaluation des zweiten durch das Bellagio Forum geförderten Workshops auch dazu genutzt werden die Zielformulierungen der an der Weiterbildung direkt oder indirekt beteiligten Akteure transparenter zu machen, um die weiteren Diskussionen im Zusammenhang mit der Medieninitiative des Bellagio Forum for Sustainable Development zu befördern.

a) Zielformulierungen der Teilnehmer

In einem ersten Schritt wurde dazu die Frage nach den Zielen und Motiven der Kursteilnehmer im Rahmen der Einzelinterviews erneut aufgegriffen, um detailliertere Antworten dazu zu erhalten, ob die Teilnehmer im Verlaufe des Kurses ihre jeweiligen persönlichen Ziele erreichen konnten und welche diese waren. Außerdem wurde gefragt, welches die Workshopziele der Trainer nach Wahrnehmung der Teilnehmer gewesen seien, um der Frage nachzugehen, ob hier kongruente Lernziele verfolgt wurden oder nicht. Abschließend wurde ebenfalls einer der Trainer zu seiner Einschätzung der Ziele der Weiterbildung befragt, ebenso wie die verantwortliche Projektorganisatorin der Reuters Foundation. Die Ergebnisse werden im folgenden zusammenfassend vorgestellt.

Die erste neu in das Leitfadeninterview aufgenommene Frage lautete:

Question II

Did the training meet your personal objectives ?

Auf die Interviewfrage, ob der Kurs dazu beigetragen hat, ihre persönlichen Ziele zu erreichen, antworten von zwölf Befragten zehn mit einem klaren ja, wobei drei betonen, dass ihre ursprünglichen Erwartungen übertroffen worden seien, insbesondere was die Intensität und praktische Orientierung des Kurses betrifft (s. Antworten II/ 6,8,10):

10. „(...) I think that it exceeded my personal objectives because I expected something else, but I got more. I didn't expect that it was so intensive and so practically oriented with two or three exercises during a day. I didn't expect that it would be like that. I thought that some guy was going to sit there and talk, talk, talk, - you know - how we should write.”

Unter anderem wurden folgende persönliche Ziele explizit genannt:

3. “Yes, I was hoping that we may get some sort of training in how to originate a news story.”

7. “I had at least two objectives, it was first getting to see if I can specialise a bit myself and being able to sell better my story to the editors, because sometimes we also have this problem that maybe you want to write something, but they don't get it as something interesting. And also I wanted to share with persons of other countries the vision of environmental news and I think in both the two points it was good.”

9. “I had two targets: to refresh my journalistic skills. And I got it. My other target was to look for London and I got it too.”

11. “I wanted to have a new professional experience and to learn something about new subjects and angles, and for this the course was OK.”

12. Yes, “(...) I decided to apply because I need to be better informed and better in writing techniques. So, yes, it met my personal objectives.”

(Zwei der Antworten auf die Frage II beziehen sich nicht direkt auf die persönlichen Ziele, sondern thematisieren einen Mangel an Vorab-Informationen zu den Inhalten des Kurses (s. Antworten 2, 5))

Insgesamt bestätigen diese mündlichen Äußerungen das Ergebnis der schriftlichen Befragung, bezüglich dem Wunsch der Teilnehmer nach einer Erweiterung allgemeiner journalistischer Fähigkeiten, insbesondere im Hinblick auf die Bearbeitung umweltrelevanter Themen. Die Zielformulierungen der Teilnehmer richten sich also vor allem auf eine Fortbildung die ihnen beruflich weiterhilft. Dabei ist ein ausgeprägtes Interesse an Umweltfragen erkennbar, dies ist jedoch nicht unbedingt dominierend.

Mit der nächsten neu aufgenommenen Interviewfrage sollte geklärt werden, welchen Eindruck die Teilnehmer von den Zielen des Kurses aus der Perspektive der Trainer gewonnen hatten.

Question III:

How would you characterise the course objectives in general, looking from the Trainer's perspective?

Die Antworten zeigen, dass aus Sicht der Teilnehmer das Hauptziel der Trainer die Vermittlung praktischer Fertigkeiten zur journalistischen Aufbereitung von Nachrichten mit Umweltbezug waren, so dass diese einen Nachrichtenwert bekommen, der konkurrenzfähig ist. Folgende Äußerungen mögen dies belegen:

8. "Well, basically first of all what's important for the reader, how to grab their attention, because usually when you write news in Hungary you just write down what the thing is. Sometimes you don't think of your reader. I've learnt that it's important to do that. They have these very tricky exercises when basically we had to distinguish between real sources and fake, so we learned a bit of judgement."

9. "I understand that they tried to show us methods to find a point in the stories or in the situations and to concentrate on the more important things for the readers or the audience. And I think they were successful."

10. "I think that they are trying to pass to us some of their experience. They were trying to tell us how western medias work, what they want to get out from a story as a hard news. "

11. "I think it has to do with the thing I said before, they tried to explain different ways to present environmental news. And the exercises were orientated in this way, so they helped us to find different angles and presentation forms and how you can simplify and make more comprehensive environmental news."

6. "I think they reached the objectives, if the objective was to learn more about writing environmental news. Yes it was the biggest objective of the course I think it was important that we all reached this. Because even if the reality of each country is different which is a lot, because we come from everywhere. I think that we reached the objectives of learning a lot about writing environmental news. "

3. "It was basically aimed that training (on) people(that are) already journalists. I think they (journalists) don't go to basics, they start at the middle point. The course is okay because we are all working journalists and we are educated in that." (Anmerkungen in Klammern zu besserer Verständlichkeit nachträglich eingefügt)

Ein Teilnehmer betont, dass die Kursteilnehmer aus den unterschiedlichsten Ländern kommen und somit die jeweiligen Arbeitsbedingungen sehr unterschiedlich seien und er gibt seiner Hoffnung Ausdruck, dass auch den Trainern dies bewusst geworden sei (s. Antwort III/4).

Insgesamt kann aus den Antworten zur Frage III der Schluss gezogen werden, dass die Ziele der Trainer, so wie sie von den Teilnehmern wahrgenommen wurden, durchaus mit den Erwartungen und Wünschen der Teilnehmer übereinstimmten, die ganz überwiegend an einer Erweiterung ihrer journalistischen Fähigkeiten, insbesondere beim Umgang mit umweltbezogenen Themen interessiert waren.

b) Zielformulierungen der Trainer

Wie sich die Zielsetzungen des Workshops aus Sicht eines der beiden Trainer darstellen zeigt folgendes Interview (leicht gekürzt, ausführlich s. Anhang):

Question: Could you please explain what are the entire objectives of these “writing environmental news” workshops?

Answer: My understanding is that it has a double aim. The principle one in my view is to give journalists from different places, from places that need it, some practical training in dealing with some of the real problems that are going to come up when they try to do environmental journalism. And it's not just the training it's also interaction between the trainers and the participants and between the participants themselves. So that they can have some practical experience of how you deal with the - from a journalistic point of view - technical difficulties that come up, like questions of balance, questions of reliability, questions of science, questions of presentation, that kind of things. That for me is the principle aim of it. And I think we have always discovered in my four years of experience running this type of training courses that this is, what is most valued by the people that take part in this courses, because they don't get it anywhere else. A Second and also important aim, as I understand it, is to provide access to connections with people (...). But also to provide connections and information about kind of environmental stories that are out there and the kind of people they can talk to find out information and an increasing part of this is internet. We now like to include a bit of internet - element on each of this training courses. So we can exchange experiences on the best way to find information on the internet and of course about the dangers and difficulties of it.

Question: How do you define the topics that are on the time schedule during the training-week? Is it a personal decision or do you discuss it with colleagues?

Answer: It's usual a personal decision by me, based on my -if you like guess-work - about the kind of subjects that might be of interest to the people who are going to be on the course. Obviously if we have a regional workshop where there are certain environmental issues which are more prominent than others, then we would tend to deal with those.

c) Zielformulierung der Organisatoren

Eine Befragung der verantwortlichen Projektmanagerin zu den Zielen der Workshops aus der Sicht der Reuters Foundation ergab, dass das Hauptmotiv der Stiftung zur Initiierung solcher Workshops darin bestehe, in sich entwickelnden Ländern die Medien zu stärken und dabei insbesondere den Umweltjournalismus zu unterstützen. Dabei ist zu berücksichtigen, dass die Workshops zum Thema „Environmental News“ eine Weiterentwicklung bereits vorher von der Reuters Foundation angebotener ähnlicher Trainingseinheiten zu den Bereichen „Journalism In Developing Countries“ und „Business News“ sind. Insgesamt werden in allen genannten Bereichen jährlich ca. 30 Workshops von der Reuters Foundation durchgeführt.

Hauptzielgruppe der Workshops sind nach Darstellung der Projektmanagerin jüngere Journalisten, die jedoch keine Anfänger mehr sind, sondern bereits über eine gewisse Berufserfahrung verfügen und erkennen lassen, dass sie an einer weiteren Karriere im Journalismus interessiert sind. Die Chancen ältere Journalisten, insbesondere verantwortliche Redakteure, als Workshopteilnehmer zu

gewinnen, werden eher skeptisch eingeschätzt, da diese zum einen kaum über die notwendige Zeit verfügen und zum anderen an derartigen Weiterbildungsveranstaltungen als weniger interessiert eingeschätzt werden.

Bewertung des gesamten Workshops durch die Teilnehmer

Ebenfalls im Rahmen der schriftlichen Befragung wurden die Teilnehmer nach ihrer generellen Einschätzung zu verschiedenen Einzelaspekten des Kurses befragt und gebeten für einzelne Aspekte bis zu sechs Punkte zu vergeben. Die dazu verwendeten Fragestellungen wurden von der Reuters Foundation übernommen und in den Fragebogen von U KONZEPT integriert, um unnötige Doppelbelastungen der Teilnehmer zu vermeiden. (S. dazu Frage Nr. 6 des Fragebogens).

