

# the PEACE JOURNALIST

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IPRA Conference in Japan:

# Researching PJ



# the PEACE JOURNALIST

The Peace Journalist is a semi-annual publication of the Center for Global Peace Journalism 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: PJ scholars reveal research

By Jake Lynch

Peace Journalism first drew breath as a reform proposition in civil society. We held the first Peace Journalism Summer School in 1997, at Taplow Court: an agreeable stately home in the south of England that had seen service as a research centre for Plessey, the telecom giant, but was by then the UK cultural centre of a Buddhist lay organisation, the Soka Gakkai International.

The principal speaker was Johan Galtung, the chief ideas-giver in the field of Peace Research. This was where he put forward his now-famous table: a single side of A4, divided into two columns, setting out the respective characteristics of war journalism and peace journalism. And those who first discussed and came to grips with their implications were, therefore, not academics but journalists.

It was only later that PJ became a sub-

*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.*



ject of interest in scholarly research, in its own right. There's a paradox in this – Galtung's change agenda was based on a very famous piece of research, namely his essay, published jointly with Mari Holmboe Ruge in 1965 in one of the first editions of the Journal of Peace Research, titled, 'The Structure of Foreign News'. And that highlights another paradox.

### Structure

The structure was part of a progression, in research on journalism, away from the 'first wave' of (mostly American) scholarship in the post-war years, in which the degree of control over the content of news attributed to the individual journalist, was gradually downgraded. Its far-reaching influence can be seen in the emphasis, in the majority of today's scholarship, on systemic and structural factors ranging from newsroom procedures, to professional mores, the commercial interests of advertisers and overarching ideological factors, as determinants of news content.

And yet reform activity in the PJ movement, to which the Summer School gave rise, has concentrated almost everywhere on promoting discussion among journalists, and in many cases offering them training, about how they themselves could change their reporting of conflict. It's made the assumption that editors and reporters have unexplored scope to orient their journalism more towards conveying the issue content of a conflict, rather than just a series of violent events; to offer readers and audiences critical perspectives on dominant accounts rather than reproducing propaganda; towards people as peace-makers rather than official sources, and towards solutions rather than 'victory'.

Later, as scholarship began to catch up, these paradoxes provided ample grist to its mill. Researchers have



An animated sign greets visitors to Mie University in Tsu, Japan, home to the IPRA conference.

focused chiefly on variants of three central questions, thrown up by PJ advocacy and promotion:

1. Does Peace Journalism exist? That is, can it be shown to be underway – therefore, feasible and achievable in practice, even as a contingent byproduct of 'normal' journalistic activity – or is it 'pie in the sky'?
2. Where it is practised, what if any impact does it have? Do readers and audiences notice the difference, and if they do, does it prompt them to make different meanings in response to the presentation of conflict issues?
3. Could it be expanded? That is, if journalists (usually in

Continued on next page

PJ research at IPRA-Japan *from Pg 3*



Peace Journalism researchers present their findings at Mie University in Tsu, Japan.

mainstream news) were convinced of its desirability – even in portions of what it calls for, without presenting it by name – could they implement it in their daily professional work?

**International Peace Research Association**

The results of studies and experiences that have addressed these questions – along with plans to open them up still further – dominated the Peace Journalism Commission of IPRA, the International Peace Research Association, at its conference last November at Mie University, in Tsu City, central Japan.

Two researchers from Kenya – both of whom attended with funding from AusAID, the Australian government’s official development agency – presented contrasting accounts of responses by the country’s media to episodes of political conflict. Levi Obonyo of Daystar University titled his paper, ‘Save our Beloved country: the case of Kenya media’s role in electoral violence.’ This traced the media’s interactions with agencies working at various different levels to prevent the political violence besetting Kenya, during and after the presidential poll in 2008, from further deteriorating. Memorable in his presentation were images of newspaper front pages at the time, featuring large pictures of civil-society-led marches for peace and positioning the publications themselves firmly on the side of the campaigners against violence.

