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• Reports on PJ projects in Lebanon and Pakistan

Special:

PJ in East Africa
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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October 2012
Audiences receptive to PJ messages

The peace journalism version contained an interview with a refugee, Ali Jafari: a Hazara man who’d fled Afghanistan by boat and successfully settled in Australia. His story’s empathy and humanity, and 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 legal process, to an interview with Dumisani Reombo, 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 Dumisani as the WJ viewers. But they were less likely to ‘exterminate’ it, and to regard punitive responses as representing a solution. And they were significantly more likely to accept that a single incident of (potentially) violent crime 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 at the Durban-Mount Edgecombe airport. As we were on the fringes 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.

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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 Tompkins 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.

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.

“T...
Several seminars were held in Kenya to improve electoral coverage and peace journalism. The seminars were aimed at sharpening the skills of journalists in sharing their learning experiences with the Nation Media Group for improving their coverage of the upcoming election.

Ouma Wanzala, a print journalist, said that the training had sharpened his skills in peace and electoral journalism. He commented, "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.

Additional journalists, such as Henry Owino, a peace journalist in Nairobi, and Steven Youngblood, Park University; Gloria Laker, Peace Journalism Foundation, also share their experiences. Owino said that the timing of the training was God sent. "This therefore means that the move to train Kenyan journalists was good timing." For more information, see: www.park.edu/peacecenter.

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

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**Journalists improve electoral coverage**

Both social media sites are managed by 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."

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**Seminars focus on electoral coverage**

Kenyans journalists work on a public service announcement during a peace journalism seminar last summer in Eldoret, Kenya.
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 was 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 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 the lines of “Town X erupts as tribe Y retaliates or The Election was bungled.” These kind of sensational headlines are believed added emotions and hatred and already 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 many other practical guidelines. The policies included presenters taking full control of their work, journalism could add fuel to violence profanity or spreading hate speech, being vigilant about.ship to their work, journalism could add fuel to violence profanity or spreading hate speech, being vigilant about.

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 rates 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 have little of politics between their ears and are witnessing violence believed to be politically instigated.

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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.

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Kenyan journalists launch PJ foundation from Pa 9

...We hope to work hard to forestall the country from descending to the cataclysmic level after the 2007 election.

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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 those 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 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 to vote 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 tends 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 forcibly 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 important to their readers.

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Saudi media outlets have become important to their readers.
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 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.

Connecting PJ and elections

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October 2012

Ugandan seminars stress cooperation

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 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 teaching seminars together with one of us - appointed Commissioner (13 years) and Chairman (1 and ½ years) of the US Parole Commission. John Hamilton, (top right), PhD, is Associate Professor of Criminal Justice, Park University. He was formally in management at the Kansas City, Missouri police department. Kenneth Christopher, (front) D.P.A., is Associate Dean of the College of Liberal Arts and Sciences, and Chair and Associate Professor of Criminal Justice at Park University. He has been with Park since 2006 after a 28-year career in law enforcement in Miami-Dade County, FL.

Carol Getty (top) and John Hamilton teach peace media and counterterrorism seminars in Uganda during the summer of 2012. 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 dialoguing with each other. The class discussions became 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 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.

Working on a group project at the direction of Gloria Laker (center).
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 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 society. I 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 2012: 2nd workshop
Youths discuss peace at a young journalists workshop in Lebanon.

What’s next?

At the end of the second workshop, we had the chance 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 society.

Making a presentation at a young journalists workshop in Lebanon.

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.
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 Directors’ Association (RTDNA), writes that “professional electronic journalists should recognize that their first obligation is to the public.” This means that they must serve the public interest (RTDNA).

Peace journalists keep in mind that their story has the ability to incite or escalate violence, unlike traditional reporters.

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 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 Justice 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.
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BY DONALD J. BRECkON

Peace journalists are natural partners

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 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 Rotary’s peace-making-activities, see examples 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. Use “Club Locator” on the Rotary International web site – 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 of a Rotary-Centers-for-Peace workshop at 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 (picture). Recently, the Parkville Rotary Club sponsored Professor Youngblood as an “Honorary President” 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 over 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 common 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 main focus areas are peace and conflict 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.

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 development-mental 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.

When we look at the image, we can see that the text is about the role of Rotary International in supporting peace journalists and their work. It mentions the opportunities available for journalists, such as fellowships, workshops, and funding for peace-related projects. The text also highlights the importance of Rotary International and its peace-making activities, and encourages journalists to explore these opportunities and partnerships.

The text provides examples of how Rotary International and its local clubs can support peace journalists, such as offering funding, workshops, and networking opportunities. It also emphasizes the importance of peace journalists in promoting peace and conflict resolution, and encourages them to seek out resources and support from Rotary International.

Overall, the text is a call to action for peace journalists to explore the opportunities available through Rotary International and to use these resources to advance their work in promoting peace and understanding.
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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