Die Auswertung dieser Frage ergibt, dass die Teilnehmer sich überwiegend sehr zufrieden mit dem Workshop zeigen. So wird die Frage nach dem Erreichen der Kursziele von den Teilnehmern viermal mit sechs und siebenmal mit fünf Punkten bewertet. Dabei ist anzumerken, dass der Fragebogen an dieser Stelle keine Angaben zu den Kurszielen aus Sicht der Veranstalter enthält, die Teilnehmer beurteilen diese Frage also vor dem Hintergrund ihrer Einschätzung der Kursziele. Bei der Frage nach dem Erreichen der jeweils eigenen Ziele werden viermal sechs sechsmal fünf und einmal vier Punkte vergeben, was insgesamt ebenfalls als gutes Ergebnis bewertet wird. Bei der Frage nach der Qualität der Trainer bzw. extern eingeladenen Referenten werden neunmal sechs und fünfmal zwei Punkte vergeben, insgesamt wird diese Frage mit der höchsten Punktzahl beantwortet. Auch die Fragen nach dem Wert der praktischen Übungen, der Organisation des Workshops und der Gesamteinschätzung werden mit Punkten, die einer Bewertung von sehr gut bis gut bzw. befriedigend zuzuordnen sind, beantwortet. Lediglich die durchgeführte Exkursion wird nicht ganz so positiv bewertet (s. Tabelle 1).

Zusammenfassend ist festzustellen, dass die generelle Bewertung der Teilnehmer anhand der vorgegebenen Kriterien sehr positiv ist, wobei insbesondere ein sehr hoher Zufriedenheitsgrad mit den Trainern heraussticht.

Tab.1: Auswertung der Antworten zu den ersten sieben Teilfragen der Frage Nr. 6 der schriftlichen Teilnehmerbefragung: "Please indicate your general assessment of the course by ticking the appropriate box in each section with numbers ranging from 1 for *very bad* to 6 for *excellent*". (Anzahl Nennungen entspricht Ziffern in den Kästchen, n=11)

	1 ✓	2 ✓	3 ✓	4 ✓	5 ✓	6 ✓	Comments
☞ Achievement of course objectives					7	4	Fine, less work daily needed
☞ Achievement of your objectives				1	6	4	I learned a lot, too "crowdy" schedule! (more than expected)
☞ Standard of speakers, instruction					2	9	Colin and Oliver are just great. Brilliant instructors. It's always possible to do something better, but this particular course was correct, more.
☞ Value of practical work, exercises				1	4	6	Hard work.
☞ Value of outside visits, lunches		1	2	3	2	3	visits – we had to rush through due to time constructs. Kew and speakers great.
☞ Administration					4	6	Thoughtful and helping.
☞ Overall appraisal				1	4	4	Fantastic. Very good.

Aufschluss darüber, welche Lerneffekte die Teilnehmer am meisten schätzen, geben die Antworten auf die Interviewfrage I. Die Mehrzahl der Antworten lässt erkennen, dass die Teilnehmer das Erlernen journalistischer Techniken zur besseren Präsentation von Nachrichten schätzen, da es ihnen ermöglicht zielgerichteter das Interesse des Lesers für Umweltfragen zu wecken.

Question I:

After one week of intensive training on "environmental news", do you have the impression that your understanding of writing/producing environmental news has been modified in any way?

Antworten:

1. "Yes, it has been modified. Now I have a more particular view to environmental news. It is more clear now. Sometimes I don't know how to make this news top-news. And now I think I have the style and know how to lead a good news. It's very important to make a good lead for a story."
3. "Yes, I think so, because when I came here, I cover a lot of areas for my paper like I cover the environment partly. My area involves education, customs and environment. (...) That was a great opportunity for me to learn exactly how to write an environment story and how to built up the story and how to find material and to decide when you covering a press conference what sort of material that is important and to drop the material that is not very important. (...)."
7. "I first noticed that there are a lot of problems we don't know about in other countries, that may be more terrible than ours and that there are a lot of ways to make environmental news more interesting and attractive to the mass of public, and that really environmental news is a general problem."
8. "I do have that impression. I think I learned a lot about the english way of writing a news story . I think it was very useful."
10. "Yes I think that I learned some new things because in my country we don't work like this. We don't write this way and we don't use this style. This is something new for me and I like it and I think that I'm going to use it in my future practice."
11. "Yes, I think it's interesting to learn different ways to make more interesting and attractive environmental news, because many times the subject has to do with environmental issues from the journalistic perspective it is often very hard to explain to everyone. We learned here different techniques or ways to make more attractive presentations, to find a hook to present the news. And I think it's very important and it's useful for me."
12. "I think news is writing news, whether it's on business or environment. There were a lot of useful hints from the trainers. The training was useful, the whole day writing, especially in English."

Somit fühlen sich auch alle Teilnehmer ermutigt ihre Anstrengungen in diesem Bereich zu intensivieren, wie die Antworten auf Frage IV zeigen. Bis auf zwei Teilnehmer (s. Antwort IV/2,9) betonen alle Antworten den positiven Impuls der von dem Workshop für die Arbeit der Teilnehmer ausgeht:

Question IV:

Did the workshop encourage you to intensify your professional occupation with environmental topics or did it have a more disillusioning effect?

Antworten:

7. "It always encouraged me because it's a topic or an issue that isn't so present in the news, so they need specialised persons and professionals interested in the issue. And maybe it encourages me to investigate because there are too much issues that are not well known in my contry. It's a hard work but here they also encouraged us to ask offensively and to find out informations."

8. "No, it was very encouraging. Now I would like to write more about this topic and I decided to contact more people working on these things in Hungary."

11. "Yes it did encourage me, but I think we can not make a big difference between environmental news and the rest of the news. You need some specific tools, but actually you have basic techniques to make journalism. Yes I think this course is important for me in order to intensify this kind of preparation of stories. Very often journalists in my country live very inside the media and don't stop to look at this kind of things, to make this kind of courses. I now know that it's very important to find this kind of opportunities."

12. "The workshop had really encouraging effects. Pretty good to develop my personal skills."

Auf die Frage, ob und wie sie das Gelernte zukünftig anwenden wollen (Frage V) antwortet ein Großteil der Befragten in dem Sinne, dass sie die erlernten Techniken versuchen werden in ihre tägliche Arbeit zu integrieren, selbst dann, wenn die Rahmenbedingungen dazu derzeit nicht ideal erscheinen, wie folgende Äußerung zeigt:

V 10. "I'm not sure whether I will have the chance to do because our newspaper has a completely different way and style of writing and of giving our news to the people. But I certainly can combine things and experiment, or maybe I'm going to work at some other news agency or media. All in all this was what I needed because I didn't know how the western medias work and this is very useful for me because I like this kind of writing, this style. And I think in my future jobs I will try to reach this kind of standards."

Auch die Frage, ob sie den Kurs an Kollegen weiterempfehlen würden wird von allen Teilnehmern durchweg positiv beantwortet (s. Antworten VI/1-12).

Das Thema „Global Sustainable Development“ im Rahmend des Workshops

Vor dem Hintergrund der Diskussionen des Projektbeirates um Ziele und Schwerpunktsetzungen der vom Bellagio Forum for Sustainable Development geförderten Workshops zum Thema „writing environmental news“ wurde die Evaluation um einen Fragenkomplex zum Thema „global sustainable development“ erweitert, der Aufschluss darüber geben sollte, welches Vorverständnis die Teilnehmer dazu haben und ob bzw. wie dieses eventuell durch den Workshop beeinflusst wird. Im Rahmen der durchgeführten Interviews wurde zunächst gefragt, ob die Interviewpartner das Konzept des global sustainable development kannten (s. Frage VII).

Neun der Befragten des Workshops in London gaben dazu eine positive Antwort und erläuterten in kurzen Statements was aus ihrer Sicht wesentliche Elemente dieses Konzeptes sind, bzw. ob und wie das Thema in ihren jeweiligen Heimatländern diskutiert wird. Zwei Teilnehmer bekundeten dazu nichts sagen zu können, ein Teilnehmer gab an darüber mehr oder weniger bescheid zu wissen.

Die daran anschließende Frage lautete:

Question VIII:

Do you think, that your understanding of sustainable development has got some impulses or has been modified in any way during this training course?

Diese Frage wurde von den Teilnehmern in London sechsmal negativ und viermal positiv beantwortet, wobei mehrfach betont wurde, dass nach dem Eindruck der Teilnehmer dieses Thema auch nicht Hauptgegenstand des Kurses war, wie folgende Äußerungen belegen:

5. „Wir haben nicht so viel über nachhaltige Entwicklung gesprochen. Das war mehr wie man Nachrichten schreiben soll und was wichtig sei. Ich glaube die, die in diesem Bereich arbeiten, die wissen, die beschäftigen sich sehr oft mit diesem Begriff, daß es vielleicht nicht so nötig war. (...) Dieser Kurs war mehr orientiert, wie man die Nachricht im Umweltbereich übermitteln soll.“

7. “No, I don` t think so, because mainly I don` t feel it (the course, (note of interviewer)) has been pointed at this.”

11. “My understanding is still the same, I didn` t change my mind in this point. I think the course is not orientated in order to discuss this concept, it` s orientated to journalistic techniques.”

12. “Actually not. I know that there are some discussions about it but. there are already differences in accepting this theoretical concepts.”

Zusammenfassend ist festzustellen, dass die Mehrheit der Kursteilnehmer grundsätzlich mit dem Thema “nachhaltige Entwicklung” vertraut waren. Die im Rahmen einer Videokonferenz bzw. eines Gespraches mit dem Pressesprecher der WTO und dem Direktor der Organisation „Friends of the Earth“ in London gefuhrten Diskussionen haben auch gezeigt, dass die Teilnehmer mit der Thematik durchaus umzugehen verstehen. Insgesamt war der Aspekt „nachhaltige Entwicklung“ jedoch kein Hauptthema der Kurswoche sondern ein Beispiel unter mehreren.