If this was a notable instance of PJ in practice, Jacinta Maweu of the University of Nairobi presented an updated, and in some ways more concerning picture. After the

political clashes of 2008, leaders from across the political spectrum had joined forces in a process, brokered by former UN Secretary-General Kofi Annan, which produced a power-sharing plan. Since then, however, an intervention by the International Criminal Court had identified alleged perpetrators, and the atmosphere had changed, away from cooperation and towards recrimination. News coverage was now dominated by controversy over the judicial process affecting prominent individuals, Jacinta reported, with the perspectives and concerns of communities displaced by the violence – and those working to advocate for them – marginalised in comparison.

Steven Youngblood of the Center for Global Peace Journalism at Park University gave an impassioned and inspiring account of the extensive program of journalist training he’d organised and led in neighbouring Uganda. As in Kenya, there were fears that an election campaign would become the focus of violence as party rivalries – sharpened by issues of patronage and access to resources – threatened to spill over. Recounted in his book, *Professor Komagum* (an Acholi word meaning ‘lucky’), Steve’s work led him into hundreds of discussions with editors and reporters how they could use Peace Journalism to ensure their coverage played no part in any potential flare-up. Sure enough, when Ugandans later went to the polls in February 2011, there was, Steve recalled, little or no electoral violence.

The sequence of events, as I’ve just narrated it, has obvious attractions – but of course, to researchers, it raises questions in the three categories listed above. Did participants in Steve’s workshops find they could apply their new insights to the way they reported the election? Did they

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Q&A at the IPRA conference, Tsu, Japan in November, 2012.

**Center for Global Peace Journalism**

**at Park University, Parkville, MO**



**May 2013: PJ project in Beirut, Lebanon**

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).

**Park University**



**MISSION:**

The Center for Global Peace Journalism at Park University promotes the concepts of peace and peace journalism. The center does this through seminars, courses, and projects both in the U.S. and abroad, through its website and semi-annual magazine, and through partnerships with like-minded organizations and individuals.

A series of PJ trainings are being held in Beirut, Lebanon in May. The sponsors (organizers) are the Center for Global Peace Journalism, the Media Association for Peace (formerly Lebanese Young Peace Journalists group), and MasterPeace club of Lebanon. **Activities:**

1. For professional journalists
2. For students-beginning PJ
3. For students-advanced PJ
4. PJ symposium

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**IPRA-Japan** *from Pg 4*

actually do so, and to what extent? What difference did it make to readers and audiences? Did they become less susceptible, as a result, to appeals to join in political violence? Were peace advocates empowered to gain influence in communities, and if so, how far was that attributable to the change in patterns of media coverage?

Some of these questions are easier to answer than others. The PJ model has often been used to derive evaluative criteria for content analysis, so it would not necessarily be very difficult to find out whether, how and to what extent, workshop participants changed their reporting: just compare their output, before and after. What might prevent them from doing so, if they wanted to? This is where PJ intersects with the evolving scholarly debate over journalistic autonomy.

**Conceptual approaches**

At the conference, Thomas Hanitzsch, an influential critical voice in research on peace journalism from the University of Munich, teamed up with Keren Tenenboim-Weinblatt of the Smart Family Institute of Communications (part of The Hebrew University of Jerusalem). They presented a plan, based on an ambitious synthesis of conceptual approaches from Journalism Studies and conflict analysis, to identify working conditions for journalists both conducive and unfavourable to the implementation of desirable forms of reporting based loosely on the PJ model (albeit, conceived as more of a continuum than in Galtung’s distinctive dyadic format).

*Continued on next page*

## PJ research at IPRA-Japan from Pg 5

### Other presentations

**The conflict with Kony:** Professor Swee-Hin Toh of the UN University for Peace in Costa Rica, an IPRA stalwart and UNESCO Laureate in Peace Education, joined the PJ Commission to analyse Invisible Children, the viral video about Joseph Kony, who led the Lord's Resistance Army in Uganda. Among the criticisms: Kony's child victims were not (were never) invisible; well-attested allegations of atrocities against the Ugandan authorities themselves are ignored or glossed over; and the film gave the mistaken impression Kony was still menacing Uganda and that he still leads an enormous army (he doesn't). The film was not peace journalism because it offered up only military/violent options to deal with Kony.

