

# the PEACE JOURNALIST

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- Reports on PJ projects in Lebanon and Pakistan



Special:

## PJ in East Africa



# the PEACE JOURNALIST

The Peace Journalist is a semi-annual publication of the Center for Global Peace Journalim at Park University in Parkville, Missouri.

**The Peace Journalist** is dedicated to disseminating news and information for and about teachers, students, and practitioners of peace and conflict sensitive journalism.

**Submissions** are welcome from all. We are seeking shorter submissions (300-500 words) detailing peace journalism projects, classes, proposals, etc. We also welcome longer submissions (800-1200 words) about peace or conflict sensitive journalism projects or programs, as well as academic works from the field.

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## What is Peace Journalism?

Peace Journalism is when editors and reporters make choices that improve the prospects for peace. These choices, including how to frame stories and carefully choosing which words are used, create an atmosphere conducive to peace and supportive of peace initiatives and peacemakers, without compromising the basic principles of good journalism. (*Adapted from Lynch/McGoldrick, Peace Journalism*). Peace Journalism gives peacemakers a voice while making peace initiatives and non-violent solutions more visible and viable.

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## Jake Lynch: Peace Journalism works

By Jake Lynch

One of the most often-cited pieces of scholarship on peace journalism opens with the provocative observation that it 'made a leap from theory to practice without the benefit of research'.

The article itself – co-authored by veteran Filipino journalist-turned academic, Cris Maslog – has been highly influential in efforts to close the gap. It uses the PJ model to derive evaluative criteria for analysing the content of ten Asian newspapers, enabling us to compare the amount of peace journalism they do. A great deal of subsequent research has followed a similar pattern, looking at media output in places including Canada, Israel, the US and UK, India, Pakistan, South Africa and many more.

Of course, these studies can only gauge the 'manifest content' of news,

*Jake Lynch is the Director, Centre for Peace and Conflict Studies, University of Sydney. The research by Jake Lynch and Annabel McGoldrick, titled A Global Standard for Reporting Conflict, is sponsored by the Australian Research Council and the University of Sydney, with partnership by the International Federation of Journalists and Act for Peace. Jake's book of the same name will be published by Routledge in 2013.*



Erik Ponce in Ciudad Juarez, Mexico, was rescued by the local community and is now a university student.

determined at the point of production. Far fewer have been experiments to find out how readers and audiences respond to PJ-inspired adjustments in framing and wording: what is sometimes called the 'implied content', formed at the point of reception. That, surely, is the key to validating the 'practice' that Lee and Maslog refer to – the endeavours in journalist education that still account for the vast majority of PJ-related activity. If you're training editors and reporters in peace journalism, and persuading them to try it, you want to know, surely, that it is going to make a difference?

Well, it does. My partner, Annabel McGoldrick and I have spent the last three years on a research project looking into exactly this. We developed from a study by Wilhelm Kempf, with Johan Galtung one of the pioneers of the field, and – through his journal, *Conflict and Communication* – largely responsible for enabling peace journalism to emerge as a field

of academic research. Wilhelm took articles from German quality newspapers about the conflict in former Yugoslavia, then winding down in the mid-2000s. He used questionnaires to gauge reader responses, both to them and to versions adjusted to exhibit what he called 'escalation-oriented' and 'de-escalation-oriented' framings. The latter came out well – readers of those, the PJ versions, were notably more receptive to suggestions for 'co-operative' responses to conflict issues. Just as importantly, they liked what they were reading.

In our study, we've used our 'two versions' method, familiar from countless classes and workshops down the years, which involves showing participants two television news stories about the same incident – one produced as war journalism, the other to exhibit some peace journalism. (It's the opening gambit in our films, *News from the Holy Land* and *Peace Jour-*

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# Audiences receptive to PJ messages

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nalism in the Philippines). We've conducted the research in four countries – Australia, the Philippines, South Africa and Mexico; produced a total of 42 television news packages (two versions each of 21 stories) and played them to over 550 participants.

Even a little bit of peace journalism makes a difference, we found, but one or two stories in each place produced the strongest 'interactions'. One of the most prominent themes in Australian news is the country's response to asylum seekers, with debate generally dominated by rival politicians. Publics often profess themselves fed up of hearing about it, and when we played our participants a standard package, based on claim and counter-claim from party spokespersons, the main response was anger – directed against the 'other side' of the argument from the respondent's own view.

What is often missing is people-oriented content, one of the main areas of PJ in Johan Galtung's original model . For our adjusted version, then, we included an interview with a refugee, Ali Jafari: a Hazara man who'd fled Afghanistan by boat and successfully settled in Australia. This awoke people's empathy, and now the anger tended to be directed towards the iniquitous system in which people like Mr. Jafari are locked up for long periods waiting for their claims to be processed. And there was a notably increased appetite for hearing about suggestions for change: the 'solution orientation' that is another key aspect of PJ.

Next, we visited Davao, on the southern Philippines island of Mindanao – a former stronghold of the outlawed New People's Army (armed wing of the Communist Party of the Philippines), which has kept up an insurgency for over 40 years. Our trip coincided with the resumption of long-stalled peace negotiations involving the National Democratic Front, the legally recognised entity that speaks for the CPP-NPA, and representatives of the country's government.

Over the few days before talks opened in faraway Oslo, the parties appeared intent on producing 'shows of strength'. The NPA set landmines; the Armed Forces of the Philippines made high-profile arrests in 'dawn raids'. Our war journalism version of these events – based closely on a package that went to air on a local TV station – induced familiar responses. Viewers despaired of ever solving the problem, with many professing the view that an intensified army and police 'crackdown' was needed.

The peace journalism version contained an interview

with Ka Oris, leader of the NPA in Mindanao, and considered why people join it: supplying background and context for the conflict. We featured pictures of a peace rally, and heard from a local Protestant Bishop, and two Indigenous, or 'Lumad' leaders, on what they wanted to come out of the talks. Justice, in respect of deprivation and disenfranchisement, was the dominant theme of their 'wish-list'. Viewers were now much more likely to favour holistic solutions, with optimism that peace could be produced, again with the proviso that Philippines society must be made fairer and more inclusive if the roots of the problem were to be adequately addressed.

News at the time of our arrival in South Africa was dominated by a horrific incident in which a gang of young men made a mobile phone video of themselves raping an intellectually disabled young woman, and posted it on the internet. Our PJ version 'turned a corner' from the latest developments in legal process, to an interview with Dumisani Rebombo, an activist and educator with a Johannesburg NGO, Sonke Gender Justice.

He told us how, over three decades ago, he too had taken part in a gang rape, considered an 'initiation ceremony' among his teenaged peers. Years later, he'd sought out the survivor of the attack and begged her forgiveness. She set one condition:

make sure neither you, nor your son, ever does this to anyone again. At this, Dumisani began running workshops, drawing on his experience to challenge men and boys about their attitudes to women.

Viewers of the PJ version were just as horrified, and felt just as sorry for the young woman who'd suffered the gang rape, as the WJ viewers. But they were less likely to 'externalise' the problem: to blame 'them down there' for doing it, and to regard punitive responses as representing a solution. And they were significantly more likely to accept that a single incident of direct violence is constructed by many contributory factors of structural and cultural violence (albeit none of them put it in quite those terms!) It is, therefore, implicitly incumbent on everyone to think what they themselves may be able to contribute to addressing those factors, as Dumisani had done.

In the last leg of the research, our plane touched down in Mexico City at the very moment that police in the north of the country were making a gruesome discovery: 49 mutilated corpses, left by the side of a main highway. These were the latest of as many as 60,000 casualties in six years

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# Center for Global Peace Journalism

## at Park University



The Global Peace Journalism Center is a resource for Park University students (courses, seminars, service and service learning opportunities, research, study abroad, opportunities for publication of articles), Park faculty (publication opportunities, research, travel, international collaboration), high school journalists (seminars, contests), professional journalists worldwide (seminars, resource materials, website, collaboration), and like-minded organizations (collaborative projects/initiatives, research).



### Initiatives:

- 1. Peace Journalism project, Bronx, NY U.S.A. October, 2012.** Trainings will target journalists and students. Participants will produce peace-themed multimedia stories.
- 2. A peace media and counter-terrorism program** launched in Dec., 2011. The project, including an online class currently being taught, is bringing together media and security officials in Uganda to establish frameworks of cooperation on anti-terrorism efforts. It is funded with a \$150,000 State Dept. grant.

## Jake Lynch *from Pg 4*

of the intensified 'war on drugs' under president Felipe Calderon – about to be replaced in the country's next election, just weeks away. For one of our peace journalism versions, we interviewed Eduardo Gallo y Tello, whose 25-year-old daughter was kidnapped and killed by narco-gangsters, and who now advocates a change of approach. Regulate drugs instead, he told us, and you will drive down the price and make them less attractive to criminals.

