

# **International Centre for the Advancement of Journalism**

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***International Centre for the Advancement of Journalism (ICAJ)***

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## ICAJ VISION

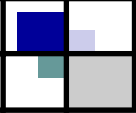
- To equip the media and journalists from emerging West African democracies with the highest professional journalistic and technical standards.
- To help the media in the region to become profitable and economically independent and thus further defend their freedom, influence and relevance.
- To improve the cooperation and exchange of ideas within and among the regions and with U.S. and western journalists and media organizations and associations.
- To extend training to journalists from Central Africa, Caribbean and Pacific countries and foster collaboration and exchange of ideas between these journalists and their counterparts in Africa, and other parts of the world.

## ICAJ Mission Statement

The International Centre for the Advancement of Journalism (ICAJ) is an independent, international, non-profit training center dedicated to the maintenance of good governance, accountability and sustainable democracy in countries emerging from dictatorships in West Africa through the establishment of high standards of journalism, primarily through the further training of journalists and media professionals. ICAJ seeks to fulfill these responsibilities by carefully adapting western journalistic and democratic models and techniques to suit the local journalistic environment, as against imposing Western training on the African newsroom. Accordingly, African journalists and trainers, especially those with who have Western training or professional experience will deliver and/or interpret journalistic to suit the region's unique setting.



Entrance to the University of Ghana – Accra provides a uniquely peaceful city learning environment



## The main goals of the ICAJ are to:

- promote high quality journalism through professional training, particularly in the context of West African countries emerging from military dictatorship;
  - nurture and strengthen democratic ideals and practices, political transparency, economic growth, stability, human rights and citizens' participation in the political process through free, responsible and professional journalism
  - create and support networks of media professionals within West Africa, the African continent, and with other parts of the world.
  - provide a forum for reflection, discussion, debate, and exchange of notes between journalists, editors, media managers and other media professionals;
  - support, through training and networking, high standards of democracy-driven journalism in West African countries;
  - introduce new technologies, skills and investigative tools to journalists in West Africa.
  - promote ongoing career development through journalism training for the advancement and growth of media professionals and the media industry;
  - conduct research and surveys that will result in publications on the past, present and future challenges facing the media and democratic governance, and the role and influence of the media and the relationship the government;
  - act as an external training and resource provider for newspapers and magazines, radio and television stations in the targeted region.
  - provide training of international standard to financially challenged news organizations and journalists
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## ICAJ Rationale

Most countries in West Africa have endured years, and in most cases, decades, of military dictatorship. As the wind of democracy blows across West Africa, notably countries like Nigeria, Ghana, Liberia, Benin and many more - it has become clear that the media in these countries were left behind in the time warp of military dictatorships. The media in Nigeria and Ghana, for example were staunch supporters of military rule. In fact, research findings show that Nigeria, which has the largest and most influential press in Africa, installed and rooted for every military junta that seized power in that important African country.

There are no standard journalism training schools capable of training, retraining and re-orientating working journalists in this region. Universities in the region offer mass communication (mainly theory) rather than modern journalism skills. Only a few lucky African journalists receive brief training in North America, Europe and Australia. The hassles of entry visas aside, hardly any newspaper can meet the cost of sending its journalists abroad for training. Even when American and other foreign missions and agencies fund some journalists, the knowledge earned on these training trips is usually wasted because knowledge obtained cannot be easily adapted to the cultural, political and cultural realities of the African reporter's country of origin. The chief consequence of this absence of training opportunities is that West African journalists remain poorly trained. They are not ethically and professionally equipped to animate democracy by offering their audiences quality information that explains democracy and promotes public participation in democratic governance. Reporting remains slanted in favor of the government, to the detriment of democratic progress and public interest. By retraining journalists and offering follow-up training, ICAJ seeks to equip journalists and the media for the task of nation building and sustenance of the young and fragile democracy. ICAJ caters to the training needs of the region by offering training in English and French.

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## ICAJ Partners

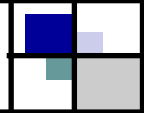
ICAJ serves as a partner of media companies, professional organizations, journalism schools, western and regional governments and agencies that would like to see an emerging and sustained culture of enlightened democracy, accountability, prosperity, stability, freedom of expression, and a freer and more vibrant press. The Ghana Institute of Journalism (GIJ), the sole degree-giving journalism training institution in Ghana; the Ghana Journalism Association (GJA); Journalists for Human Rights (JHR), Canada; DBN Television, one of Nigeria's oldest independent television stations; Spectrum Television (STV), Douala, Cameroon, are some of ICAJ's regional professional partners. Other journalism and communication organizations and associations are also discussing affiliation and partnerships with ICAJ. These include the West African Journalists Association (WAJA), Senegal, Society for the Development of the Media in Africa (DODMA); Media Foundation of West Africa, Accra, Ghana.