3.2.2 Ergebnisse des Workshops in Grahamstown im Einzelnen

Erfahrungshorizonte der Teilnehmer

Im Rahmen der schriftlichen Eingangsbefragung gaben 10 der 13 Teilnehmer an, sich im Rahmen ihrer täglichen Arbeit mit umweltjournalistischen Fragen zu beschäftigen, 3 Teilnehmer verneinten dies. Die Dauer der Berufserfahrung im Bereich des Umweltjournalismus streut in dieser Gruppe etwas weiter als in der Gruppe der Teilnehmer des Workshops in London. So geben 5 Personen an, länger als 5 Jahre als Umweltjournalisten zu arbeiten, 4 Personen verfügen über eine Berufserfahrung von 1 bis 5 Jahren und 3 Teilnehmer von weniger als einem Jahr (insgesamt 11 Antworten).

Nach ihrer professionellen Funktion befragt, geben die Teilnehmer eine Reihe zum Teil recht unterschiedlicher Tätigkeiten an (s. Auswertung der offenen Frage 4), die sich wie folgt zusammen fassen lassen: 5 Teilnehmer beschreiben ihre Tätigkeit als Reporter, 2 sind als Editor tätig, und 3 Teilnehmer notieren zu dieser Frage „writing news“. Je 1 Teilnehmer ist politischer Korrespondent, TV-Reporter bzw. Student des Journalismus (s. Antworten 4/2, 4/11, 4/12).

Insgesamt ist das von den Teilnehmern beschriebene Tätigkeitsfeld innerhalb des Journalismus, also etwas weiter als es die Teilnehmer des Workshops in London beschreiben.

Auch hinsichtlich der Probleme, die die Teilnehmer im Zusammenhang mit der Produktion von Umweltnachrichten nennen, stellt sich die Situation der Teilnehmergruppe in Grahamstown etwas anders da, als diejenige der Gruppe in London. 5 Teilnehmer formulieren Schwierigkeiten im Bereich der Präsentation von Nachrichten mit Umweltbezug bzw. der adäquaten Schreibtechnik. 3 Teilnehmer benennen Verständnisprobleme bei wissenschaftlich-technischen Fragestellungen als Schwierigkeit und jeweils 2 der Befragten beklagen eine mangelhafte Quellenlage einerseits sowie ein generell mangelndes Interesse an Umweltthemen.

Teilnehmermotivationen und Erwartungen an den Workshop

Hinsichtlich ihrer Motive zur Teilnahme an dem Training geben insgesamt 7 Teilnehmer an, ein generelles Interesse am Erlernen von Techniken zur Nachrichtenbearbeitung und -präsentation zu haben. 4 Teilnehmer formulieren ein generelles Interesse an Umweltfragen, bei einem Teilnehmer wird der Wunsch nach internationalen Kontakten als Hauptmotiv genannt, ein Teilnehmer nennt den Wunsch nach einer generellen Weiterqualifizierung, um auch andere Themenfelder für seine Arbeit erschließen zu können. Auch für diese Teilnehmergruppe scheint demnach ein genereller Wunsch nach Weiterqualifizierung bezüglich journalistischer Fähigkeiten im Vordergrund zu stehen, „to learn the Environmental reporting skills“, wie es ein Teilnehmer formuliert (s. Antwort 1/3)). Ein weiteres wiederkehrendes Motiv ist ein persönliches Interesse an Umweltfragen wie es die folgende Antwort illustriert:

1/4) Passion for environmental activities, interest in learning more about what countries and people are doing to encourage development.

Zielformulierungen für den Workshop aus Sicht der Teilnehmer

Auch den Teilnehmern des Workshops im Grahamstown wurde die Frage gestellt, ob das Training ihren persönlichen Zielen genutzt hat und welches ihrer Ansicht nach die Kursziele aus Sicht der Trainer gewesen seien. Diese Fragen wurden im Rahmen der e-mail-Befragung an die Teilnehmer

gerichtet und auch auf diesem Wege beantwortet. Von den 8 Teilnehmern, die die erste Frage beantworteten, notierten 5, dass sie mit dem Kurs ihre persönlichen Ziele erreicht hätten, bei 3 lautete die Antwort sinngemäß „mehr oder weniger“. Die Antworten auf die zweite Frage sind nur eingeschränkt auswertbar, da diese anscheinend missverstanden wurde. Auch hier wird überwiegend große Zustimmung zum Kurs und den Trainern und Zufriedenheit mit dem Erreichten deutlich (s. Auswertung zur Frage III).

Bewertung des gesamten Workshops durch die Teilnehmer

Wie Tabelle 2 zeigt, werden auch von den Teilnehmern des Workshops in Grahamstown die einzelnen Aspekte des Gesamtworkshops überwiegend sehr positiv mit Punktzahlen von 4 bis 6 bewertet.

Tab.2: Auswertung der Antworten zu den ersten sieben Teilfragen der Frage Nr. 6 der schriftlichen Teilnehmerbefragung: "Please indicate your general assessment of the course by ticking the appropriate box in each section with numbers ranging from 1 for *very bad* to 6 for *excellent*". (Anzahl Nennungen entspricht Ziffern in den Kästchen, n=13)

	1 ✓	2 ✓	3 ✓	4 ✓	5 ✓	6 ✓	Comments
☞ Achievement of course objectives				1	4	7	
☞ Achievement of your objectives				1	4	7	
☞ Standard of speakers, instruction				3	4	5	Paul was fantastic, except from expert,
☞ Value of practical work, exercises				1	5	5	
☞ Value of outside visits, lunches				2	6	3	The food was not warm enough.
☞ Administration				3	3	6	
☞ Overall appraisal					6	6	

Alle 8 Teilnehmer, die an der e-mail-Befragung teilnahmen, bestätigen, dass ihr Verständnis bezüglich des Schreibens und Produzierens von Nachrichten mit Umweltbezug sich durch das Training verändert hat. Folgende Antworten mögen dies beispielhaft illustrieren:

Question I:

After one week of intensive training on „environmental news“, do you have the impression that your understanding of writing/producing environmental news has been modified in any way?

Antworten:

1. "Yes, it improved my understanding of how environmental stories should be looked at in light of international trends and perspectives. this includes, the international agreements impacting positively or negatively on the environment."
4. "Certainly, the workshop exposed me to a specialised way of handling enviro issues and my approach has now changed."
8. "Yes. I have achieved a lot and also improved my technique on environmental stories with special attention to the forth coming world summit on sustainable development in Johannesburg."

Die insgesamt positiv motivierende Wirkung des Trainings dokumentieren die Antworten zu den Fragen IV und V der e-mail-Befragung, die durchweg eine hohe Bereitschaft erkennen lassen, sich

zukünftig im Bereich des Umweltjournalismus verstärkt zu engagieren (s. Auswertung der Fragen IV und V). Folgende Beispiele mögen dies demonstrieren:

Question IV:

Did the workshop encourage you to intensify your professional occupation with environmental topics or did it have a more disillusioning effect?

Antworten:

2. "I think it did encourage me especially after a session at the South African Institute of Biodiversity, and an excursion to South African Working for Water Programme sites (Albany Water Projects) in Grahamstown."

8. "The workshop encouraged me to put more effort in the field of writing environmental news and the biggest challenge is to implement the knowledge in my daily reporting."

Question V:

Can you imagine, how you will apply what you have learned during the course?

Antworten:

2. "Well, the course was very informative, educative and rewarding obviously will apply most of what I learnt during the course in my professional practice: Writing more on ways of a balance between present-day environmental problems and sustainable development particularly as it affects us here in Nigeria and in Africa and the world generally."

7. "Yes. I am going to do a TV news feature on the problem of Water scarcity in Nairobi and link it with the forthcoming summit and provide info on the Working for Water project in Grahamstown. I will use the rest of the material learnt as a reference and will keep more informed about environmental issues and publish them that affect the community in Kenya."

Alle 8 Teilnehmer, die sich an der e-mail-Befragung beteiligten, würden den Kurs uneingeschränkt auch Kollegen empfehlen (s. Auswertung Frage VI).

Das Thema „Global Sustainable Development“ im Rahmen des Workshops

Alle 8 Teilnehmer der e-mail-Befragung beantworteten die Frage, ob sie das Konzept des Global sustainable development kennen positiv, wobei vereinzelt auch klare Statements zu eigenen Einschätzungen abgegeben wurden, wie folgendes Beispiel zeigt:

Question VII:

Are you familiar with the concept of global "sustainable development"?

Antworten:

2. "The issue of sustainable development is not strange to me as a journalist. The only problem I have is how this can be achieved given the lack-lustre attitude of most multinational companies involved in the degradation and pollution of our precious environment. The issue of global warming, ozone depletion, El Nino/ La Nina or Southern Oscillation are questions that these companies must address if the objectives of global sustainable development must be achieved. The problem of trade imbalance between the North and South must also be addressed."

Bis auf einen Teilnehmer bejahen alle Antworten, die Frage VIII, ob der Kurs etwas zum besseren Verständnis dieses Begriffes beigetragen habe:

Question VIII:

Do you think, that your understanding of sustainable development has got some impulse or has been modified in any way during this training course?

Antworten:

1. "It has got some impulses in that I now understand how this should not be an African and developing world perspective but a world perspective. because before the workshop i thought the issue of sustainable development was about developing countries only because developed countries were already developed anywhere."
2. "Like I said earlier for us to achieve sustainable development, the abusers of our environment must stop their unwholesome acts, while the developed world must realise that there has to be equity, fair trade and justice in their dealings with the developing countries. This win-win posture will not encourage sustainable development in any way."
3. "Yes, because I have got it with the global perspective."
4. "Both-it has got some additional impulses and also undergone some modification"
5. "Yes its meaning has more of dawned on me the need for intensification of environmental journalism."
6. "It has been modified and I now have a broader perspective of the concept."
7. "My understanding of the concept has been improved by the course."
8. "Not at all because I have some knowledge on sustainable development apart from the world summit on sustainable development to be held in Johannesburg."