And we met Erik Ponce, a young man from one of the toughest neighbourhoods of Ciudad Juarez, the border town – smuggling route – contested by rival cartels with a reputation as one of the most dangerous cities on earth. From drifting into a life of drugs and crime, he was rescued by a local community centre and is now studying music at university. Providing opportunities to young men like Erik is part of peace with justice, and widely understood, by viewers of the PJ version, as holding the key to ending the terrible violence.

To get an idea of how to 'pitch' peace journalism to the idiom and range of local media, we carried out a prior exercise in content analysis on the news in each place. The highest PJ scores were attained by South Africa's Mail and Guardian newspaper. A note on its inside front cover contains a potentially important clue for the future development of peace journalism: its excellent investigative reporting is sponsored by the Open Society Institute.

Our research shows that peace journalism works. It does indeed prompt its audiences to make different meanings about key conflict issues, to be more receptive to nonviolent responses. At a time when fears are being expressed that commercial funding models will be unable to sustain good journalism, that is an invitation to non-commercial funders to step in. And if they sponsor initiatives in peace journalism, they can be confident, on the basis of our findings, that they will be making an important contribution to societal resources for peace.

# Journalists unite to reduce victims' trauma

By Al Tompkins

**EDITOR'S NOTE:** On July 27, 2012, a lone gunman opened fire in an Aurora, Colorado movie theater. Hours later, I blogged about the media's responsibility to avoid sensationalizing the event, and to consider the families of the victims when making editorial decisions. Soon thereafter on poynter.org, Al Thompkins wrote this piece about how the media indeed practiced responsible journalism (peace journalism?) in the shooting's aftermath. -Steven Youngblood

Kevin Torres is a multimedia journalist for KUSA-TV, the NBC station in Denver. Usually he shoots, writes and edits his own stories.

On Tuesday, the key interview in his story was shot by the ABC station in town. On Wednesday, the Fox affiliate shot the interview for his story.

**..When it can make it less traumatic on families, it's the right thing to do.**

What began as a routine way for Denver stations to share the most mundane coverage of everyday press conferences and staged events has turned into a way for victims of last week's theater shooting, and their families, to do one TV interview rather than dozens.

"The rules that we operate under are that a station can't even look over what they shot until they feed it out to everybody," Torres told me by email. "You can't post it online, you can't write about it until everybody in the pool has it."

The stations started pooling coverage in 2009 when KUSA and KMGH agreed to share a news helicopter. While journalists, of course, would like to do their own interviewing, Torres said the pool system is easier on the families.

"You have victims at three hospitals and you have families and victims who want to talk," he said. "But in

addition to the four local TV stations, there are stations from around the country here, plus the networks. Nobody wants 40 or 50 cameras in their living room or hospital room."

KCNC reporter Suzanne McCarroll told me by email that hospital public relations staff are suggesting that families do pooled interviews, although stations have found some people who don't ask for it.

McCarroll, a reporter for 30 years at the same station, doesn't believe the approach hurts news coverage. Let's face it, the first interview they give is almost always the best. With each interview they give after that, their details and emotions get watered down. And really, when you think about it, should we be fighting over who gets to interview a guy with

three bullets in his leg first? Is that where we should spend our effort? I don't think so.

Despite the fact that key interviews for their stories are the same, each station seems to be able to add elements to make their stories unique.

On Tuesday, you may have seen the story of a baby born four days after his father was shot at the theater. The pool video was an interview with the new father's brother, photos of the baby and mother, and a single image of the newborn.

Still, the stories turned out remarkably different as stations took the pool video and found other materials on their own to flesh the story out.

...The stations are careful about how they describe the interviews. They do not claim to have done the interviews themselves when they are pool feeds. "Rather than saying we talked to the family, we might say the family shared their story today," Torres explained.

**Al Tompkins** is one of America's most requested journalism and multi-media instructors. After nearly 30 years working as a reporter, photojournalist, producer, investigative reporter, head of special investigations and News Director, Tompkins joined the Poynter Institute where he is Senior Faculty for Broadcast and Online. He is the author of "Aim for the Heart" a textbook about multimedia storytelling that has been adopted by more than 90 universities. He has taught in 48 states, Canada, Egypt, Denmark, South Africa, Iceland and the Caymans. Tompkins has received some of journalism's highest awards including The National Emmy.



On Thursday, McCarroll covered the funeral of 23-year-old shooting victim Micayla Medek. The family initially invited KCNC to cover the funeral alone. But McCarroll said KCNC will rely on other stations to cover some memorial services in the coming days, so she asked the family if KCNC could feed the video to the other Denver stations. The family agreed.

"There is a better spirit of cooperation among stations now than there was after the shootings at Columbine High School," McCarroll said. "I think that we have learned that when it can make it less traumatic on the families, it is the right thing to do."

October 2012

the PEACE JOURNALIST

# Kenya journalists learn to speak, write peace

By Gloria Laker and Ouma Wanzala

This June, close to 40 Kenyan journalists were trained on peace, electoral and development journalism reporting ahead of next year's general election.

Peace Journalism trainer Professor Steven Youngblood said the aim of the seminars was to prevent media induced violence before, during and after Kenya's forthcoming general election in 2013.

The seminars were organized by the Peace Journalism Foundation (PJF), an East African based peace media NGO aimed at creating a peaceful society through the media. The PJF worked along side Prof. Youngblood, the director of the Center for Global Peace Journalism at Park

University in Parkville, Missouri, with funding from the U.S. Embassy in Kenya. The trainings were held in Eldoret and Kenya's capital city, Nairobi.

The two seminars covered the basics of peace journalism and how to apply those principles in an electoral setting. Case studies in hate radio, reporting fundamentals, and an exercise wherein participants produced peace-themed radio reports were also included in the course. (For a complete outline of the seminars, see page 9)

From the seminars, it was evident that Kenyan journalists will make efforts to ensure that irrespective of the outcome of the election, that Kenya and its citizens remain peaceful and united.

"I thought the Kenyan journalists were just outstanding," Youngblood said. "They were obviously very interested in the message, and were very active and engaged during the seminars."

Kenyan reporters who attended the training say they do not want to witness a repeat of 2007-2008 post election violence that erupted after the disputed presidential election between President Mwai Kibaki of party of national unity [PNU] and prime minister Raila Odinga of orange democratic movement [ODM].

Shortly after the violence, the Kigali commission was created by the Kenyan government with the support of interna-

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Kenyan journalists discuss the principles of peace journalism at a seminar last summer in Nairobi, Kenya.

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**Gloria Laker** is the founder and director of the Peace Journalism Foundation (PJF) of East Africa. Laker was the project assistant of the 2010-11 Uganda Peace, Developmental, and Electoral Journalism project. She is a journalist, and has reported extensively on the war in Northern Uganda. She has worked for the BBC and the Uganda Media Development Foundation, among others.



**Ouma Wanzala** is a journalist with Nation Media Group, based in Eldoret bureau. He has just completed his Bachelor of Science Communication and journalism degree course at Moi University in Eldoret. During his career that spans from 2006, he has done several news and feature articles on peace building, business, agriculture, development, science, health and other human interest areas. The stories are available at [www.nation.co.ke](http://www.nation.co.ke).

October 2012

## Seminars focus on electoral coverage

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tional community in order to investigate what happened during and after the election. The commission was mandated to Inquiry into Post-Election Violence (CIPEV) and it indicted the media for having contributed to the post election violence.

Thus, journalists believe the seminar was especially relevant in Kenya. Caren Lumbasi, a radio journalist at Bibilia Husema broadcasting radio in Eldoret, said that the timing of the training was God sent.

"I must admit that I have seen a lot of changes since undergoing the training. I am able to package radio messages in a way that promotes harmonious co-existence," Ms. Lumbasi said.

Henry Owino, a peace journalist in Nairobi, said shortly after attending the peace journalism class that, 'We are applying everything taught in the peace and electoral journalism conference held in Nairobi.'

In addition, the journalists are now sharing their learning experiences with fellow reporters.

Ouma Wanzala, a print journalist with Nation Media Group, said that the training had sharpened his skills in writing his articles.



*Kenyan journalists work on a public service announcement during a peace journalism seminar last summer in Eldoret, Kenya.*



*Steven Youngblood lectures Kenyan journalists at a peace journalism seminar last summer in Nairobi, Kenya.*

"I no longer use words such as war of words, battlefield, terrorist, but I have learned to tone down on my language so that I create peace in the environment where I work," commented Wanzala.