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*To promote  
democracy, stability  
and economic  
growth through high  
quality professional  
journalism training.*

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## ADVISERS

**Reese Cleghorn** is a professor of journalism and the former dean of the Philip Merrill College of Journalism, University of Maryland, College Park (1981—2000). A former Editorial Page Editor at the Charlotte Observer, Charlotte, N.C., USA, Prof. Cleghorn served as president of the National Conference of Editorial Writers in 1980.

**Eugene 'Gene' Roberts**, a professor of journalism, has served as Managing Editor of the New York Times and worked for 18 years as the executive editor of The Philadelphia Inquirer, which won 17 Pulitzer Prizes during his editorship. He received the National Press Club's Fourth Estate Award for Distinguished Contributions to Journalism (1993). He teaches journalism at the Philip Merrill College of Journalism, University of Maryland. He is the former chairman of the Committee to Protect Journalists and of the American Committee of the International Press Institute and is on the advisory committee of the Media Studies Center.

**Mark Kramer** is the founder and director of Harvard University's Nieman Program on Narrative Journalism and writer-in residence at the Nieman Foundation at Harvard University writer in residence, Nieman Foundation. He has written for The New York Times Magazine, Boston Globe, National Geographic, and The Atlantic Monthly. He was writer in residence and professor of journalism at Boston University (1991-2001) after teaching at Smith College for 10 years.

**Roberta Baskin** has won 75 journalism awards for investigative reporting. She has worked for leading networks—CBS News and ABC and was the senior producer of 20/20 and Primetime programs. Her investigative stories have led to changes in policy, federal and state laws as well as business practices in the United States. She is the Executive Director of the Center for Public Integrity. She also sits on the Advisory Board of Nieman Foundation (Harvard University) and the Fund for Independence in Journalism. Roberta looks forward to the opportunity to share her investigative journalism techniques with African journalists at some of ICAJ training courses in Ghana.

**Neil Anderson**, an award-winning Associate Professor of Education at James Cook University, Queensland, Australia, is the Deputy Head of the School of Education and has won several prizes including: the Vice Chancellor's Award for Excellence in Research Supervision, for his supervision of theses, including one in journalism education, the National Excellence in Teaching Award (NEITA) for the state of Queensland (1994), Queensland Society for Information Technology in Education, Educator of the Year for the State of Queensland(1997).



Safe, serene—Accra, Ghana—ICAJ's Host city

## LOCATION

ICAJ is incorporated as a non-government organization in Ghana. The main office of ICAJ is located in the coastal town of Accra, the capital. The country is situated in the middle of West Africa, between two French-speaking countries, Cote d'Ivoire and Togo. Accra is a beautiful, modern, mildly populated coastal capital city. Accra is noted for its serenity, safety, the hospitality of the people and the availability of the key infrastructures – good roads, constant electricity and water supply, a wide choice of hotels excellent telephone system and variety of leisure and professional activities. Ghana is home to nearly 20 news publications, most of them barely surviving.

## ICAJ STATUS

As a not for profit non-government organisation, ICAJ makes no profits. All income is used to further the objectives laid down by the trustees. The board of directors meets face to face every six. Members serve staggered, two-year terms to ensure continuity of leadership. In matters of training, course content and quality, and public and institutional affairs, the board receives advice from ICAJ's professional advisers. Trustees have backgrounds and/or strong interest in journalism, communication, administration, good governance and Africa.

## TRAINING SETTING



Editors and managers at the Ghanaian Times discuss management and marketing — at a workshop on marketing and management, Accra, May 2004

***To build in the emerging African democracies a strong, independent press that is capable of reporting accurately and knowledgeably, and capable of keeping government and business honest, accountable and transparent.***

ICAJ provides industry standard training in a range of professional media disciplines specifically tailored to suit the needs and unique challenges and working situations and experience of the journalists with different national and language backgrounds

The key elements of this training program are:

- teaching by fellow journalists
- regional journalists with African work experience, western education, practice and teaching experience interpret western journalistic skills to local journalists
- in-house training opportunities
- Training in different countries, to promote regional integration and professional networking
- visiting professionals from the West providing further insight, stimulation, new perspectives, and exposure
- visiting regional and international speakers – politicians, business leaders, educators, etc.
- small, multicultural classes delivered in English and French
- comfortable learning environment and surroundings
- newsroom facilities and atmosphere
- rich library (rare in West African newsrooms) – paper and electronic.