**Peace Radio in Argentina:** Maria Elena Lopez Vinader discussed a peace radio programme she produces in Argentina. Her programme includes presentations on and by peacemakers, as well as specially selected peace music. She said her show seeks to empower common people, raise ecological consciousness, and build tolerance of the disabled, among other things.

**Peace Politics in Cyprus:** This study analyzed Turkish newspaper columnists and how they write about the ongoing Greek-Turkish conflict in Cyprus. The conclusions reached by researcher Mertin Ersoy: Turkish-language columnists use official Turkish government sources, but don't use sources from Greek officials. In general, the Turkish columnists frame issues in a conflict/war orientation (win-lose, unbalanced, antipathy for opponents, nationalism) rather than a peace journalism orientation (empathy, win-win, balance, solution orientation, etc.) Peace journalism, Ersoy noted, is sorely needed in Cyprus.

**Mexico-Spain newspaper coverage of conflict:** Presenter Teresa Nicolas of Universidad Panamerica (who, like the two Kenyan researchers, attended IPRA thanks to a grant from AusAID) measured how three conflicts were covered by Spanish and Mexican media. These conflicts were Israel/Palestine, FARC/Colombia, and Afghanistan. A content analysis showed that traditional war journalism was practiced 58% of the time, while peace journalism was practiced only 33% in the newspapers studied. The study showed that conservative/liberal newspapers did not differ in their peace/war orientation.

**Media coverage of UN peacekeeping in DRC:** In a presentation titled 'Bad news with little context', Virgil Hawkins of Osaka University analyzed New York Times coverage of peacekeeping in the Democratic Republic of Congo. His first finding was that there was little coverage: only 43,000 words over a three year period. By comparison, 49,000 words' worth of coverage were printed during one week of the recent Gaza conflict. Second, Hawkins found that 23,000 of the 43,000 word total of DRC peacekeeping coverage was negative, focusing on failures, attacks on peacekeepers, etc. As his title implies, the Times coverage was context free, again focusing predominantly on specific incidents.

**Human wrongs journalism:** Commission convener Ibrahim Seaga Shaw, of Northumbria University, examined US, British, and French newspaper coverage of the NATO intervention in Libya. His thesis was that converging media and political/corporate interests have led to a war journalism framing. Interestingly, he told the gathering that the struggle for oil skewed coverage in favor of NATO intervention, and that media all too often simply accept what they are told by authorities. Shaw also discussed how NATO's intervention was a failure in humanitarian terms, but that this aspect of the intervention was ignored or glossed over by the media.

**Reporting on the legal aspects of the use of drones:** Researcher Rune Ottosen, of Oslo University College, looked at whether two newspapers, the *New York Times* and Norway's *Aftenposten*, address the legal issues raised by America's drone wars. His analysis concluded that the legal issues were largely ignored in news coverage over a six month period, and that editorial consideration of the topic wasn't much better, with only one column in each newspaper examining this vital issue.

**Media as bridge builders:** In this session, Matthias Mogeckwu

*Continued on next page*



Research on Dr. Maria Teresa Gavilan is presented at the IPRA conference.

## International peace research from Pg 6

of Ithaca College, New York, talked about moving beyond content analysis and considering other models of examining media. He suggested looking at conflicts using an interpersonal communications approach – that is, applying interpersonal communication elements like listening and perspective to larger national and international contexts and conflicts.

**Making sense of the crisis in the 2011 horn of Africa:** Julia Hoffmann, of the U.N. University for Peace in Costa Rica, discussed her study of U.S., African, and online media coverage of the crisis. She began by presenting criticisms of humanitarian crisis reporting, including negativity; emphasis only on acute phases; tribalizing; ethnocentrism, and passive victimization. Hoffmann's research indicated, among other things, a heavy reliance on non-African sources by reporters; the invisibility of non-elite sources, and a tendency by U.S. media to suddenly lose interest in the story.