He said that the same message ought to be taken to media owners and news editors so that they are able to speak the same message of peace journalism in Kenya.

Wanzala acknowledged that the media played a role in post election violence that rocked Kenya in 2008.

Therefore with the training, journalists will be more keen to avoid the repeat of the violence.

The post election violence left more than 1,300 people dead and more than 600,000 homeless in various parts of the country. Uasin Gishu was the most affected as 35 people were

burnt in a church.

Currently, radio journalist Joshua Arap Sang is facing charges of crimes against humanity at the International Criminal Court at the Hague. Another radio journalist, Titus Ominde, said that he has been able to produce peace messages stories from various parts of Uasin Gishu county.

"I have acquired skills in crafting precise and proactive messages for residents to understand and also giving them a voice to be heard," said Mr. Ominde.

He also adds that he has been able to balance all his stories courtesy of the training and also framing stories in a language that does not fuel violence at any level.

In addition to improved media coverage, after the training, the journalists in Eldoret have formed a body called Peace and Development Journalism Kenya with an aim of ensuring that the spirit of peace journalism continues.

Along that line, the reporters also started a peace a Kenyan peace journalism Facebook page in addition to a community peace journalism blog.

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[www.park.edu/peacecenter](http://www.park.edu/peacecenter)

## Journalists improve electoral coverage

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Both social media sites are managed Ouma Wanzala. He said both sites are picking up more traffic.

"From a journalist's standpoint, I am hoping for an improved peaceful coverage of the coming election as the about 40 radio and print reporters continue to share knowledge learnt in our peace seminars," Wanzala said. "This therefore means that the move to train Kenyan journalists was good timing."

For more information, see: [www.park.edu/peacecenter](http://www.park.edu/peacecenter).



*Kenyan journalists work together on media house policies during a seminar last summer in Nairobi, Kenya.*

### Outline for Peace and Electoral Journalism Courses --Kenya, June-July, 2012

Steven Youngblood, Park University; Gloria Laker, Peace Journalism Foundation

#### THREE DAY SEMINAR CONTENTS:

##### Lecture content:

Introduction to Peace Journalism—characteristics, applications  
Development Journalism

Peace and Electoral Journalism  
Reporting Fundamentals: Accuracy, Objectivity, Balance

Ethical Responsibilities and realities  
Self-censorship

Local media content analysis  
Case studies—from Kenya, Uganda, elsewhere about responsible/irresponsible reporting

Hate Radio and Kenya, Rwanda, and Uganda  
Conflict analysis

Station organization and commitment to peace and recovery journalism  
Developing PJ/editorial policies

##### Radio projects:

A. Produced piece: Story reporting victim voices from 2007-2008 post election violence

B. PSA: 30 second PSA featuring stop-the-violence theme

C. Live show: On-air forum discussing peace/electoral journalism (on local radio station after the seminar's conclusion)

##### Day by day breakdown—

##### Day 1

Introduction to Peace Journalism—characteristics and applications  
PJ pro and con—two perspectives  
Local media content analysis  
Reporting fundamentals—objectivity, balance, accuracy

Sound bites that promote peace and recovery  
Local media analysis  
News guidelines/ethics  
Exercise: Develop Peace Journalism news guidelines and policies

##### Day 2

Review  
Hate Radio—Rwanda, Kenya, Uganda  
Positive examples—combating hate radio—IWPR, Facing Justice

Elections and violence in Africa, Kenya—Background  
Electoral reporting and PJ—threats,

possibilities

Exercise: Develop election guidelines that reflect PJ principles

Project: Produce radio report about victims from 2007-2008 post election violence

##### Day 3

Peace and Electoral Journalism case studies—bias, flag waving  
Basic conflict analysis

Radio on-air talk and panel discussions and peace/recovery  
PSA's and electoral/development/peace journalism

Exercise: Develop station guidelines for PSA's that reflect PJ principles

Project: Produce PSA's on no-violence theme  
Becoming a better electoral/peace/development journalist

Capstone Project: Live program about electoral/peace/development journalism (on local radio station after the seminar's conclusion)

# Kenyan journalists unite to battle violence

By Robert Wanjala

I have been doing all the talking for a straight 15 minutes. My managing editor and other company managers are all ears. I feel nervous because I am not used to this kind of high profiled meeting. I am just a mere field reporter.

For 15 minutes or so, I have been explaining why we should adopt election coverage guidelines as strategies to proactively help manage down emotions that are normally brought about by competitive politics in a country on democracy transit like Kenya.

The free and fair election guidelines were very necessary to hopefully help forestall a repeat of the post election violence which broke out following the contested presidential result in 2007/08.

On wrapping up my short presentation, the managing editor's response; firm and precise; "can peace journalism generate enough revenue for our bills?"

For me this wasn't surprising considering that almost all media houses in the country are politically polarized. Right from the ordinary Kenyans



**Robert Wanjala** is a 30-year-old experienced print writer based in Eldoret, Kenya. He writes extensively on development and social issues, environment and health for Media Diversity Centre newspaper in Kenya.



who have little of politics between their ears have been indoctrinated with cheap individualistic politics at the expense of national development. The kind of the answer is almost similar to what some of my colleagues have had in their various media houses as the Kenya prepares to go to the general election on 4th March 2013 under a new look ballot box.

Whether on TV, Radio or newspapers the headlines screaming at you goes something along... 'Town X erupts as tribe Y retaliates or The Election was bungled'. These kind of sensational headlines are believed added petrol to violence. The readership, listeners and viewers have been vexed into believing that it's politicians that drive the economy of our nation.

Kenya has witnessed violence in almost every general election since the introduction of multiparty politics in 1992. Unlike in the previous, 2007/08 election witnessed the worst post election violence in which an estimated 1,300 people were killed, over 600,000 displaced and property worth millions destroyed.

Previously, the inter-tribal violence was blamed on land historical injustices and skewed resource distribution by the successive governments. While these are some of the underlying issues, politicians on other hand to the advantage to whip up political emotions and hatred and already the cycle is showing up again even as the

country anticipates the next general election in March 2013.

Media in Kenya is accused of exacerbating the 2007/08 post election violence. As opposed to its reportage role, the media is alleged played to the political whims by taking sides to advance certain candidates' popularity while field reporters became politicians PRs. Instead of the media mirroring and reflecting the images of the burning Kenya for the society to see itself and possibly change for the better it magnified these ugly images through alarming headlines making a bad situation worse.

The sad reality has since seen among now two presidential candidates and senior most government officer and a radio presenter facing criminal charges at International Criminal Court in Hague, Netherlands.

It's on this footing that proactive media house policies that are in tandem with professional journalism were crafted to help media owners and practitioners ensure non violence election in Kenya early next year.

These vital principles were crafted during three day Peace and Electoral Journalism Reporting Project training in Kenya, organized by peace Journalism Foundation of East Africa and funded by a Nairobi based U.S. Embassy.

The training was unique and practi-

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# Kenyans launch PJ foundation

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cal in nature and equipped most of us with indispensable knowledge, skills and experiences. One unique aspect of the training is that it held at the epicenter of 2007/08 violence. Eldoret town was the worst hit during the violence.

The policies included presenters taking full control of radio callers and in-studio show guests to avoid public incitement or spreading hate speech, being vigilant about the news content before airing or publishing, writing balanced stories which have all relevant voices, being careful in framing stories, focusing stories more on people than politicians - because elections are about people - among many other practical guidelines.

The trainer, Steve Youngblood, a communications professor at Park University, USA, challenged media practitioners to reflect on their failures during and after the last general election and draw key lessons that would shape up their work to help prevent election induced violence.

Prof. Youngblood emphasized that the role of journalists both locally and globally remains critical and key to determining the existence and survival of a peaceful and developed society; free and fair for all. The professor reiterated that without exercising self-censorship to their work, journalism could add fuel to violence as witnessed in Rwanda genocide and other parts of the world.

He urged the media to remain vigilant against hate speech during electoral campaigns to ensure those involved in spewing hatred are held accountable.

Kenya's social media usage has been growing at high rate. And the platform is increasingly the latest target for politicians to market their agendas but can also be used in propagating hatred, he reminded us. Prof. Youngblood reiterated the need for vigilance while cautioning journalists to be more aware of the advances by politicians who during any electoral process always look to become their sweethearts. He reminded the journalists of the politicians' agenda: positive coverage for themselves and negative reportage for their opponents.

For her part, Gloria Laker, PJF director, shared her experiences as a reporter in the then war ravaged Northern Uganda. Ms. Laker, a former BBC reporter, said journalists had the power to impact the society either positively or otherwise.