### Reflective Practise

Reporters and editors from the Graphic critique their stories during a narrative writing workshop in Accra, June 2004

**ICAJ courses:**

- Editorial management: Effective Newsroom management, covering the big story.
  - The News Business: managing a newspaper business: marketing and promotion, advertising and public profile
  - News editing: news desk organization, coaching, copy editing rules and techniques
  - Reporting: news gathering, news writing, interviewing techniques for the print and electronic media
  - Narrative storytelling
  - Public Affairs Reporting: Covering government, councils, health, education, human rights, human rights, and other social issues
  - Language Use: proficiency course in newspaper language and style
  - Political reporting in emerging democracies: campaigns, elections, personalities and issues.
  - Sub-editing: on-screen subbing, text improvement, headlines, picture editing
  - Design: full-page design on-screen
  - Features: researching the feature, writing winning feature stories
  - Specialist reporting: business and economic reporting, environmental reporting, development, sport... (Topics vary, year to year)
  - Production: Advanced sub-editing and proof-reading
  - Opinion writing
  - Entertainment: Reviews, lifestyle.
  - Photography: basic camera work, digital photography, picture appreciation, cropping and scaling
  - Press issues: role of the press under democratic governance, ethics, pressures on freedom, the press and terrorism, the press and the government, globalization, current debates and practices
  - Media critique: Review and analysis of national and regional media products
  - Computer-assisted reporting: investigative reporting, using the Internet as a research and investigative tool and developing websites and online writing skills.
  - Newspaper Design: page layout, design, and desktop publishing.
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## ICAJ TRAINERS

ICAJ training is designed to be practical and hands-on, handled by media managers, editors, reporters, sub-editors, foreign correspondents, advertisement sales and circulation managers and other experts. It is a policy of ICAJ that all trainers should be media professionals. Many of the trainers have western professional experience (combined with an African experience or a strong interest in Africa). Western trainers would generally be sent to ICAJ as a part of a fellowship or grant to work at the center for duration of short courses or for three, six or twelve months. Foreign trainers with training or teaching experience will be invited to join the “train the trainers” program, preparing promising regional journalists for future roles as trainers. Top professional journalists and trainers with backgrounds as reporters and editors for leading newspapers (including the New York Times and CBS) and outstanding media educators from top institutions (including Harvard), make up the ICAJ training advisory team.



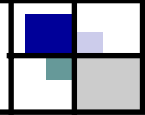
American journalist Sandy Ross— sharing insights in Public Affairs Reporting with reporters from The Graphic national newspaper group at an in-house workshop for reporters and editors conducted by ICAJ in Accra, Ghana, Feb. 2005

## THE ICAJ DREAM

ICAJ seeks to provide training facilities for hands-on broadcast and print media reporting, writing and production training, including:

- Software for newspaper layout and design; fast Internet accessibility; also available professional multifunctional digital TV cameras, image editing software and video editing suites;
- modern training center facilities: 40 computers with Internet access, direct telephone lines, learning technologies, including electronic editorial system for trainees to write their stories and design their pages on-screen;
- A media center offering local journalists a networking avenue and access to computers and the Internet
- A communication and journalism multi-media library serving the region’s journalists
- State-of-the-art equipped multifunctional training/conference rooms for workshops, conferences and other public events;
- A modern training complex within or on the outskirts of Accra, housing all these facilities





## The ICAJ idea



ICAJ Director Ndaeyo Uko conducting a writing workshop for reporters and editors at the Ghanaian Times, Accra May, 2004. He has taught at similar workshops for national newspapers in Nigeria and Ghana

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*To equip journalists from the emerging West African democracies with the highest professional journalistic and technical standards .*

Following extensive consultation with American journalists and educators, including Professor Reese Cleghorn, then Dean of the Philip Merrill College of Journalism at the University of Maryland, College Park (Maryland, USA), between 1998 and 1999, Ndaeyo Uko came up with the idea of an African journalism school featuring Western and African professionals and taught in English and French. The establishment of ICAJ in June 2004 in Accra, Ghana, was the translation of this idea into reality.

While in the United States on the Hubert Humphrey/Fulbright Fellowship program, Ndaeyo took journalism classes at the University of Maryland and plugged into the U.S. media network. At the University of Maryland, Ndaeyo also came in contact with and was motivated by Gene Roberts, former managing editor of the New York Times, and Frank Allen, a former editor at the Wall Street Journal. Introduced by Professor Cleghorn, Ndaeyo went on to work at the San Jose Mercury News as a visiting member of the editorial board, columnist and reporter. He also reported for the Pulitzer-Prize-winning Daily News, St Thomas (U.S. Virgin Islands) and ran the journalism program at the University of the Virgin Islands. To further internationalize his experience and garner tertiary teaching experience, he has taught journalism at James Cook University in Australia. He headed the journalism program on the Cairns Campus of JCU from 2004 to 2005. Ndaeyo has been running journalism training programs for the major national newspapers in Nigeria and Ghana and has served in Ghana as Rotary International's Goodwill Ambassador for tertiary teaching in journalism. In that role, he helped develop journalism training at the major tertiary institutions in Ghana. Prior to his Australian and US experience, he had written for quality national newspapers in Nigeria and the United Kingdom. He covered Nigeria for The Independent (London) and worked for the London-based West Africa magazine. In Nigeria, he rose to become editor of two national newspapers. Two of his journalism books are published in the United States.