Insgesamt entsteht durch die e-mail-Befragung der Eindruck, dass für die Teilnehmer des Workshops in Grahamstown die Thematik „Sustainable Development“ sehr viel präsenter war als für die Teilnehmer des Trainings in London, was mit sicherlich auf die unmittelbare räumliche und zeitliche Nähe der Veranstaltung in Grahamstown zu dem bevorstehenden Weltgipfel in Johannesburg zurückzuführen ist und die Tatsache, dass dieser Kurs seitens der Organisatoren ausdrücklich darauf angelegt war als Vorbereitung der Journalisten auf dieses Ereignis zu dienen. Damit wird auch deutlich, dass die von Reuters angebotenen Kurse „Writing Environmental News“ aufgrund ihrer thematischen „natürlichen Nähe“ zur aktuellen Diskussion um „Sustainable Development“ sehr gute Anknüpfungspunkte bieten, wenn die Fragestellung entsprechend thematisiert wird.

4) Bewertung und Schlussfolgerungen

Die Evaluation der Workshops in London Grahamstown hat gezeigt, dass die Teilnehmer mit den angebotenen Inhalten überwiegend sehr zufrieden waren und ihre persönlichen Zielsetzungen hinsichtlich einer Weiterbildung im Bereich des Umweltjournalismus erreichen konnten. Als verbesserungswürdig erweist sich die Zeitplanung der Kurse, da Teilnehmer des öfteren darauf hinwiesen dass der einwöchige Kurs zu kompakt und das Programm zu dicht gedrängt sei. Aufgrund der Beobachtungen die U KONZEPT während des Londoner Workshops machen konnte, ist zu sagen, dass dieser Hinweis sicherlich zutreffend ist, da die Teilnehmer am letzten Tag – trotz großen persönlichen Engagements – sichtlich erschöpft waren. Diese Erfahrung konnte auch bereits während des Berliner Workshops gemacht werden. Unter lerndidaktischen Gesichtspunkten wäre eine zeitliche Ausdehnung des Kurses bei gleichbleibendem Programm sicherlich wünschenswert, stösst jedoch – wie entsprechende Nachfragen ergaben – auf organisatorische und finanzielle Grenzen der Organisatoren.

Im Vergleich zu dem ebenfalls vom Bellagio Forum geförderten Workshop in Berlin hat eine gewisse Erweiterung des Curriculums des Workshops in London in dem Sinne stattgefunden, als dass eine Ergänzung des Umweltthemas um die soziale und ökonomische Dimension nachhaltiger Entwicklung durch die beiden zusätzlich eingeladenen Referenten der WTO und der Friends of the Earth realisiert werden konnte. Es muss jedoch klar darauf hingewiesen werden, dass die Behandlung dieser Thematik in der Regel nicht das Hauptziel der Trainer, Organisatoren und Teilnehmer der Weiterbildungsveranstaltung ist. Die Veranstaltung in Grahamstown stellt diesbezüglich wegen der zeitlichen und räumlichen Nähe zum Weltgipfel in Johannesburg eher eine Ausnahme dar.

Gespräche die U KONZEPT mit Vertretern von Reuters in London führen konnte lassen in diesem Punkt jedoch durchaus Offenheit und Flexibilität erkennen. Für weitere Fortbildungsveranstaltungen könnte aus Sicht der begleitenden Evaluation und im Sinne einer erhöhten Transparenz zwischen den Akteuren, ein direkterer Austausch bezüglich der verfolgten Zielsetzungen einerseits und Vorschlägen und Empfehlungen andererseits zwischen Organisatoren, Trainern Projektförderern und Beiratsmitgliedern für den weiteren Verlauf des Vorhabens sehr hilfreich sein.

Ein Punkt auf den hinzuweisen ist, ist die Tatsache, dass auch die Teilnehmer des Workshops in London, ebenso wie die Teilnehmer der Berliner Veranstaltung und des Workshops in Grahamstown, als für sie dringliches Problem immer wieder den Mangel an zuverlässigen Informationen zu Umweltthemen bzw. die Schwierigkeiten eines fachlichen Austausches mit Kollegen aber auch Umweltfachleuten nennen. Ein direkt an die Workshops anschließendes weiterführendes Angebot – etwa eines internetbasierten Diskussionsforums oder einer Informations- und Lernplattform – könnten ein Ansatz sein diesem Mangel abzuhelpen. Dies könnte vor allem auch deshalb zu einer Stärkung des Umweltjournalismus beitragen, da die ehemaligen Teilnehmer der Workshops eine potentielle Interessentengruppe sind, die von einem gemeinsamen Vorverständnis ausgehen können, so dass eine solche Plattform gezielt auf diese Gruppe zugeschnitten werden könnte.

Dass eine Ansprache dieser Personengruppe über das Medium Internet durchaus erfolgversprechend ist, zeigen erste Versuche von U KONZEPT in Zusammenarbeit mit dem Bellagio Forum zur Einrichtung eines Internetdiskussionsforums als follow-up von media-roundtables im Rahmen der Medieninitiative des Bellagio Forums.

5) Anhang

5.1) Fragebogen

**Questionnaire on participant`s expectations and motivations
Reuters Workshop "Writing Environmental News"
Date: 10. – 14. 6. 02 - London**

Dear participant,

the Reuters workshop "Writing Environmental News" is part of a project of the Bellagio Forum for Sustainable Development, for which U KONZEPT at the University of Lüneburg was asked to conduct an accompanying scientific evaluation program. For this reason we kindly ask you to take five minutes of time to fulfill this questionnaire. Your answers will be helpful to survey your expectations and the achievement of your objectives in order to give a feedback to the workshop organisers.

1.) First we would like to learn something about your motivation to join the workshop. So, please write down one short statement/sentence that characterises your main reason and your personal objectives to join the training:

.....
.....
.....

2.) Are you already dealing with environmental subjects in your daily journalistic work at the moment? (Please mark with a cross):

yes	<input type="checkbox"/>
no	<input type="checkbox"/>

3.) How long are you already working in the field of environmental journalism ? (Please mark with a cross)

0 - 1 year	<input type="checkbox"/>
1 - 5 years	<input type="checkbox"/>
over 5 years	<input type="checkbox"/>

4.) What is your professional function?

.....
.....

5.) Looking on your experiences: What is the main problem when producing environmental news? (Please write down some catchwords):

.....

.....

.....

6.) Please indicate your general assessment of the course by ticking the appropriate box in each section with numbers ranging from 1 *for very bad* to 6 *for excellent*.

	1	2	3	4	5	6	Comments
<input checked="" type="checkbox"/> Achievement of course objectives	✓	✓	✓	✓	✓	✓	
<input checked="" type="checkbox"/> Achievement of your objectives							
<input checked="" type="checkbox"/> Standard of speakers, instruction							
<input checked="" type="checkbox"/> Value of practical work, exercises							
<input checked="" type="checkbox"/> Value of outside visits, lunches							
<input checked="" type="checkbox"/> Administration							
<input checked="" type="checkbox"/> Overall appraisal							
<input checked="" type="checkbox"/> What else should have been included?							
<input checked="" type="checkbox"/> Most valuable part of the course							
<input checked="" type="checkbox"/> Least valuable part of the course							

After filling in of this questionnaire we are glad to invite you for a short personal interview (10 minutes) on your experiences with and further comments on the training!

Thank you very much for supporting us!!

The U KONZEPT Team

Dr. Dorothe Lütkemöller

Stefanie Diekmann

5.2) Fragen der Leitfadeninterviews (London) bzw. der e-mail-Befragung (Grahamstown)

Question1:

After one week of intensive training on "environmental news", do you have the impression that your understanding of writing/producing environmental news has been modified in any way?

Question

2

Did the training meet your personal objectives ?

Question 3:

How would you characterise the course objectives in general, looking from the Trainer's perspective?

Question 4:

Did the workshop encourage you to intensify your professional occupation with environmental topics or did it have a more disillusioning effect?

Question 5:

Can you imagine, how you will apply what you have learned during the course?

Question 6:

If a colleague asked you: would you recommend the training to him?

Question 7:

Are you familiar with the concept of global "sustainable development"?

Question 8:

Do you think, that your understanding of sustainable development has got some impulses or has been modified in any way during this training course?

Question 9:

Do you have any further comments?

5.3) Auswertung der Fragebögen (London)

(Anzahl der ausgewerteten Fragebögen = 11)

Offene Fragen (Fragen Nr. 1, 4, 5):

Question 1:

First we would like to learn something about your motivation to join the workshop. So, please write down one short statement/sentence that characterises your main reason to join the training:

Antworten:

1/1) You can't exploit endlessly something without finally destroy it. It goes for environment, too. People in the country I'm coming from are not much aware of this. That's why I wanted to find out more about environmental journalism, so that I can try do something about it.

1/2) To refresh skills of journalism.

1/3) To learn more about environment news, to contact with experience people and colleagues who work in a different reality.

1/4) Improving professional and personal skills to cover an area of speciality. Getting a clue about Western media work and standards. Getting a "first-hand" information.

1/5) I wanted to study new and professional ways of news writing, especially environmental news.

1/6) I was motivated to follow this course because the prestigious Reuters Foundation was conducting it and I also wanted to learn the International perspective of handling Environmental News.

1/7) As a developing country, we don't have any training facilities for journalists in Pakistan, the objective of attending this workshop was to learn how to cover environmental issues more effectively.

1/8) To work professionally.

1/9) It's interesting for me to know what techniques do we can apply to make more attractive the environmental news.

1/10) Environment news in Chili are just beginning. There's no specialised journalists and a personal reason is that I live in a very affected place by a copper refinery.