As journalist we have the power to reduce violence by attempting possibilities that are beneficial for the aggrieved parties or fuel the conflict to violence. The choice

lies in us, PJF founder affirmed. Prof. Youngblood, also the director of Centre for Peace Journalism at Park University, appealed to the participants to share with their colleagues and media managers to consider peace journalism, saying: "All the well-intentioned peace journalists in the world can't effectively eschew inflammatory reporting without the support of their editors and managers, who must realize that peace and development are desirable, profitable business models for their media houses."

Meanwhile, peace-minded journalists have since come together following this mind-provoking training facilitated by Centre for Global Peace journalism to work on radio, print and TV peace programs. The group Community Peace Journalism and Development Foundation has so far written and held discussions with some media managers, political parties and other relevant election stakeholders to support initiatives aimed at increasing peace-themed programs ahead of the 2013 election.

Among the projects the group is undertaking include working on Public Services Announcements, skits, or drama programs that are recorded, edited, and distributed to radio and TV stations.

Other targeted forums include campaign trains where such recorded peace messages would be played to the audience during political rallies. We are also working on simple short peace messages to be included on campaigning material of various political parties; caps, posters, t-shirts, banners etc.

We are also pushing politicians through National Cohesion and Integration Commission which was constituted to facilitate reconciliation and healing following the post election violence 2007/08 to sign peace Memorandums ahead of the general election.

We have written to the commission to compel politicians commit themselves to peace agreement. A survey from police intelligence and the government agency has raised the red flag over 29 counties out of 47 are said to be potential hotspots for violence in the next general election. Confirming these fears, already two counties are witnessing violence believed to be politically instigated. One County has lost over 60 people during a night raid by another community under what intelligence reports say was incited by area politician seeking re-election.

As a group we hope to work hard to forestall the country from descending to the cataclysmic levels of carnage that characterized the run-up to, and aftermath of the 2007 election.

# Media used to amplify Saudi women's voices

By Maha Akeel

Jeddah - Social media was abuzz with excitement at Saudi King Abdullah's recent decision to appoint women to the Shura (consultative) Council and to allow them to vote and run in the 2015 municipal elections. The right to vote and hold public office has been at the top of Saudi women's demands for the past decade and has been widely discussed in social and traditional media.

If you enter the world of social media and search for Saudi women, you'll see that they are discussing politics, economics, religion, literature, television programmes and other diverse topics - and not only ones concerning women. In fact, they are examining issues you might have assumed they were unaware of from watching Saudi television or reading Saudi newspapers, where women's opinions are generally ignored.

It began a few years ago when female writers, frustrated by censorship and restrictions in traditional media, created their own blogs and web pages to express their opinions more freely.

With the introduction of Facebook, Twitter, YouTube and other social media, it became easier to exchange ideas quickly, raise awareness and



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launch campaigns to demand that women's rights be recognised. The recent "Women2Drive" campaign on Facebook and Twitter and the video posted on YouTube by activist Manal Al-Sharif, in which she is driving her car and calling for Saudi women to be granted the right to drive, received wide attention and reignited momentum around an issue that had been out of the media for some time.

Saudi female writers and activists have created Yahoo and Google groups to share articles or news stories, exchange ideas, circulate petitions and decide on strategies for addressing key problems. These groups are only open to members and therefore their users are less likely to get unwanted attention than those of public social media sites. New media has another advantage: it has forced traditional media to take up issues they might have been reluctant to address before - namely women's issues.

As they grow increasingly concerned about readership and impact, traditional media outlets are under

pressure to keep up with people's demands for freer and bolder platforms. More and more traditional media outlets are looking to new media to gauge opinions and highlight topics important to their readers.

However, new media has its downside. In such an unrestricted space, where all kinds of information and opinions circulate, it is easy to spread rumours and misinformation.

Another downside is that campaigns in the virtual world do not guarantee success or necessarily translate into action in the real world, as was seen in the recent campaign to get women in the country to drive on 17 July. Few Saudi women actually heeded the call, begun through social media, to drive on that day. A combination of media and awareness raising campaigns in both traditional and new media, and lobbying government institutions and officials, would be more effective in bringing about real lasting change. Western media's coverage of Saudi women is a double-edged sword.

Although Western media tend to be stereotypical and superficial in its coverage of Saudi women - primarily covering the driving ban, veiling and gender segregation - it also brings international attention to women's issues, which puts pressure on public authorities. This dynamic was evident in several high-profile cases, such as the woman who was forcefully divorced from her husband because of "ancestral incompatibility" even though she was happily married with two children. She was imprisoned and the case was widely covered by national and international media. After two years in jail, she was granted a royal pardon and returned to her husband.

Saudi media outlets have become

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# Heated elections test peace journalists

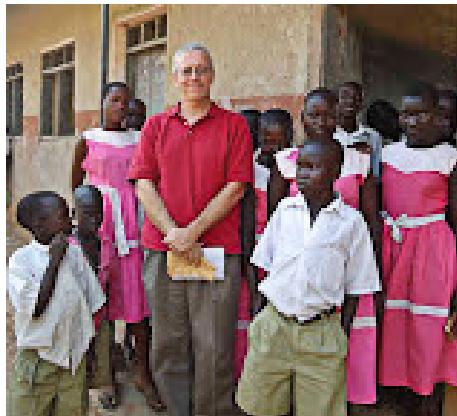
By Steven Youngblood

Elections are inherently divisive, controversial, and provocative. In much of the world, violence during and after elections is almost expected. For example, post-election violence has recently scarred Nigeria, the Philippines, Kenya, Myanmar, and the Ivory Coast, among other places.

Even in places like Western Europe and the United States where violence may not be tied to elections, one could suspect that increasingly bitter and shrill campaigns and elections polarize societies politically, squeezing politicians into increasingly tight corners on the far left and far right, thus making these countries more difficult to govern.

As peace journalists, we should be analyzing our role in covering these elections, and asking ourselves if the language we use and the way we frame our stories is contributing to, or instead, mitigating, the bitterness and divisiveness.

The connection between inflammatory media and post-election violence has been established in numerous places around the world. One notable example is Kenya after the 2007 elections when violence took 800-1300 lives and displaced 200,000-600,000 people. (Numbers vary, depending on the source). This violence was partially media-fueled. Indeed, one



journalist/manager from a Western Kenyan radio station is on trial at the Hague for allegedly inflaming the deadly violence.

The link between media and politically polarized Western governments is discussed in a study published last month by Washington State University in the U.S. In the study (4 September, 2012), researcher Douglas Hindman "suggests intense media coverage of highly polarized and contentious political issues tends to reinforce partisan views, creating 'belief gaps' between Democrats and Republicans, which grow increasingly pronounced over time."

Admittedly, the researcher in this instance is focusing on the intensity (volume) of coverage, and not specific characteristics of how partisan issues are framed. Nonetheless, it's not an enormous leap to theorize

that the tone of the coverage, and not just the intensity, also reinforces partisan, compromise-resistant views.

Given this, is the negative tone of the coverage of the U.S. presidential election contributing to increased political rigidity? A Pew Center study (23 August 2012) finds that "72% of this coverage has been negative for Barack Obama and 71% has been negative for Mitt Romney."

It seems intuitive that this incessant negativity would have a polarizing effect. However, a colleague of mine correctly points out that it's quite a distance between cause and effect here. Does negative, narrow coverage cause political polarization, and cause electoral losers to not accept the outcome of elections? That's yet to be proven.

Continued on next page

## Social media engages Saudi women

from Pg 12

more courageous in recent years, taking up controversial issues, including women's issues. And local media outlets are often the first to report on most, if not all, of the stories picked up by the international media. However the absence of women from the decision-making process and senior editorial positions limits their say in how women's issues are covered and presented.

As a result, blogs and social media remain the most common outlets where Saudi women express themselves, bypassing the remnants of censorship in Saudi media and the problematic ways that Western media sometimes frame issues. A recent online campaign that is gaining support is focused on revoking the requirement of male guardianship over women's official, business and personal matters - an issue that many Saudi women feel is at the heart of the discrimination and injustice they face.

It is a start. But in order for this online campaign to gain traction in the real world, it must reach traditional media and result in real action through an active civil society.

# Connecting PJ and elections

from Pg 13

Still, a demonstrated link between irresponsible media and electoral violence combined with this suspected link between media and political polarization certainly provide reason enough for peace journalists to report prudently around election time. Keeping in mind media's power to inflame passions and potentially to exacerbate political divisions, we have devised a list of electoral journalism do's and don'ts for peace journalists.

## CONNECTING PEACE AND ELECTORAL JOURNALISM

What a peace journalist would try to do in an electoral situation, using the 17 PJ tips (McGoldrick-Lynch) as a foundation.