**Building Legitimacy : the West African media's role in post-conflict democracy.** Jon Silverman, former Home Affairs Correspondent of the BBC in London and now of the University of Bedfordshire, presented his study, funded by the British Academy, from Liberia and Sierra Leone. Jon analysed the regional impact of media reporting of two trials conducted by the Special Court for Sierra Leone and considered the potential for links to emerge between media and civil society, to underpin democratic governance. The chief focus in the study concerned the potential for community radio to promote civic debate – especially in Liberia – and whether this can be as fruitful a means of embedding democracy and healing post-conflict rifts as transitional justice mechanisms, such as trials and truth commissions.

### Plenary session

In addition to the Peace Journalism Commission sessions, the conference contained a Media and Peace Plenary, where PJ researchers shared their insights with the broader IPRA community. Ibrahim Shaw discussed how media framed the Arab Spring. He said the coverage clung to an event orientation, providing reporting without context in part to feed the 24-hour news cycle. Shaw showed several British TV reports from the Libyan revolution, and took them to task for failing to reveal that the events covered therein were actually managed media events.

In the second plenary presentation, Julia Hoffmann spoke about the consequences of the prevailing war journalism, including compassion fatigue, societal inertia, the vulnerability of journalists to manipulation and propaganda. She also presented a communication for peace model that showed peace journalism's relationship to other elements such as media law, journalism education, public information, and new media. In the final plenary presentation, I played

and discussed a portion of my DVD, Peace Journalism in Mexico, illustrating some of my research on A Global Standard for Reporting Conflict (see October edition of *The Peace Journalist* magazine, available at [www.park.edu/peacecenter](http://www.park.edu/peacecenter)).

Based on the Commission sessions, some of the papers are being collected and a couple more solicited - for a special edition of the scholarly journal, *War, Peace and the Media*. And others are earmarked for presentation to publishers in an edited book on themes around media and conflict intervention. The Peace Journalism research agenda develops apace.



A spectacular sushi-cutting demonstration was served up by IPRA's hosts, Mie University.

## Letter from Kenya highlights peace efforts

*Editor's Note: The following letter, received from peace journalist Caren Lumbasi in Eldoret, Kenya, details peace journalism activities undertaken to prevent election violence in Kenya. Those efforts, launched last summer, were made by an organization called Community Peace and Development. Their efforts paid off, of course, with a peaceful Kenyan election in March, 2013.*

### Strides

We are happy to let you know of the strides and efforts the group had made even as political activities become intensive. Actors from relevant government authorities and peace actors including our own "PJ group" are on alert against any elements or efforts to disrupt the elections.

Various organizations have put in place monitoring mechanisms against hate speech and other ill-intended efforts to see the elections turn chaotic. Shortly before the election, the government through various peace actors and using election media monitoring tools, listed some of the social media sites propagating hate messages.

In summary, all systems for peaceful elections seem to be working at least for now. On our part, the group, both at the individual level and as a team, has continued to do articles on issues affecting people, on the election processes itself. As journalists we have been interrogating political parties' manifestos and looking for issues that may divide Kenyans along tribal and community lines.

As a group and through individual efforts, we have been focusing of peace initiatives especially in Rift Valley which was most affected in the last

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*Rap and gospel performers entertain a huge crowd at a big peace concert on 31 December in Eldoret, Kenya. The concert was sponsored by the peace journalism organization, Community Peace Journalism and Development.*

## Kenya peace concert from Pg 8

violence, and we hope by amplifying these successful peace projects to our audience we would create some level of accountability and a sense of belonging and responsibility.