1/11) To get more useful information in field of environment for my work.

Question Frage 4 (neu) :
What is your professional function?

Antworten:

- 4/1) Head of the cultural department.
- 4/2) Reporter.
- 4/3) Correspondent of a Portuguese weekly news magazine in Brussels.
- 4/4) Journalist (with extended duties to “editors” area sometimes, if necessary).
- 4/5) Editor of science and technology section.
- 4/6) My function as a reporter for the largest selling English Daily in Sri Lanka, covering Education, Customs.
- 4/7) Reporting, feature writing, coverage of seminars, events and government activities.
- 4/8) Making radio feature stories, interviews, moderating discussions live.
- 4/9) Editor.
- 4/10) Reporter of press department of TV and a daily news paper for Health, Education, Environment
- 4/11) Editor in a press agency.

Question 5:
Looking on your experiences: What is the main problem when producing environmental news? (Please write down some catchwords):

Antworten:

- 5/1) Doesn't always work only on environmental news 2. Lack of space 3. Might be treated as no interesting if there's no public person involved.
- 5/2) No problems.
- 5/3) Have credible sources and explain things in an easy way to the public.
- 5/4) Editors non-interested in environmental issues: there's no “transparency” by Aarhus convention) in getting the information from state administration and some institutions.
- 5/5) Difficult to find credible green organisations, lack of informants.
- 5/6) Finding backup information.
- 5/7) Non-availability of fresh statistics, comments from government and NGOs officials.
- 5/8) Finding experts, making top news, time.
- 5/9) That in many cases they are not interesting enough.
- 5/10) How to hook the editor (that very difficult). How to hook the reader. Having access to reliable statistics and data base.
- 5/11) My biggest problem is time, I have to produce daily 3-4 environment news and sometime I do not have time enough to go deeper in the problem.

Geschlossene Fragen (Fragen Nr. 2, 3, 6):

Question 2:
Are you already dealing with environmental subjects in your daily journalistic work at the moment? (Please mark with a cross)

Antworten:

Summary: Yes: 11 persons.

Question 3:

How long are you already working in the field of environmental journalism? (Please mark with a cross)

Antworten:

Summary:

1 – 5 years: 9 persons

over 5 years: 2 persons

Question 6:

Please indicate your general assessment of the course by ticking the appropriate box in each section with numbers ranging from 1 for *very bad* to 6 for *excellent*.

Auswertung der Antworten (Anzahl Nennungen entspricht Ziffern in den Kästchen):

	1	2	3	4	5	6	Comments
☞ Achievement of course objectives	✓	✓	✓	✓	✓	✓	
☞ Achievement of your objectives					7	4	Fine, less work daily needed
☞ Standard of speakers, instruction				1	6	4	I learned a lot, too “crowdy” schedule! (more than expected)
☞ Value of practical work, exercises					2	9	Colin and Oliver are just great. Brilliant instructors. It’s always possible to do something better, but this particular course was correct, more.
☞ Value of outside visits, lunches		1	2	3	2	3	Hard work.
☞ Administration					4	6	visits – we had to rush through due to time constructs. Kew and speakers great.
☞ Overall appraisal				1	4	4	Thoughtful and helping.
☞ What else should have been included?							
<ol style="list-style-type: none"> 1) More direct meetings with people. 2) Visit to some company what deal with environmental problems. 3) It would better to do it in more days and less hours in the day. 4) More “tips & tricks” & examples – never enough! Advises on particular topics. 5) Visit to Reuters Newsroom; some time off for museums. 6) 1. A lesson on how to originate a new story. 2. Effective ways of developing contacts. 7) Other issues related to environmental and how to cover them in situations we have in developing countries. 8) Visit to news agency 9) Perhaps a visit to a newspaper in London. 10) Three of the most important international environmental problems. 11) Meeting environmental journalists. 							

☞ Most valuable part of the course

- 1) Meeting people from all over, with different ways of journalism styles.
- 2) The course is very practical and useful for daily work.
- 3) Company! Unformal and relaxing exchange of each others experiences. Tutors advises and examples. Also – Kew gardens. Meeting with real people!
- 4) Discussions on how to write a specific story.
- 5) Very effective ways of structuring the body of a story – make it more interesting for the reader.
- 6) Written exercises.
- 7) Exercises and instuctors.
- 8) Exercises.
- 9) The exercises.
- 10) Exercises, video conference.

☞ Least valuable part of the course

- 1) A bit much too intensive.
- 2) The visit to Kew Gardens were very well, but too long.
- 3) Everything's valuable.
- 4) Nothing.
- 5) Internet, we know how to use internet.
- 6) The visit to Kew Garden.
- 7) The Kew. Every information would have been given outside.

5.4) Auswertung der Leitfadeninterviews (London)

Transkript der Interviews nach Fragen geordnet

Die Ziffer vor jeder Antwort kennzeichnet den jeweiligen Interviewpartner

Question I:

After one week of intensive training on "environmental news", do you have the impression that your understanding of writing/producing environmental news has been modified in any way?

1. Yes, it has been modified. Now I have a more particular view to environmental news. It is more clear now. Sometimes I don't know how to make this news top-news. And now I think I have the style and know how to lead a good news. It's very important to make a good lead for a story.
2. Yes, of course I learned good new techniques how to write brief and more effectively. But I have taken two workshops before this one because the trainers have wide experiences of writing, working at writers in news agency. So they have their own style, precise style. I learned a lot.
3. Yes, I think so, because when I came here, I cover a lot of areas for my paper like I cover the environment partly. My area involves education, customs and environment. I was not particular had any sort of training covering environmental news other than participations in local workshops, contacted mostly by NGO's. That was a great opportunity for me to learn exactly how to write an environment story and how to built up the story and how to find material and to decide when you covering a press conference what sort of material that is important and to drop the material that is not very important. And to understand what is important and that sort of understanding I got from these days.
4. Yes, I've learned here how to build the mechanism about the journalism thinking in environmental newswriter. Because in Romania, where I'm coming from there is no such environmental news as independent news. You always have to be connected with other type of news so you can be sure that information goes into the paper cause otherwise it might not.
5. Nach dem Training weiß ich, daß ich mich immer stärker darauf worum es geht konzentrieren soll. Das fand ich gut, das hat mir gefallen.
6. I think, I have a different view. When I started the course I thought that everything I have done till now was wrong, because you can always have a different view to make a report, to make a lead, to make a news. So I think, that I have a different one but a better one. So I think I learned the fact that there is always a better way to do things. This is all life but in news when we work a lot of time in one thing we start to have the same way to all. It's very good to recycle all the things we have done. It's very usefull for the future.
7. I first noticed that there are a lot of problems we don't know about in other countries, that may be more terrible than ours and that there are a lot of ways to make environmental news more interesting and attractive to the mass of public, and that really environmental news is a general problem.
8. I do have that impression. I think I learned a lot about the english way of writing a news story . I think it was very useful.

9. I think this was a very good course and very good trainers. I didn't see differences to write news about environmental or about sports or about some other topics. In general it was a very good and refreshing course.

10. Yes I think that I learned some new things because in my country we don't work like this. We don't write this way and we don't use this style. This is something new for me and I like it and I think that I'm going to use it in my future practice.

11. Yes, I think it's interesting to learn different ways to make more interesting and attractive environmental news, because many times the subject has to do with environmental issues from the journalistic perspective it is often very hard to explain to everyone. We learned here different techniques or ways to make more attractive presentations, to find a hook to present the news. And I think it's very important and it's useful for me.

12. I think news is writing news, whether it's on business or environment. There were a lot of useful hints from the trainers. The training was useful, the whole day writing, especially in English.

Question II

Did the training meet your personal objectives ?

1. Yes, definitely it met my personal objectives.

2. In fact I didn't know what was this course about when I applied for this course about two years ago it was a two week course. I didn't get any information when I came here. One thing I knew was about writing environmental news and nothing else. It was good to know about environmental issues in the world. The main thing is how to handle these stories. What is the best way to write about these issues. This is what we learned about this training workshop. But there are many other environmental issues which could be discussed. But in this three, four day it's not possible.

3. Yes, I was hoping that we may get some sort of training in how to originate a news story.

4. Yes, more or less. If somebody asks me what else did you want to do I can't really say what.

5. Also, ich muß sagen, ich habe mir gedacht, was kann das bringen. Also ich habe mir gedacht, etwas wird es bringen, aber das es so mit dem Praktischen verbunden war, also mit den Übungen, das hat mir gut gefallen.

6. Yes, totally. More, I would say more, even more. Because what I thought that was going to happen was something listening to people as an experience and nothing more and in the end it was a totally surprise because I had a lot of practical things I could work I could write. It was very good for my English, of course and even to the way I do the news, so it was more than I was expecting.

7. I had at least two objectives, it was first getting to see if I can specialise a bit myself and being able to sell better my story to the editors, because sometimes we also have this problem that maybe you want to write something, but they don't get it as something interesting. And also I wanted to share with persons of other countries the vision of environmental news and I think in both the two points it was good.

8. Yes, absolutely, though I expected a course that was less intensive, so I was working really hard here. I would think that this was very good also.

9. I had two targets: to refresh my journalistic skills. And I got it. My other target was to look for London and I got it too.

10. Yes I think that it exceeded my personal objectives because I expected something else, but I got more. I didn't expect that it was so intensive and so practically oriented with two or three exercises during a day. I didn't expect that it would be like that. I thought that some guy was going to sit there and talk, talk, talk, - you know - how we should write.

11. I wanted to have a new professional experience and to learn something about new subjects and angles, and for this the course was OK.

12. Yes, that's actually why I applied for this seminar because no one from my media, from my office told me to go there to be educated. I decided to apply because I need to be better informed and better in writing techniques. So, yes, it met my personal objectives.

Question III:

How would you characterise the course objectives in general, looking from the Trainer's perspective?