1. AVOID portraying races as only between two candidates with two ideologies. INSTEAD, give voices to multiple candidates (when those candidates are viable), to multiple ideologies (not just the extremes), and to multiple players involved in the process, especially the public.
2. AVOID treating the election like a horse race. Polls and surveys are fine, but they are only a part of the story. INSTEAD, concentrate on issues of importance as identified by the public and articulated by candidates and parties, including platforms/manifestos.
3. AVOID letting the candidates define themselves through what they say. INSTEAD, seek expert analysis of the candidate's background as well as the veracity and logic of the candidates' comments.
4. AVOID airing inflammatory, divisive, or violent statements by candidates. INSTEAD, there are two options: A. Edit these comments to eliminate these inflammatory statements; B. Publish or broadcast these comments, and then offer pointed analysis and criticism of what is being said.
5. AVOID airing comments and reports that encourage sectarianism and divisions within society—race-baiting, for example. If these comments must be aired, then follow up with commentary pointing out the candidate's attempt to divide and distract voters. INSTEAD, insist on the candidates addressing issues that highlight common values and bring communities together.
6. AVOID letting candidates "get away" with using imprecise, emotive language. This includes name calling. INSTEAD, hold candidates accountable for what they say, and use precise language as you discuss issues.
7. AVOID framing the election as a personality conflict between candidates. INSTEAD, focus on the candidates' positions on issues of importance—schools, health care, roads.
8. AVOID unbalanced stories. INSTEAD, seek to balance each story with comments from the major parties or their supporters. Balance includes getting input from informed citizens.
9. AVOID letting candidates use you to spread their propaganda. Identify and expose talking points. INSTEAD, as you broadcast their statements, include a critical analysis of what is being said.
10. AVOID reporting that gives opinions/sound bites only from political leaders and/or pundits. INSTEAD, center stories around everyday people, their concerns and perceptions about the candidates and process.

Whenever I have presented this list at peace journalism seminars, the participants have been receptive to the idea that they have a larger responsibility to their societies. This responsibility includes both helping to inform citizens so that they may intelligently fulfill their electoral duties and framing stories so as to short-circuit violence and not exacerbate political polarization.

Journalists understand that implementing these ideas in our highly competitive media environment, one that values tension, conflict, and sensationalism, will be at best very difficult. Despite this, the journalists I've worked with all believe that practicing responsible electoral journalism is worth the effort.

# Generating peace journalism in Pakistan

By Muhammad Feyyaz

Pakistan resides in a region of conflicts of all forms and intensities. The country is currently engaged in fighting militancy in almost all of its four provinces, Punjab, Khyber Pakhtunkhwa, Sindh and Balochistan besides witnessing strong sectarian undercurrents in Gilgit-Baltistan region.

The media reporting of violent incidents in Pakistan is generally permeated by content of yellow journalism and radicalism. Voices, structures and processes for peaceful resolution of structural and organized violence are under profound stress.

An article in European Journalism Centre Magazine, "The curse of yellow journalism in Pakistan" in March 2011 by Ayub Sumbal, instructively highlights corruption at the root of yellow journalism in Pakistan. Beat reporters and desk editors at the leading English and Urdu newspapers in Pakistan are reluctant to publish news stories without receiving some sort of gift or reward, he observed. "Murder of Salman Taseer", late governor of Punjab is an apt example of exploitative journalism exacerbated by ambitious struggle for scoring higher personal

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ratings, earning further viewership and increasing circulation by electronic and print media alike.

A seminal study by two Pakistani academics from Allama Iqbal Open University Islamabad, Dr. Syed Abdul Siraj and Shabbir Hussain investigating War Media Galore in Pakistan posited that war journalism was the dominant frame in the media coverage of Taliban conflict and, the coverage of the Taliban movement in media was dominated by the war journalism approach. They tested these hypotheses by examination of two leading English newspapers - The Dawn, the News and two Urdu dailies, Jang and Express from 01st March 2008 to 30th August 2008. It was concluded that the number of war journalism stories in the four newspapers is greater (312 or 74.11percent) than the number of peace Journalism (109 or 25.8 percent).

They further found that the mean story length of war journalism (224.78) was significantly higher than the mean story length of peace journalism (205.64) frame, both supporting the contemplated hypotheses.

International Media Support's report of July 2009 - "Between radicalisation and democratisation in an unfolding conflict: on Media in Pakistan", went at length to highlight the extent of penetration of radicalism in media. Radical groups and political parties such as Jamaat-i-Islami, Sipahi-Sahaba and more recently the Pakistani Taliban, have infiltrated the mainstream media or strengthened and expanded their own media platform, the report observed.

Identically, a survey by the Pakistan Institute of Peace Studies found that 69% of 16 journalists and editors thought that radicalisation was crippling freedom of expression. 50% found that the radical media had an



impact on mainstream media, and 57 % thought that the media was concealing facts about radicalization.

Apart from coercion by militant organisations and support by some mainstream political parties to further vested political interests, peace journalism is hung in a thin space of fast dwindling discourse of liberalism and tolerance in society. This fact is underscored also by a wide vacuum of indigenous scholarship and lukewarm interest by academic institutions in promoting peace and conflict studies in the country.

The situation represents a significant research gap between theory, policy and practice by the state and media elite which is one of the prime reasons for ineffective and deficient media policies. In varied degrees, lack of socio-cultural and political pluralism coupled with relegated role of knowledge especially in policy paradigm manifests this observation.

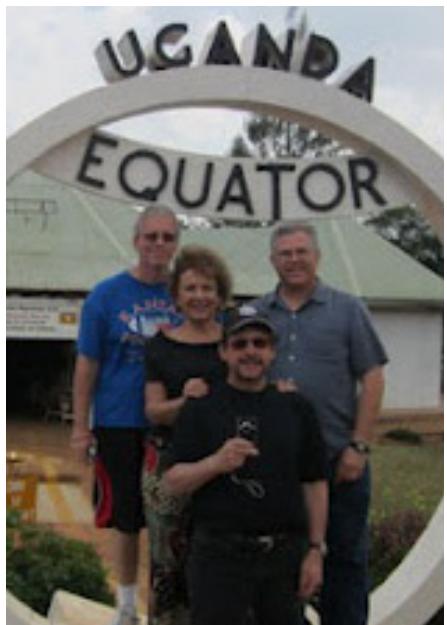
Journalism in general and peace journalism in particular is thus suffering, leaving the field wide open for conflict entrepreneurs and their surrogates. Accountability, objectivity and knowledge growth is called for to create space for peace overtures in the society for enduring peace and stability in and around Pakistan.

# Media, officials unite against terrorism

By Carol Getty, Ken Christopher, and John Hamilton, Park University

If you throw a pebble into a pond, you will see small ripples; if you throw in a rock, the ripples are more numerous and significant. Three criminal justice faculty from Park University joined Steve Youngblood, a Park University journalism professor, and recipient of a U.S. State Department - funded Peace Journalism and Terrorism grant, and project coordinator, Gloria Laker of Uganda's Peace Journalism Foundation in Uganda in May/June, 2012, teaching media, police, security and corrections officials to work cooperatively to combat extremism and violence. Based on the enthusiastic response from the approximately 110 seminar attendees at the six seminars conducted, the ripples are anticipated to be deep and spread far.

Our students represented local government, police, military, and journalists. These professionals quickly became engaged in the material and in developing capacities to minimize their country's exposure to terrorist



*Journalists and government officials discuss how they can join efforts to combat terrorism during a seminar in Kampala, Uganda.*

violence. Uganda, a relatively stable country, is surrounded on several sides by countries in conflict such as Kenya, Somalia, South Sudan, and Democratic Republic of Congo and, thus, at risk for violent extreme acts.