### Peace Concert

Last December, Community Peace and Development was part and parcel of the organizing committee to host a New Year's cross-over peace concert in Eldoret, Kenya. The peace concert was held on 31st December and was a big success. As a group, we were in charge of publicity. We managed to bring about 18 members of Parliament drawn from Rift Valley and elsewhere along with an estimated 20,000 people, mainly youth, for the nighttime peace dance.

Gospel musicians from East Africa graced the occasion that was streamed live on a Kenya's leading TV satation (NTV). The concert was also featured as a main news item on various TV and radio stations.

Other efforts to increase peace messages are still on, including one on creating and distributing of PSAs during polical rallies and other public gatherings. We still hope that these efforts will not be in vain. Today, it's all systems go for the political party nominations. Observers and other peace actors say the credibility of (this) outcome will be important and would serve as a yardstick of the March 4th elections.

We also haven't been lucky to get financial assistance for a laptop, voice recorder, but that has not derailed our spirit.

Sincerely,  
Caren Lumbasi  
Community Peace Journalism and Development - Eldoret, Kenya



*An enthusiastic crowd of 20,000 in Eldoret, Kenya enjoyed a New Year's eve peace concert, presented by the organization Community Peace Journalism and Development.*

## Kenyans mock international media's election coverage

Last month, during Kenya's presidential election, Kenyans struck back at what they perceived to be biased, sensational international media coverage of their election. Two smart-alecky Twitter hash tags, #SomeoneTellCNN and #PicturesforStuart, lampooned international coverage that seemed pre-programmed to emphasize the negative instead of trumpeting what was overall a vast improvement over the 2007 election. Some of these snarky Tweets included:

--Dramatic! "@rimbui: Armed w/ MACHETE & spoons, Kenyan man destroys a plate of rice! Cc @stuartf24 #PicturesForStuart pic.twitter.com/yZIV6CIZWt"

-- Mangled body found in bathroom. #SomeoneTellCNN pic.twitter.com/HrnZz-NEIOG #PicturesforStuart (The attached picture was of a dead cockroach).

-- #SomeonetellCNN: Foreign Journalists stranded in hotels as PEACE makes it difficult 2 do their job. #KOT

-- LMAO: Fires ignite in the kenyan capital as city residents make morning tea #someonetellcnn

--BREAKING: Foreign reporters clash in #Kenya amid growing scarcity of bad news. #kenyadecides

--#Kenya will never allow national narratives to be hijacked again, by criminals or foreign journalists

--REALITY: Empty Streets, as Kenyans keep indoors to watch results. CNN: All Kenyans are dead. Their bodies have disappeared #SomeoneTellCNN

The reflexively negative international media coverage, sniffed out by these Kenyans, combined with the generally positive reviews of Kenyan media coverage of the election, should provide invaluable grist for PJ research and advocacy.

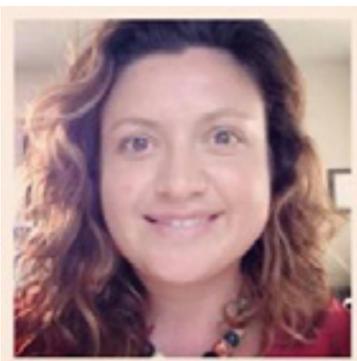
# The peace process will not be re-Tweeted

By Monica Curca

It has been five years since the 2008 Mumbai bombings flared tensions between India and Pakistan; four years since that first tweet went out in the Iranian 2009 “Green (Twitter) Revolution”; three years since the world shook in despair at the mass destruction and human suffering in the 2010 Haitian Earthquake; two years since the first cries for democracy and equality were tweeted out in the “Arab (Spring) Uprising” began; and one year since the Occupy movement occupied the world’s curiosity but failed to get its full support. These events were unprecedented... all thanks to the potent combination of human determination, democratized communications platforms, and an ever-enclosing digital divide.

## Transformative Role

Even with many vocal academics and on the ground activists, the central role new media and digital technologies have had played in these events, it is undeniable that they have trans-



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formed the way we connect, organize and have an impact on our world.