1. About trainers I can say they're just great. I think both of them, they are very different in their style and they are just great. Very professional. We have just a small group of really professional journalists. A lot of journalists doing their job just making money.

2. I think the trainers were very good and they did their best.

3. It was basically aimed that training people already journalists I think they don't go to basics, they start at the middle point. The course is okay because we are all working journalists and we are educated in that.

4. A really difficult question. I think trainers also had something to learn from us, because we all come from different parts of the world and you can't treat media like general good and there's a role that goes for everyone. You have to write for the specific audience people you have. I think there is nowhere in the world a nation-wide watches or read or listen paper. I think they might have learned ... learned is too much, they find out some particularities for each part of the world.

5. Ja, ich glaube, daß wir im großen und ganzen die Erwartungen der Trainer erfüllt haben.

6. I think they reached the objectives, if the objective was to learn more about writing environmental news. Yes it was the biggest objective of the course I think it was important that we all reached this. Because even if the reality of each country is different which is a lot, because we come from everywhere. I think that we reached the objectives of learning a lot about writing environmental news.

7. First I think it isn't something connected to environmental news directly, but to make us work very hard and make us practice our english. I think that everyone after this week is speaking much better. And I think that the work was very serious, I mean may be in another country, even in mine, a training programme of this it wouldn't have been so intensive as it was. Maybe we

should have stayed two weeks, so that there would have been another rhythm. Not so hard, because I really found it very intensive, but interesting and good because it makes you more professional when somebody asks you to make a good work in short time. I think the two teachers were very professional, that was very good.

8. Well, .basically first of all what`s important for the reader, how to grap their intention, because usually when you write news in Hungary you just write down what the thing is. Sometimes you don`t think of your reader. I`ve learnt that it`s important to do that. They have these very tricky exercises when basically we had to distinguish between real sources and fake, so we learned a bit of judgement.

9. I understand that they tried to show us methods to find a point in the stories or in the situations and to concentrate on the more important things for the readers or the audience. And I think they were successful.

10. I think that they are trying to pass to us some of their experience. They were trying to tell us how western medias work, what they want to get out from a story as a hard news.

11. I think it has to do with the thing I said before, they tried to explain different ways to present environmental news. And the exercises were orientated in this way, so they helped us to find different angles and presentation forms and how you can simplify and make more comprehensive environmental news.

12. (Answer wasn`t usable as a result of technical recording defects)

Question IV:

Did the workshop encourage you to intensify your professional occupation with environmental topics or did it have a more disillusioning effect?

1. Yes, it did, it definitely did. I will make more features about these theme.

2. At least two new topics for me.

3. I think so, yes. It encourages me to intensify.

4. It certainly improved my environmental preoccupations and that was one of the reasons why I came here.

5. Ich mache meine Arbeit leidenschaftlich gern, nichts kann mich demotivieren. Ich bin froh, daß ich diese Arbeit machen kann, weil es motiviert mich ein bißchen etwas zur besseren Umwelt beizutragen.

6. No, I was not disappointed. It intensified of course, because first I learned about some of the topics we talked about. And I learned that I can talk about it in the simple way, which is one of the most difficult work that we had because sometimes things are very technical and we have to translate that to the attention of the public to this kind of news. So it intensified a lot my professional occupation, it encouraged it and even that gave me some news because I`m going to try to summit information like the visit on the Kew Garden to make a story.

7. It always encouraged me because it's a topic or an issue that isn't so present in the news, so they need specialised persons and professionals interested in the issue. And maybe it encourages me to investigate because there are too much issues that are not well known in my contry. It's a hard work but here they also encouraged us to ask offensively and to find out informations.

8. No, it was very encouraging. Now I would like to write more about this topic and I decided to contact more people working on these things in Hungary.

9. I think it has nor the one or the other kind of influence for me, it's neutral.

10. Yes of course it encouraged me, but I want to say that at the moment I'm working in the political sector in my newspaper. I cover political issues with rare environmental topics , but this course was very useful and for that aspect it's not only for writing environmental news, but writing every kind of stories, to cover every kind of issues.

11. Yes it did encourage me, but I think we can not make a big difference between environmental news and the rest of the news. You need some specific tools, but actually you have basic techniques to make journalism. Yes I think this course is important for me in order to intensify this kind of preparation of stories. Very often journalists in my country live very inside the media and don't stop to look at this kind of things, to make this kind of courses. I now know that it's very important to find this kind of opportunities.

12. The workshop had really encouraging effects. Pretty good to develop my personal skills.

Question V:

Can you imagine, how you will apply what you have learned during the course?

1. It's still answered in the last question.

2. Yes. I will try to get the maximal from this course in my future work.

3. Yes, of course. When I go to press conferences and when I interview people I will have more knowledge in asking them relevant questions to the topic. And after the press conference I will not go back and think again, what have I asked. I think now I will be able to ask the right question for my story and build up a good story.

4. Yes, at least I have some good reason to make my editors believe such kind of news has to be, even as independent news not connected with something else, at front-page it's a bit difficult, there has to be a disaster or something very shocking but anywhere in the three, four, maximal four pages.

5. Wie ich schon in der ersten Question gesagt habe, es hilft mir, mich besser zu konzentrieren, wie die Themen dem Leser besser vermitteln.

6. Yes, a lot. I just said that first I'm going to use some information that is the first think. The other is, its impossible not to apply because we learned a lot and it's impossible not to get out of you read a different perspective. We can always try a better way to do the things and to try what is the hard news. So I think I will never forget that when I start my work again. I'll never forget the different kind of approach that we learned here and that can be always better to the public.

7. First being able to see which angle will be the most important and most attractive to serve the news because we can not avoid saying that news is a product. I think that was the main part of this

course, to recognize that environmental news can be a good product. I think that that was the fundamental thing I got to learn here, to be able to see different angles and that all of them can be good hooks.

8. I think in day to day writing. In my working place I think I can pass this knowledge on to colleagues, so it's pretty useful.

9. Yes, I knew everything what I need to write an article, to write a good story, but sometimes journalists will lose some of their abilities during daily work. I think that the main point is, that I got a new look on my old skills. And this is coming not through the written materials we got but from the very professional teachers. It was very important to be trained by high professionals.

10. I'm not sure whether I will have the chance to do because our newspaper has a completely different way and style of writing and of giving our news to the people. But I certainly can combine things and experiment, or maybe I'm going to work at some other news agency or media. All in all this was what I needed because I didn't know how the western medias work and this is very useful for me because I like this kind of writing, this style. And I think in my future jobs I will try to reach this kind of standards.

11. Basically I think I have new tools to write environmental stories and they are very easy to apply.

12. I think I'll try to use things I've learned here in my daily work.

Question VI:

If a colleague asked you: would you recommend the training to him?

1. Yes, definitely yes. I think it would be very useful for my colleagues, especially the young, even from other radio station. In private radio station they don't cover features, they just make news.

2. Yes, of course.

3. Yes, of course, definitely.

4. Yes, certainly.

5. Ja, warum nicht. Es war eine intensive Arbeit. Ich glaube, wir haben doch etwas gelernt.

6. Yes, of course. I was recommended by a colleague that not made this course but he made a fellowship three month in Oxford, he worked for a Portuguese Newspaper a long time ago, specialising environmental news and he made three month in Oxford. And it was he that recommended me and I think that I will pass it to colleagues in Portugal because I think there is a need in Portugal to have people to write about environmental issues. You don't have a lot of people specialised in that and you see a lot of wrong things written in the newspaper so you need people who understand a little bit more about that. So I will recommend!

7. If he is interested in environment, yes, because it's interesting to be able to share different visions and different problems in the world and also saying that we have an universal vision of how to treat environmental news because right now that's what happened. The participants from different countries realised that we can take the news by the same way even if we are in different countries.

8. Yes, absolutely. I think for the next course they will be applying too.

9. Yes of course.

10. Yes, of course I would do.

11. Yes.

12. Well of course I would, but there is no one in my office who would be interested in environmental journalism I'm the only one who's covering all environmental issues.

Question VII:

Are you familiar with the concept of global "sustainable development"?

1. Yes, of course.

2. Yes. Because it's the main issue. I think since the industrial revolution western countries have been following the concept of sustainable development. But in developing countries the government don't know about sustainable development.

3. Yes. Because mine is a developing country and there are many issues coming up. The Sri Lanka government agrees with this sustainable development concept and they promote. And journalists of course they write a lot about sustainable development.

4. More or less. We can't do anything to block this. It goes with life, with citizens life. All we can do to suppose is to try to control it not. What a journalist can do is writing about such country things.

5. Ja, ja, natürlich. Wir haben gute NGO's auch gute NGO's in der Slowakei und wir haben jetzt das „national sustainable development programm“. Es war schon im Parlament und jetzt sollen nach dieser Strategie sich andere Resorte halten. Und die sollen auch, ich weiß nicht wie oft, regelmäßig berichten, was sie für das sustainable development gemacht haben.

6. Yes, I'm. At first because I made a lot of things about the European strategy of Sustainable Development so I have to be familiar with that. You want me to give you my concept? It's in everywhere or it must be. In every politics, every economics, every social it's like we learned in the course. It's many life and it has to do with people and there's no environment if there's no people. Sustainable development is what should balance all things.

7. Yes we do even have a group down there in (...) that is directed by Sarah (...).She was even a president candidate. She has written even a book on sustainable development. There are not a lot of people in Chile, but there are some people forming themselves to make some projects and even my last article was about a project of sustainable development and tourism in a mountain area.

8. Yes, sure.

9. I don't know anything about it.

10. I heard it before but this is not a topic that I understand and that I'm familiar with.

11. Yes.

12. Yes, we know it. We have connection to the internet and we are pretty good informed also about the concept of sustainable development.

Question VIII:

Do you think, that your understanding of sustainable development has got some impulses or has been modified in any way during this training course?