There was a palpable perception in the classes we taught that the violence and terrorism that occurs on the African continent (e.g., 1994 Rwandan genocide) are fairly unknown to most Americans. It only solidified the need for continuing programs of education like these that improve mutual understanding across international



*Carol Getty (top) and John Hamilton teach peace media and counterterrorism seminars in Uganda during the summer of 2012.*

boundaries. Terrorism is a global threat and we all need to be aware of the threats. As we developed student-instructor relationships, we began to become comfortable dialoging with each other. The class discussions become vibrant. As long as we focused on the goals of the courses, e.g., generating cooperative relationships between members of the media and the government, it went very well. What we also found as we threw some rocks into ponds patrolled by Ugandan security forces, the army, and police, was that these students sometimes came to our seminars with distaste for journalism and individual journalists, and a disdain for the perceived lack of professionalism by reporters. They did not leave our seminars adoring the journalists, but we believe that they did acquire a

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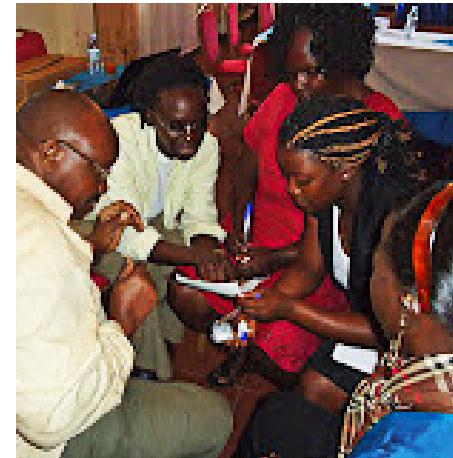
# Ugandan seminars stress cooperation

*from Pg 16*

better understanding about the needs of journalists and the business of the profession. We are hopeful that security forces left our workshops with a bit more respect for journalists.

We tossed other rocks in ponds overseen by local government officials, called LC's (Local Councils) in Uganda. They also sometimes came to our seminars with the same negative attitudes about journalists. Like their security brethren, we believe they left with a greater understanding of journalism and of the need to cooperate with journalists to disseminate anti-terrorism messages.

As for the journalists, they too sometimes came in with low opinions of both security and government. We are hopeful they left with a better appreciation of the awesome responsibility security and government officials have in keeping the public safe. Also, we believe the reporters and the journalism trainers whom we taught



*Working on a group project at the direction of Gloria Laker (center).*

the last three days during a train-the-trainer seminar have a better understanding now of their role in working with public officials to keep Uganda safe.

This was a fascinating experience at many levels, especially team-teaching seminars together with one of us assuming the role of coordinator and lead instructor and seeing Uganda through the eyes of our colleague Steve who had lived in the country for 10 months during an earlier trip to Uganda.

Team teaching was enlightening for the professors and also for the students who were exposed to different ideas and teaching styles from all four instructors. We, as professors, also learned from each other as we each presented



*Professor Ken Christopher doles out advice to participants in a Peace Media/Counterterrorism seminar in Uganda.*

our specialties. The three Criminal Justice faculty were further exposed to Steve's Ugandan network. For example, we visited the home and ate pizza with Betty Mujungu, a media professional Steve knew from his prior 10 months in Uganda. Betty had adopted six children, orphans whose father had brutally killed their mother and then himself in front of them. We participated in a radio talk show in Fort Portal, were interviewed on a television program in Kampala, and met with the Public Information Officer in the US Embassy-Kampala. We also worked closely with the Uganda Coordinator, Gloria Laker, and met her children and husband. From our observations Steve is leaving Uganda Peace Journalism for media and government officials in her well trained and responsible hands.

It can be hard to describe the conflicting perspectives one develops about life in Uganda. On one hand, as travelers, we were fortunate to stay at fairly decent hotels, travel in an air-conditioned van with an experienced driver, and eat some nice meals in what would be considered high end places in the towns we visited. But what we saw most as we drove along the busy roads were people scratching out a living, raising their families, building a community, often in conditions which can be best described as challenging and perhaps disturbing by American standards of living. Within the space of one month, we were the ones being educated, and we were supposed to be the teachers.

We believe outcomes from Steve and our efforts will be observable and memorable for years. With our rocks we made big splashes but the outcomes and ripples will move beyond the pond.

# Lebanese journalist rejects ‘war journalism’

By Vanessa Bassil

Building peace in a country that suffered from 15 years of civil war between Muslims and Christians is not an easy mission. However, the will and determination to point at the common ground between the 18 Muslim and Christian sects that compose the Lebanese society is the only way to save four millions citizens from future conflicts and unstable situations.

As for the media, they are reflecting perfectly the division in the Lebanese society that went deeper in the last years due to multiple political and security incidents. Instead of informing responsibly and educating wisely, media are contributing to escalating conflicts; being strongly affiliated to

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*Making a presentation at a young journalists workshop in Lebanon.*

political parties, they work for political and sectarian interests which are sustaining the division between Lebanese.

Being a young journalist and activist who is dedicated to create a positive change, I refuse to take part of a war-oriented media. Since I started to work in local and regional newspapers when I was a student and did internships in radio and TV, I had the chance to attend a workshop on Peace Journalism in Beirut in 2009, given by Jake Lynch, and organized by Forum for Development and Culture and Dialogue. This is when I learned about this new model in journalism. The workshop has directly followed my participation to a summer school on conflict prevention and transformation organized by Institute for Peace and Justice Education of the Lebanese American University. This helped me to make a powerful link between peace, conflict and media, and since that moment I started to be very involved in the field of peace and conflict through trainings, conferences and community actions. I discovered that I can contribute a lot on how use

media as an essential tool to transform conflicts and make peace in my country as well as everywhere.

#### April 2011: 1st workshop

One year after I started participating actively in public life, volunteering and attending activities with several NGO's, I had the opportunity to make a project on my own with a Lebanese youth organization. I said to myself: this is it. I am going to organize a workshop about Peace Journalism and introduce this model to media students and fellow journalists. My enthusiasm and determination to spread the word and make an impact had convinced the German organization Friedrich Ebert Stiftung to give me funds for a 5 day residential workshop. After long months of preparation, brainstorming and hard work, I had designed finally the program, chosen the trainers, speakers, took care of logistics and budget and organized everything. Moreover, I was keen to make a selection that represents the diverse Lebanese soci-

*Continued on next page*

# Journalists share dream of changing Lebanon from Pg 18

ety. In fact, 25 media students and journalists from different regions, religions and universities took part in an experience that they described as “life-changing”, as they had the opportunity to meet “the other” from one side, and acquire skills and knowledge on the other side, about how to be journalists who report and write responsibly in a conflict-sensitive way. After learning about conflict concepts, evaluating the media coverage of two different newspapers of the violent incidents of May 7th 2008 in Beirut between different sects, assessing TV news bulletins, learning about social media, reflecting, playing and interacting, the young journalists were aware more than ever before about their role in shaping perceptions, directing public opinion and influencing social relations.

In addition, the connection that was built within the group during these few days, has lasted long months after. I have created a Facebook group to keep following up with the participants and share ideas, thoughts, comments and interesting activities to attend in the civil society.

#### April 2012: 2nd workshop

The next year, I wanted so much to make another similar initiative after the success of the first, and I was searching about how to make it happen again. I participated in Active Citizens training with Development for People and Nature Association in Lebanon funded by the British Council. The program offered small grants to the active citizens' participants who would like to make an initiative in their community. I immediately applied presenting my idea about Media and Peace, and got the grant.

For three days, 15 young diverse media students came together to learn about how they can make a change in the much politicized Lebanese media institutions. They understood the sensitivity of the word and image, and the influence that they create on public. They have also analyzed the media coverage of May 7th incidents as a case study, learned about citizenship, the coverage of religious conflicts and the principles of peace journalism. They discussed important topics, learned, explored, had fun and made friendships. They found in the workshop aspects they could never see in academic classes: games, active participation, strong interaction and creative learning tools. Learning by doing: this is how they learned about Peace Journalism and their role in transforming conflicts and achieving reconciliation in a post-war country such as Lebanon.

#### What's next?

Peace is a need, and the necessity of media to stop inflaming the public and contribute towards fulfilling this need is thus urgent. This is what peace journalists believe in and aspire to work for. And now after getting media coverage for the workshops and started to tell their environment about what they've been learning, they are inciting the curiosity of people and inspiring other journalists, students, and NGO's.

After attending Peace Journalism workshops, this group of 40 young media makers discovered that they share the dream of making a change in their country. They got more hope and faith in themselves and discovered that nothing is impossible and that peace in their eyes is no longer idealistic and unachievable. They know now that conflict can be an opportunity for positive transformation, and that they play an important role in making this transformation, through orienting their reporting and writing towards peace, truth, people and solutions.

The Lebanese young peace journalists are going to meet all together in a new workshop to celebrate peace, strengthen their relations and define their values, objectives, mission and vision, as they are willing to organize themselves and unify their efforts with other peace journalists to create an impact locally and globally.