Many agree with Egyptian activist Hossam El-Hamalawy, who said in 2008, “The Internet is only a medium and a tool by which we can support our ‘off-line’ activities.”

It can also be said that the new tools of communications allow messages to be amplified and communication flows to become increasingly horizontal and democratizing.

These new media and digital technologies have also positively contributed to better and more organized humanitarian responses, as in Haiti, where within hours of the earthquake extensive visualizations and data maps were created to assist in saving lives and reconstruction.

## Global Peace Audience

One substantive effect new technology has had is in a deeper participatory approach to media’s work in conflict contexts. Now the audience for a peace movement is global. Social change and peace movements/campaigns, once considered the dangerous work of local grassroots indigenous activists and civil society, have now transformed into “global crowdfunded-change your Twitter avatar-update your Facebook status-like my page” campaigns.

It may be true that the future calls for engaging participants through online, offline and hybrid experiences and perhaps it will be the normative mode in which communication takes place. And even if there has been a great shift from a rigid top-down hierarchical approach to social change characterized by an increasing reliance on mobile, inclusive, and interactive

tools, where a wealth of information gathered from locals and those outside the traditional development, humanitarian and peacebuilding communities, is this how a peace process should be addressed? Should the peace movement be tweeted? Can peace start as a Facebook status and go viral? Can peace be achieved the same way social change has through the use of new media and digital technologies?

## Media: War Weapon or Peace Tool?

While new media and digital technologies are new innovations, they have long been used to promote conflict and peace, and as mentioned above, can be vital tools to mobilize people in support of peace. However, media’s role has not always been positive, in some cases it has even been used as a weapon of war and a method to suppress freedoms and escalate violent conflict.

Media is a tool used to promote propaganda, voice hate-speech and incite violence as in the case of Milosevic’s call against Bosnian Muslims to Hitler’s propaganda against Jews. More recently in 2011, the Arab Spring often featured Arab leaders, blocking social media platforms or using state media to distort facts on the ground. Tacit or passive measures by governments or NGOs have also been detrimental.

## Hate Media

The radio station *Mille Collines* in Rwanda is often cited for its use of hate media and inciting mass atrocities and ethnic violence during the 1994 genocide. Stories have been told of perpetrators holding a machete in one hand and a radio in the other. It is

Continued on next page

# Twitter, peace, social change from Pg 10



clear that the dissemination of culturally and ethnically violent messages delivered through mass media was particularly effective. Documented reports have stated that Mille Collines’ approach began in a subtle way. In fact, it was only when the genocide actually erupted that openly racist comments such as “stamp out the cockroaches” were aired. Recently, a TV program was instrumental in inciting violence in Cairo, Egypt. On October 9, 2011, in what is now called the Maspero Massacre, thugs and government forces killed 27 Copt marchers in supposed retaliation for Copt attack of the Army. Many blamed Egyptian state TV anchors as “During the night, TV anchors urged viewers to go defend the Egyptian army from Coptic “attacks.”

## Propaganda

Propaganda is an important weapon of war, usually used by a government to defend its own actions and positions. New media has not been immune to propaganda; in fact it has fast become the main method of shaping public opinions and thoughts. During the Gaza “Pillar of Defense” conflict, both the Israeli and Palestinian side were making ample use of social media to disseminate propaganda such as altered photos.

## Peace Journalism

Peace journalism is the adoption of an agenda for peace, believing it to be the only alternative to the agenda for

war, it includes an journalistic analysis of the pre-violence conflict, identifying the different parties and causes of the conflict, in the hope of opening up “unexpected paths” towards dialogue and peacebuilding. Further peace journalism humanizes all sides and actors in a conflict, and documents deceit and suffering on all sides. Peace journalism is most effective when used by professional “traditional” journalists, enabling them to focus on areas, which gives audiences a better grasp of the issues at hand. It also transcends “victim journalism” by devising ways to empower the non-elites to take part in the peace-building process. Journalists can play a key positive role in conflict, including helping parties communicate when there is a lack direct communication; exploring conflict by carrying messages between parties; educating parties; convening parties; and helping to evaluate possible solutions.