1. I'm not sure, because I work with these topics of sustainable development and I've been to Sweden in some course and I have enough information. I'm very very happy that we talked about this question, but it was very hard work.

2. Yes in this course.

3. Yes, I think so.

4. I think, my mind, the concept that I have is a little bit clarified. I know, I like to think that I know, how to handle the news. I think it's now a little bit more easier for me.

5. Wir haben nicht so viel über nachhaltige Entwicklung gesprochen. Das war mehr wie man Nachrichten schreiben soll und was wichtig sei. Ich glaube die, die in diesem Bereich arbeiten, die wissen, die beschäftigen sich sehr oft mit diesem Begriff, daß es vielleicht nicht so nötig war. Ich weiß nicht, wie es in den anderen Ländern geht. Aber wer in Europa lebt und z.B. wir möchten in die EU, wir sind gerade in dem Prozeß, daß wir die ganzen Rechte übernehmen sollen. Den Journalisten, die in diesem Bereich arbeiten, denen ist das bekannt, die beschäftigen sich täglich damit.

Dieser Kurs war mehr orientiert, wie man die Nachricht im Umweltbereich übermitteln soll.

6. Yes. Because one of the last sentences that we heard was that that there're no environmental news that has not to do with people and people are responsible for sustainable development. So I learned that even some news that I might have to do because I have to do which have to do with politics, economics and social issues has to do with environment, too. So we can always give all an environment perspective which most of time is forgotten.

7. No, I don't think so, because mainly I don't feel it (the course,(note of interviewer) has been pointed at this.

8. A little bit. What I learned is to include the human angle, to include people, because usually when you think about sustainable development usually you think about the ecosystems and now you see that there are people involved.

9. Because I'm not familiar with this term, I can't answer this question.

10. Because I don't understand that term very well, I can't say anything to answer this question.

11. My understanding is still the same, I didn't change my mind in this point. I think the course is not orientated in order to discuss this concept, it's orientated to journalistic techniques

12. Actually not. I know that there are some discussions about it but. there are already differences in accepting this theoretical concepts.

Question IX:

Do you have any further comments?

1. I was studying journalism at university, but in this week I had bigger impact than at university in a half year.
2. It was a cool experience and cool people.
3. I think, this training course could have been better, if you extend it to two weeks. And the lessons in each day could be a little bit shorter, because you have to rush to the topics. But we had an intensive programme in writing.
4. Personally I would like to have more life meetings, where people are involved. It's more interactive, it's more interesting. People do something and say something, but from one moment they can be boring, because you read and read and read and read. And I think that could have been better, if we had more meetings. Except Kew Gardens because we went out. I mean here at the training course. It's an option of mine and I don't know if it's right or wrong.
5. Vielleicht war das eine eher kurze Zeit für Exkursionen. Man sollte mehr mit Journalisten sprechen oder mit Herausgebern. Warum sie welche Nachrichten ins Medium bringen können und warum nicht.
6. My general comment is, I finish with the same sentence I start. At first I was frustrated because everything I did in the past was wrong. And then it was funny because it changed a lot and I understood, no, it was not wrong, but it was different. The more rich thing that we learned here is that you can always have different approaches and you can always transform nothing or something little in an interesting thing. And that was very important.
7. The two teachers we had are very good professionals and they are not so selfish as a lot of journalists can be, so we learned a lot and that was very good. That was one comment and the other comment is, that Kew Gardens was too much hours in the building and not looking to the green parts. But that's it, everything else has been perfect.
8. Not really, overall I was very satisfied with the course.
9. It was a very good course, everything was OK, maybe it would have been interesting to visit a company or factory to have a look at environmental problems in every day's business.
10. I would like to mention that – though I liked the training programme – it was a little bit too intensive, because some of us were in London the first time. And we are feeling as if we are not here because we are on work all the time. I think the training programme should be organised somehow else, perhaps from nine to three o'clock, to have some spare time. Now at the end of the week we are very tired and our concentration is on the lowest level, you can't work like that, because you are trying to see things and to work here.
11. Not really, I was very comfortable. I wrote some suggestions in the green paper you gave us. I think the course is very intensive, but it's very useful, it was well prepared, I'm really happy with it.
12. Not really, in general it was very interesting, but also strenuous, so that we were very tired at the end of the day.

Interview with the Trainer Oliver Wates (London)

Question: Could you please explain what are the entire objectives of these “writing environmental news” workshops?

Answer: My understanding is that it has a double aim. The principle one in my view is to give journalists from different places, from places that need it, some practical training in dealing with some of the real problems that are going to come up when they try to do environmental journalism. And it's not just the training it's also interaction between the trainers and the participants and between the participants themselves. So that they can have some practical experience of how you deal with the - from a journalistic point of view - technical difficulties that come up, like questions of balance, questions of reliability, questions of science, questions of presentation, that kind of things. That for me is the principle aim of it. And I think we have always discovered in my four years of experience running this type of training courses that this is, what is most valued by the people that take part in this courses, because they don't get it anywhere else. A second and also important aim, as I understand it, is to provide access to connections with people, particular from countries where they don't have a very active or sophisticated breath (?). But also to provide connections and information about kind of environmental stories that are out there and the kind of people they can talk to find out information and an increasing part of this is internet. We now like to include a bit of internet - element on each of this training courses. So we can exchange experiences on the best way to find information on the internet and of course about the dangers and difficulties of it.

Question: How do you define the topics that are on the time schedule during the training-week? Is it a personal decision or do you discuss it with colleagues?

Answer: It's usual a personal decision by me, based on my -if you like guess-work - about the kind of subjects that might be of interest to the people who are going to be on the course. Obviously if we have a regional workshop where there are certain environmental issues which are more prominent than others, then we would tend to deal with those.

Question: One question that occurred during the discussions around this project was about the target group you are focussing on. Did you ever think about special invitations to journalists who are working on economic subjects?

Answer: Well, I mean about the policy you have to talk to Jo because that is not my particular input. But I find these courses are equally useful to people who are economic or political journalists or fully environmental journalists, all of them get a great deal of value in it. And that's as we discuss it in the course: environmental journalism is relevant to all fields of journalism, with the possible exception of sport. It isn't just of interest to an isolated group.

5.5) Auswertung der Fragebögen (Grahamstown)

(Anzahl der ausgewerteten Fragebögen = 13)

Offene Fragen (Fragen Nr. 1, 4, 5):

Question 1:

First we would like to learn something about your motivation to join the workshop. So, please write down one short statement/sentence that characterises your main reason to join the training:

Antworten:

1/1) Challenge to learn ways of producing better environmental stories.

1/2) Always had a fascination for the environment – I just didn't know where and how to start.

1/3) To learn the environmental reporting skills.

1/4) Passion for environmental activities, interest in learning more about what countries and people are doing to encourage development.

1/5) As an environmentalist, I see it necessary for me to know where techniques so that I will educate reader on the issues attaching our environment in our post war sierra leone.

1/6) To go basic to the basics of news writing in order to become a better journalist.

1/7) To get an international touch in environment reporting.

1/8) The training has given me further grounding on writing about environment.

1/9) To learn new techniques and strategies for addressing the problems of environmental pollutions of degradation as well as sustainable development.

1/10) The environment is often undercovered in the Zambian media and as someone with a bias towards the environment, i feel it was necessary to apply for the workshop and thankfully, I was accepted.

1/11) I would like to become a multi-skilled journalist, with the ability to cover news if not all major fields.

1/12) I have an interest in environmental news and a particular degradation of forest cover and water problems in Kenya. I thought by attending the course it would help me to learn to write about those problems so they can be highlighted to the community.

1/13) My aim is to improve my background in environmental issues and report them well.

Question 4 (new) :

What is your professional function?

Antworten:

- 4/1) News reporter.
- 4/2) Student journalism primarily, freelance news and features.
- 4/3) News reporter.
- 4/4) Bureau chief (editor).
- 4/5) Writing environmental news stories.
- 4/6) Writing news and features, editing and subbing.
- 4/7) Assistant editor-news and news writer.
- 4/8) To research and report on environment.
- 4/9) Investigating and reporting on environmental pollution to abuse by multinational firms in Nigeria.
- 4/10) Features writer.
- 4/11) Political correspondent, based in Parliament.
- 4/12) TV special features and international news beats.
- 4/13) I report on general issues, and occasionally on the environment.

Question 5:

Looking on your experiences: What is the main problem when producing environmental news? (Please write down some catchwords):

Antworten:

- 5/1) Sources, relevant information.
- 5/2) Lacks of adequate knowledge on how to correctly cover environmental issues. Journalism schools do not teach this.
- 5/3) The intro especially features.
- 5/4) Language, many writers are limited by this.
- 5/5) How to present issues to make the most impact, and get to the front-page.
- 5/6) Getting sources to speak.
- 5/7) Complicated scientific academies and lack of an scientific dictionary.
- 5/8) Lack of space in the papers, lack of interest by journalists.
- 5/9) Creating a balance between environmental abuse, government or national interest and sustainable development.
- 5/10) The minor problem I've encountered is operational – there is a tendency to look down on in vivo stories. Often in vivo stories have to play second fiddle to political, social and other items.
- 5/11) Interpretation of technical concepts.
- 5/12) Understanding some of the technical/scientific items.
- 5/13) Writing to inform and improve environmental situation.

Geschlossene Fragen (Fragen Nr. 2, 3, 6):

Question 2:

Are you already dealing with environmental subjects in your daily journalistic work at the moment? (Please mark with a cross)

Antworten:

Summary: Yes: 10 persons, No: 3 persons.

Question 3:

How long are you already working in the field of environmental journalism? (Please mark with a cross)

Antworten:

Summary:

0 – 1 year: 3 persons

1 – 5 years: 4 persons

over 5 years: 5 persons, 1 person didn't answered.

Question 6:

Please indicate your general assessment of the course by ticking the appropriate box in each section with numbers ranging from 1 for very *bad* to 6 for *excellent*.