*Youths discuss peace at a young journalists workshop in Lebanon.*

# PJ is consistent with traditional ethics codes

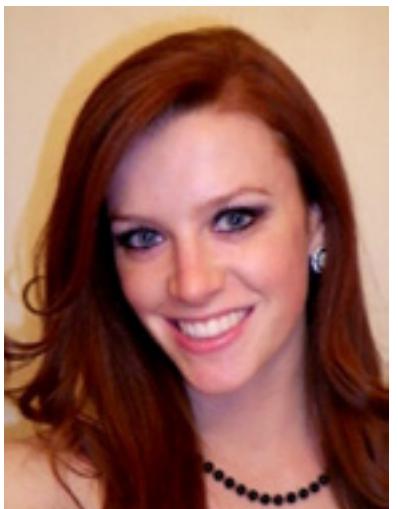
By Jessica Peters

Within many different professions, individuals strive to abide by a code of ethics and must uphold a certain level of professionalism. This could not be truer in the world of journalists and broadcasters. Professionals in this field must follow a certain code of ethics to uphold their personal reputations as journalists as well as the reputation of the craft.

Over the years there have been small divisions in the journalism field, and peace journalism is a somewhat "new" category and therefore the ethics of this type of journalism have been debated in comparison to more traditional reporting.

Let's examine if peace reporting falls in line with ethics of traditional reporting. One professional organization, the Radio Television News Director's Association (RTDNA), writes that "professional electronic journalists should recognize that their first obligation is to the public" (RTDNA). This means that they must serve the pub-

**Jessica Peters** is originally from Independence, Missouri. She is currently a senior at Park University studying Broadcasting and Public Relations. She works as a producer/reporter for Park University's Northland News.



lic first and foremost. I believe that this is the ultimate of goal of peace journalism as well. Peace journalists do this in several ways. First, they do this by giving everyday people a voice and not just being mouth pieces who report what key players have to say (Lynch/McGoldrick).

They also act in the public trust by informing the public of all sides of an issue and "letting the news consumer decide which course of action she feels is appropriate" (Youngblood). This

shows respect for the intelligence of the news consumer, and allows them to think for themselves instead of spoon-feeding them what they should think about an issue.

RTDNA has truth as the second item in their code of ethics. I believe peace journalism, like traditional journalism, puts truth on a very high pedestal. Peace Journalism writers do not hold back facts about violence or hate.

They report the facts and words of what people say just as traditional reporters do. The peace journalism-style story does nothing more than frame the same facts in a different way, using a different filter without "ruthlessly" rejecting any principles of good journalism.

Peace journalists must take an extra step and analyze and critique words of others and expose them for what they really are. RTDNA also asks journalists to resist distortions that obscure the importance of events. Peace Journalists are careful not to do this because, unlike traditional journalists, they are actively thinking about avoiding inflammatory language which adds emotion to the discourse.

The next section for the RTDNA code of ethics is fairness. This is where

peace journalism takes a lot of heat because critics say that it is biased and writers who practice it cannot be impartial in their stories. This is an area where peace journalism proponents agree with the critics. They say that peace journalism is biased;

however they say all news is in some way biased. Jake Lynch, a 17-year BBC veteran, says that these arguments "neglect the sheer conventionality of news, the action of the filters." All news goes through "filters",

or a selection process before it is presented to the public based on editors and reporters choices.

These choices are based on a set of well-defined, but in the view of many, deeply flawed criteria. Peace journalists argue that putting news through a filter based on criteria that emphasizes peace is no different than putting the news through other filters or biases that are already in place.

However, peace journalism advocates say even though all news is in some way biased, reporters still use sound journalism and objectivity within their stories. This is clear when you examine the principles of peace journalism. These include "balance, giving multiple actors a voice, reporters removing their opinion from the stories, media not taking sides during conflicts, and avoiding rumor mongering by checking and double checking facts." (Youngblood).

They argue that a peace filter goes hand in hand with serving the public because they are considering the impact of their piece on the public. They keep in mind that their story has the ability to incite or escalate violence,

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# Peace Journalism Books

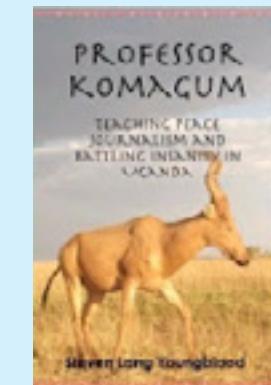
## Expanding Peace Journalism

By Jake Lynch

"*Expanding peace journalism: comparative and critical approaches*" draws together cutting-edge contributions from 17 international writers to this rapidly emerging field of research. It includes case studies from the media of countries including Australia, Canada, Guatemala, India, Nigeria, Norway, Sweden and the US - and explores connections with human rights, as well as indigenous and women's rights activism.

*--From the preface by Johan Galtung*

For more information, see: <http://www.amazon.com/Expanding-peace-journalism-comparative-approaches/dp/1920899707>



## Professor Komagum

By Steven Lang Youngblood

Travel to Uganda, the Pearl of Africa, with journalist/educator Steven Youngblood, who spent 11 months in East Africa teaching and directing a comprehensive Peace and Electoral Journalism project. "*Professor Komagum: Teaching Peace Journalism and Battling Insanity in Uganda*", discusses his experiences traveling 14,000 km and teaching in every corner of the country. You'll read about peace journalism, and the role of media in preventing conflicts. You'll also read about some of Youngblood's colorful misadventures in Uganda eating insects, ducking swooping bats, and dodging testy rhinos.

For more information, see: <http://professorkomagum.blogspot.com>.

## Peace journalism embodies ethics

from Pg 20

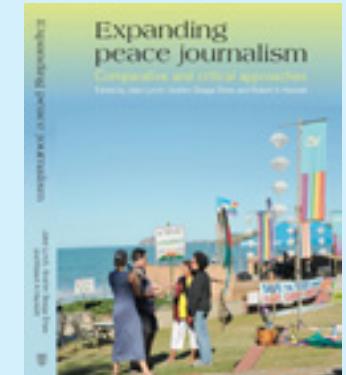
unlike traditional reporters.

RTDNA outlines integrity as the next label in their code of ethics. Part of this section is making sure you are not distorting reality, presenting the facts clearly and correctly, and clearly labeling commentary and opinion. I think peace journalists meet this standard by choosing words carefully, analyzing and critiquing the words of others, and fact checking. However, at the heart of this label is avoiding conflicts of interest and separating yourself and feelings from the subjects in your story. This part of the code of ethics asks journalists to be amoral which many would argue is almost impossible. I don't think human nature allows any type of journalists to completely abide by this in some situations.

Independence is the next component of the code of ethics outlined by RTDNA. It says journalists should not let outside forces have influence on the news and what determines news. Also it says that they should resist self-interests and peer pressure. I think peace journalists practice independence. They don't act as platforms for politicians or governments to spread propaganda. They include all sides and opinions of an issue and don't choose sides (Lynch & McGoldrick). They report what influential people say but they analyze their words and include perspectives of normal everyday people as well. Peace journalists don't let powerful organizations push them around. Unfortunately, this can be very dangerous in many places around the world, so journalists have to be very careful in how they frame their stories. Peace journalists should be careful not to openly advocate for peace. Instead, they should give peacemakers a voice.

Finally, the last part of the code of ethics they outline is accountability. It says journalists should recognize they are responsible for their actions to the public, the profession, and themselves. I think that peace journalists are actually more aware of their accountability than their traditional reporting counterparts because one of the main rules of peace journalism is to be aware of the consequences of your reporting. In traditional journalism, reporters tell the story and typically don't think twice about the consequences because they feel they are being objective. I don't think traditional journalists have the real world consequences of their reporting in mind first and foremost.

Overall, peace journalism can and does fall within the ethical framework of sound journalism. In almost all cases, peace journalism shares ethics of traditional journalism and in some cases, such as accountability, PJ even extends these ethical boundaries.



# Rotary, peace journalists are natural partners

By Donald J. Breckon

Peace journalists are constantly on the look out for resources and for like-minded individuals and groups. One great place to start in this search is Rotary International.

Indeed, teachers and practitioners of peace journalism looking for professional growth, support, funding, and story ideas can turn to Rotary International and their local Rotary Club.

When seeking professional growth, Rotary is an excellent resource. For example, Rotary Centers for Peace and International Understanding have been established at major universities in Thailand, Japan, the United States of America, England, Australia and Sweden. Fellowships are made available for a certificate program or a Master's Degree, typically in International Relations, Public Administration, Sustainable Development, Peace Studies, Conflict Resolution, or a related field. Peace Journalists may want to pursue a master's degree in one of these areas, or it may be possible to do something in Peace Journalism in the "related fields" categories, through independent studies, transfer credits, etc. Participants for these funded fellowships are chosen from applicants from around the world, based on their ability to make a significant contribution to peace in their careers.

Journalists looking for peace-themed stories might also want to highlight one of the international peace conferences and initiatives sponsored by Rotary International. During 2012, a Rotary UNESCO Conference was held in March, with the theme "Cultivating Peace: A Vision shared by Rotary and UNESCO". In May, a major international peace conference was held in Derry, Ireland, with the location chosen because of the peace in that area for the last fifteen years. The theme was "Peace through Building Bridges".