Most media outlets and journalists have either adopted a full online presence or do significant work on the Internet. The ability to be online and share information has spread news in a matter of seconds. At the same time, topics, stories and visualizations in the news can be limited by language and costs, not permitting equal access. As COO of Rdatavox , a data visualization non-profit working with ethnic media in the USA, I have seen first hand the effects of this information deficit. It has been our task to equalize the information field

and democratize it by training ethnic media journalists in data mining, data visualizations and offering platforms for collaboration with statisticians, cartographers, designers, developers and programmers. Equipping ethnic and minority journalists with tools and skills to maximize the impact of their stories has been transformative to communities.

## Conclusion

The power and energy of participation, enabled by mobile and portable computing devices in the hands of every citizen with the ability to surpass containment and censorship, can successfully build social change collectives across geographies, enemy lines, languages and cultures. But for deep and transformative social change that leads to peace, a wide net of collectives clicking ‘like’ buttons and watching videos would never be enough.

The need for collaboration and flow of information between organizations has become just as vital to success as going viral. Unless a peace campaign on social media moves from the virtual to hybrid and face-to-face engagement with conflict actors and co-collaborators for peace, and where the call to action can transform into tangible on the ground results, it cannot succeed.

For full article, including citations: <http://www.globaleducationmagazine.com/peace-process-tweeted/>

# Global dialogue, PJ embraced at BronxNet

By Michael Max Knobbe

Bronx, NYC--Music streams from the BronxNet studios as the pioneers of hip hop work the turntables and microphone. The studio is also filled with young people breakdancing. Five of the dancers performing windmills, flares, spins, and other power moves are from Algeria, and they are experiencing the birthplace of hip hop for the first time. The Kamikaz Crew Music Group visits the Bronx and our studios through a U.S. Department of State "Youth Empowerment Through Hip Hop" project. The young Algerian artists participate in a dialogue with MC Grandmaster Mele-Mel, DJ Grand Wizard Theodore, local dance group Hip Hop Theory and students from across the Bronx. Kamikaz Crew member Wissam 'Blue-power' Fouad Chillali from Tamanrasset, a province in the Ahaggar mountains near the Sahara desert speaks before the cameras in French through a translator and states, "Before coming, I thought it was a violent place, but now that I'm in the Bronx I see that it isn't, and I'm really happy to be here."

## C'est le Bronx

With that, I recall the expression "C'est le Bronx" which I had heard some years earlier. It's usually intended to have a negative connotation. Too often a place or people can be misrepresented and sensationalized in mainstream media and popular culture. The Bronx of the 1970s and early 1980s became a symbol of urban blight around the world, but in more recent times the Bronx has become a model for urban renewal and positive transformation. BronxNet is a not-for-profit media center offering public access to technology, training, studios, and channels while providing workforce development opportunities for the public and students. At BronxNet we look to disrupt the negative stereotypes through diverse award-winning programming across six multi-platform television channels, along with media literacy workshops and key partnerships.

We at BronxNet are always anxious to engage in global community-to-community building and dialogue, and it is with these themes in mind that I introduce Professor Steven Youngblood of Park University for a series of Peace Journalism Workshops at BronxNet on the campus of Lehman College during the week of October 15, 2012. These interactive seminars at BronxNet with Professor Youngblood mark the first time the Peace Journalism Workshop would be conducted in the New York metropolitan area. The workshops in the Bronx are produced in partnership with the Center for Global Peace Journalism and include students, staff, independent media makers, and the general public as participants.