Auswertung der Antworten (Anzahl Nennungen entspricht Ziffern in den Kästchen):

	1 ✓	2 ✓	3 ✓	4 ✓	5 ✓	6 ✓	Comments
☞ Achievement of course objectives				1	4	7	
☞ Achievement of your objectives				1	4	7	
☞ Standard of speakers, instruction				3	4	5	Paul was fantastic, except from expert,
☞ Value of practical work, exercises				1	5	5	
☞ Value of outside visits, lunches				2	6	3	The food was not warm enough.
☞ Administration				3	3	6	
☞ Overall appraisal					6	6	

☞ What else should have been included?

- 12) More issues form developing world countries..
- 13) More individual attention.
- 14) Biodiversity issues.
- 15) Many more field stories.
- 16) Industrial attachment.
- 17)
- 18)
- 19) Some time to rest.
- 20) Individual assignment.
- 21) The length of the programme needs to be reviewed – extend it to 14 days.
- 22) Meeting environmental journalists.

☞ Most valuable part of the course

- 11) Practical exercises.
- 12) Everything related to Africa.
- 13) Briefing by SA Golt
- 14) Instructions and corrections.
- 15) Exercises and reviews.
- 16)
- 17) Practical tests.
- 18) Visit to Albany.
- 19) Field visit to working for water project sites.
- 20) The practical, hands on experience and application of what was learnt.
- 21)
- 22) Guest speakers and evaluation of scripts.
- 23) The role of South Africa on the WSSB.

☞ Least valuable part of the course

- 8) NIA.
- 9) Nothing, all good, even the harsh criticism!!
- 10) WTO briefing.
- 11) NA.
- 12)
- 13)
- 14) Guest speakers.
- 15) Cold meals.
- 16) Video conferencing.
- 17) I don't think there was any – every part was well worth it.

5.6) Auswertung der e-mail – Befragung (Grahamstown)

Kopie der eingegangenen Antworten nach Fragen geordnet

Die Ziffer vor jeder Antwort kennzeichnet den jeweiligen Teilnehmer

Question I:

After one week of intensive training on „environmental news“, do you have the impression that your understanding of writing/producing environmental news has been modified in any way?

1. Yes, it improved my understanding of how environmental stories should be looked at in light of international trends and perspectives. this includes, the international agreements impacting positively or negatively on the environment.
2. Yes
3. Yes the course has modified the way I was writing environmental news.
4. Certainly, the workshop exposed me to a specialised way of handling enviro issues and my approach has now changed.
5. Yes, I have become more impressive in presentation of environmental news
6. Yes
7. Tremendously, more so increased my understanding of impact of environmental problems.
8. Yes. I have achieved a lot and also improved my technique on environmental stories with special attention to the forth coming world summit on sustainable development in Johannesburg.

Question II:

Did the training meet your personal objectives?

1. Some not all of them.
2. To a very large extent, Yes
3. Yes the training met my personal objectives.
4. In more ways than one as I've gone away a much better enviro writer.
5. Yes
6. To a considerable extent
7. Yes
8. At least it helps reporters to familiarly with details in covering environmental news with the forthcoming world summits on sustainable development in Johannesburg.

Question III:

How would you characterise the course objectives in general, looking from the Trainer's perspective?

1. Getting reporters to be acquainted with covering environmental news with a special reference to the forthcoming World Summit on Sustainable development in Johannesburg.
2. Apt and timely, especially as it came barely one month to the kick-off of the World Summit on Sustainable Development scheduled to hold in Johannesburg, South Africa between August 26 and September 4, 2002.
3. The course objectives in general were good in that we had study visits to some places that were relevant to the training.
4. The course objectives were to expose the in my view, is one of the best. Furthermore, the practical, hands on nature of the course was very appropriate.
5. Excellent, the course was tailored to meet the needs of most African environmental journalists.
6. It is like going back to the basics and a kind of retraining which is good.
7. I would say the trainer met his objectives generally. But the assignments were packed in a short time and maybe more time was needed for discussions on the topics raised and for the participants to give examples of problems faced in their countries in tackling them. We dealt with more "hypothetical" though real cases.
8. No answer.

Question IV:

Did the workshop encourage you to intensify your professional occupation with environmental topics or did it have a more disillusioning effect?

1. Yes it challenged me to pursue further the field of writing environmental news and the biggest challenge is to use the knowledge I gained from the course in my everyday stories.
2. I think it did encourage me especially after a session at the South African Institute of Biodiversity, and an excursion to South African Working for Water Programme sites (Albany Water Projects) in Grahamstown.
3. Yes. It intensified my professional occupation with environmental topics.
4. It undoubtedly enabled me to enhance my professional approach towards environmental issues.
5. It did give me an inkling on writing better and more responsive environmental pieces.
6. I feel encouraged to continue to do more.
7. The former is true. It was encouraging.
8. The workshop encouraged me to put more effort in the field of writing environmental news and the biggest challenge is to implement the knowledge in my daily reporting.

Question V:**Can you imagine, how you will apply what you have learned during the course?**

1. Yes. especially for the forthcoming World Summit on Sustainable Development. In the case of my stories on Zimbabwe, I will apply the knowledge I have acquired about the probable shortages of clean water to the matter of developing the Matabeleland Zambezi Water Project which has been on the cards for 10 decades.
2. Well, the course was very informative, educative and rewarding obviously will apply most of what I learnt during the course in my professional practice: Writing more on ways of a balance between present-day environmental problems and sustainable development particularly as it affects us here in Nigeria and in Africa and the world generally.
3. I will apply what I got in the course to the best of what I can depending on the situation here in Uganda because some times stories on the environment are not published.
4. In my stories and also during sessions of the Zambia Environmental Journalists Forum, of which I am a member.
5. Improvement of news and news features will be the ultimate result of the workshop.
6. Yes. I am already drafting what you may call the 10 Commandments of good reporting for my newsroom. These are basic things that we were all thought in journalism school but which some sometimes do not live up to in writing news. So, it will be like a kind of reminder pooled together from what Paul and others imparted into us.
7. Yes. I am going to do a TV news feature on the problem of Water scarcity in Nairobi and link it with the forth coming summit and provide info on the Working for Water project in Grahamstown. I will use the rest of the material learnt as a reference and will keep more informed about environmental issues and publish them that affect the community in Kenya.
8. Yes, especially for the forthcoming world summits on sustainable development. In case of my stories in Sierra Leone, I will apply the knowledge acquired to my country.

Question VI:**If a colleague asked you: would you recommend the training to him?**

1. Yes I will
2. Expressly. In fact, I would want to be part of the programme in the near future. If there is any way I can be part of another training programme, please notify me, I will be interested.
3. Definitely.
4. Yes, it is a very good programme and one which needs a follow up to keep abreast of latest developments.
5. Yes, without hesitation. But that would have to be more of a beginner than an accomplished and experienced writer.
6. Yes
7. Yes

8. Yes I will.

Question VII:

Are you familiar with the concept of global “sustainable development”?

1. After the course I have a better picture and the practicality of such a concept.

2. The issue of sustainable development is not strange to me as a journalist. The only problem I have is how this can be achieved given the lack-lustre attitude of most multinational companies involved in the degradation and pollution of our precious environment. The issue of global warming, ozone depletion, El Nino/ La Nina or Southern Oscillation are questions that these companies must address if the objectives of global sustainable development must be achieved. The problem of trade imbalance between the North and South must also be addressed.

3. Yes.

4. Certainly as it is one of the catchwords I use frequently in my enviro stories.

5. Yes, it is the ability to use the world resources for the benefit of present and future generations.

6. Yes

7. Yes

8. After the training program I have a better picture and knowledge of such a concept.

Question VIII:

Do you think, that your understanding of sustainable development has got some impulse or has been modified in any way during this training course?

1. It has got some impulses in that I now understand how this should not be an African and developing world perspective but a world perspective. because before the workshop i thought the issue of sustainable development was about developing countries only because developed countries were already developed anywhere.

2. Like I said earlier for us to achieve sustainable development, the abusers of our environment must stop their unwholesome acts, while the developed world must realise that there has to be equity, fair trade and justice in their dealings with the developing countries. This win-win posture will not encourage sustainable development in any way.

9

3. Yes, because I have got it with the global perspective.

4. Both-it has got some additional impulses and also undergone some modification

5. Yes its meaning has more of dawned on me the need for intensification of environmental journalism.

6. It has been modified and I now have a broader perspective of the concept

7. My understanding of the concept has been improved by the course.

8. Not at all because I have some knowledge on sustainable development apart from the world summit on sustainable development to be held in Johannesburg.

Question IX:
Do you have any further comments?

1. Request for more information on in-depth courses in environmental reporting with more emphasis on Africa and the sub-Saharan region in particular.
2. Reuters Foundation should continue to provide African journalists similar opportunities. A broadening of the scope of the programme may be suggested. I also request that Reuters should include training in Editing and Newspaper management for some of us that are graduating to editorship positions
3. My comment is whether Bellagio Forum can sponsor me to attend the WSSD in August since the training was in preparation for the summit. Or if not, I can be assisted in locating sponsors otherwise it is very hard here in Uganda to get funding. And I am yet to find out whether The New Vision newspaper will sponsor me. Please do inform me if there is a possibility.
4. This is a very good, worthwhile programme, one which you might wish to consider extending its duration because as it stands now, it is too much of a crash programme. Participants are loaded with too much info and this can be counter productive too. Otherwise it is an excellent programme.
5. Yes, would the foundation consider funding the purchase of resource materials like environmental reporting books and encyclopaedia for the journalists attending such courses?
6. Just that the course is good for the development of journalism in Africa. Please keep it up
7. At the moment no, under pressure for time but if I come up with anything I'll certainly respond.
8. The only comment is for the organisers of the workshop to re-schedule another workshop for participants to have more knowledge on environmental reporting.