Students at a school in Arua, Uganda line up for a Rotary-sponsored lunch.

Rotary's annual meeting was held in Bangkok, with the theme "Peace through Service". A workshop was held in Australia in May on "Peace and Conflict Resolution". Peace journalists may wish to cover such meetings via the internet, as presentations are frequently streamed, or made available in other means. Of course, such meetings are open, if journalists are able to attend in person.

Journalists or media organizations seeking funding for peace or developmental journalism might also consider their local Rotary Club as a potential funding source and project partner. They may wish to offer a program for the local club on their peace making activities, or areas of concern. They may wish to visit the nearest local club, which typically consists of local business and other community leaders, in both governmental and nongovernmental organizations.

**Dr. Donald J. Breckon** was somewhat of a "peace activist" while a professor at Central Michigan University. During his long tenure as President of Park University, he was responsible for initiating the Peace Studies Program at Park University. He has been an active Rotarian (Parkville, MO) since 1987.



They may also find it rewarding both personally and professionally to join a local club, and develop relationships and contacts for sources or quotes. (See "Club Locator" on the Rotary International web site-- [www.rotary.org](http://www.rotary.org))

One such relationship between a local Rotary Club and a peace activist was between Steve Youngblood, the founder of the Park University Center for Global Peace and the editor of this newsletter, and the Parkville Rotary Club. The relationship started small, with a request to the Club for \$500 partial funding for students attending a United Nations conference, and subsequent invitations to present programs to the club. The relationship evolved over time to include close working together in a project to adopt a school lunch program for three years in a famine ridden Arua, Uganda (pictured). Recently, the Parkville Rotary Club sponsored Professor Youngblood as an "Honorary Rotarian" of Rotary International and the Club.

Rotary International is one of the world's oldest and largest service clubs. Founded in 1904, it now consists of 1.2 million members in 34,000 clubs, in nearly every country of the world. The recently announced theme for the 2012/13 year is "Peace through Service". Members share a commitment to "Service above Self", in local, national and international settings. Clubs often work together to maximize their impact, especially with projects in international settings.

Rotary's areas of focus are peace and conflict prevention/resolution; disease prevention and treatment; water and sanitation; maternal and child health; basic education and literacy; and economic and community development. Of course, each area of focus helps promote peace in a variety of ways. To learn more about Rotary and its peace making-activities, see the Rotary website.

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[www.park.edu/peacecenter](http://www.park.edu/peacecenter)

# Conflict sensitivity doesn't impede objectivity

By Joachin Uche Okanume

There is a growing consensus in recognition of conflict sensitive reporting as an important principle of contemporary journalism especially in conflict-prone environments. Before now, journalism had held so tenaciously to objectivity as its fundamental principle, but events in recent years where news reportage was seen to have either generated conflicts or escalated already volatile situations necessitated a rethinking of the journalistic principle to incorporate conflict-sensitive journalism. However, to some media practitioners, this new principle or approach to journalism will in practical terms hamper objectivity.

This short essay seeks to make an exposition of objectivity in journalism and conflict-sensitive journalism. It argues that these principles are complementary and not in any way contradictory. Accordingly, the essay recommends mainstreaming of conflict-sensitive journalism into the curriculums of schools of journalism as well as mass communication departments in universities across the world.

## Objectivity in Journalism

This is an unbiased presentation of facts by journalists; a kind of reporting without self-censorship. According to Hackett (1984), the ideal of objectivity is a way through which journalists differentiate facts from opinions. It is a presentation of factual accounts of events using neutral news reporting technique.

## Conflict Sensitive Journalism

Here, we refer to journalism that takes into account the potential impact of its news presentation or reportage to either trigger or escalate conflicts in fragile states. In other words, as much as this form of journalism is concerned with impartial presentation of facts, it equally takes cognizance of the contexts within which these facts are presented for the overall good of the society.

## Perspectives on Journalistic Objectivity and Conflict Sensitive Journalism

Kumari (n.d) writes that journalistic objectivity is employed by giving equal weight to all viewpoints—or if not, giving all an interesting twists, within taste. The result is a presentation of facts in a true non-partisan manner, and then standing back to let the reader decide which view is true. Melone and Terzis (cited in Howard, 2009) argue that

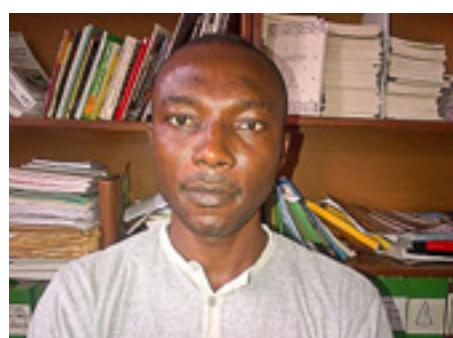
journalism should ensure balanced reporting but "cannot be neutral towards peace." But neutrality is an old journalism code-word for objectivity, which itself has been replaced by words like impartial and fair. So do we sacrifice an essential perspective to debate conflict coverage at a time when sensationalistic and trivial reporting deserves new examination for its contribution to polarized, ill-informed and frightened communities (Howard, 2009).

Conflict sensitive journalism fits within a framework of media development initiatives (Howard, 2002). It more specifically addresses the media's role in conflict resolution than do conventional training and support programs. It remains informational programming which can enable cognitive change, or perhaps attitudinal change (Bratic and Schirch, 2007).

According to Howard Ross (2003:15), the news we report can be destructive for a community, by promoting fear and violence. Or our news reports can be constructive, by making citizens better informed, and possibly safer, by also reporting on efforts to promote conflict reduction. This is conflict sensitive journalism. If we only report the bare facts about violent conflict, citizens will only understand the conflict in those terms. But if we search for news beyond the bare facts, and present more information to citizens, including possible solutions, they may see the conflict in different terms. In the same vein, NPI-Africa (2008) holds that the issues of women and children in conflict situations need to be addressed carefully in a manner that does not cause trauma and suffering

*Continued on next page*

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# the PEACE JOURNALIST



## Peace journalism links:

**Centre for Conflict and Peace Studies-Univ. of Sydney**  
[http://sydney.edu.au/arts/peace\\_conflict/research/peace\\_journalism.shtml](http://sydney.edu.au/arts/peace_conflict/research/peace_journalism.shtml)

**Poynter Institute**  
[www.poynter.org](http://www.poynter.org)

**Common Ground News Service**  
<http://www.commonground-news.org/index.php>

**Center for Global Peace Journalism**  
<http://www.park.edu/peacecenter>

**Peace Journalism blog- Steven Youngblood**  
<http://stevenyoungblood.blogspot.com>

**Rotary International**  
[www.rotary.org](http://www.rotary.org)

**Social Media**  
Facebook group-search  
peace journalism

Twitter @PeaceJourn

## Conflict sensitivity *from Pg 23*

to the affected. This calls for a change of attitude within the media not to use what is perceived by most victims of bad reporting as their worst part of the story. Reporting and showing pictures of dead bodies as it happened during the post election violence in Kenya in 2007, for example, had a lot of traumatizing moments on viewers and even the journalists themselves. During the September 11 attacks, no bodies of dead Americans were shown on TV, and yet in our Nigerian context pictures were shown of people butchering one another and even commentators telling of who was killing who. There is need to develop new models which predict our common humanity.

Therefore, Mitch Odero in NPI-Africa (2008:12) rightly admonishes that, "Local media must therefore consider withholding controversial information that might result in a violent reaction."

Jake Lynch (2007) proposes that the conflict-sensitive journalists should: 1. Take an analytical approach to conflict, seeking opportunities to identify parties, goals, needs and interests; 2. Project a multiparty conflict model rather than a Manichean "tug-of-war"; 3. Find room for perspectives from beyond the usual official sources; 4. Seek out peace initiatives as well as opportunities to report on them.

It is deducible from the foregoing that journalistic objectivity and conflict sensitive journalism are neither opposite nor conflicting models. Rather, they are complementary and call for journalistic tact.

As much as it is necessary to relay to the audience events as they happened, it is equally important to always de-emphasize centrifugal factors especially in divided societies. In other words, in serving the public's right to know, journalists should envisage the possible consequences of news and then present it in such a manner that it does not generate conflict or escalate an existing volatile situation.

Therefore, it is recommended that conflict sensitive journalism is mainstreamed into the curriculums of schools of journalism as well as mass communication departments in universities across the world. This will enable journalists to be properly equipped as they engage in their professional activities especially in volatile environments.

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