Utilizing materials with examples of reporting from around the world, Professor Youngblood engages participants in a

**Michael Max Knobbe** is an innovative community leader, media visionary, and award-winning producer. As Executive Director of BronxNet since 2002, Mr. Knobbe guides the production of a diverse spectrum of programming and media arts initiatives serving the public interest. BronxNet has provided media



production training for thousands of students, and the network has become the first local broadcaster in the nation to televise on six channels.

dialectic that can demonstrate the need for Peace Journalism, and effectively incorporate its' best practices. At a session attended by community residents who have taken training at BronxNet and are now community public access producers, a range of related topics is discussed. After screening a news story that the group determines is problematic, Professor Youngblood introduces another approach at coverage as an example of "when media professionals make choices that make peace possible, helping to give a voice to the voiceless".

## Social Responsibility

Segun Agunbiade, the producer of "Tales of Moonlighting" on BronxNet since 1998, observes, "The social responsibility of Journalism is too often compromised by other interests, commercial and political." Jamila Alston an independent media maker sharing the program "Pan African Perspectives" on BronxNet asks about activist journalism which leads to a discussion of peace media and a fact oriented versus propaganda oriented truth. Sheikh Moussa Drammeh, a cleric leading the only full time Muslim school in the Bronx produces two



BronxNet PJ seminar participants get ready for a video shoot.

Continued on next page

# BronxNet embraces PJ from Pg 12

programs at BronxNet, "African Union Profile", and the youth oriented PEMA. He describes the Peace December initiative he organizes, a call for peace and nonviolence in the city and around the world. Linkages are discussed, along with developmental journalism and the idea that media people can use their influence to improve their community.

## Theory and Practice

The Peace Journalism workshops for college students at BronxNet include both theory and production components. Students discuss peace journalism and presenting multiple points of view while avoiding exaggerations and misrepresentations. They then produce short vignettes with BronxNet production equipment, working as teams and interviewing community people. Melissa Martinez, a Lehman College Student attaining production experience at BronxNet, states, "It's clear that media has a great effect on how people think. When deconstructing news packages and articles in this workshop, it reveals the exaggerations, and how the tone of reporting can drastically change stories about the same subject matter." Fellow student and BronxNet intern William Guzman adds, "The workshop is an eye opener. Whether as a reporter, reader, or viewer, it's important to be unbiased and check all facts before jumping to conclusions." "There's a responsibility and conscientiousness that should come with recognizing the power of the word to counteract all too prevalent violent forms of communication," says Rhina Valentin, host of "OPEN" on BronxNet. Her producer, Dalia Gonzalez, adds, "It's important to be aware and sensitive to the tone of reporting, as tabloid culture seems to continually bleed into the actual news. Peace journalism seems like it could be an antidote to the hyperbole and superlatives that polarize people and issues."

BronxNet Youth Media Coordinator Marisa White observes that the dialogue, interaction and collaboration from the workshops provide valuable insights. "Students get a fresh perspective on a different way to present material, and new understanding of best practices in an evolving industry. Even stories of war and conflict can be presented in a non-combative way. Professor Youngblood brings thoughtfulness and global field experience to our students. It has been outstanding to work him to bring these Peace Journalism Workshops to New York." Production Manager Marcelo Mendez notes, "Information is critical for survival. Is the information we receive good or bad, and what do we with it? BronxNet and forums like the Peace Journalism Workshop demonstrate ways to gather, analyze, and share good information toward peace and survival."

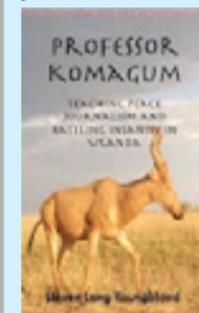
States Audrey Duncan, Director of Development and Training at BronxNet, "The discussions were very relevant to the Bronx residents we serve. The next time we partner with the Center for Peace Journalism to do the workshops for the public and media producers at BronxNet, it will be possible to provide more lab time and hands on interaction via production experiences, so independent media makers can even more directly and effectively apply these principals to the TV programs they are producing."

## 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, India, etc. --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. For more information, see: <http://professorkomagum.blogspot.com> or search on Amazon.com.

# Ugandans wrap media/counterterror project

By Gloria Laker

A 15-month peace media and counterterrorism project, sponsored by the U.S. Embassy-Kampala, came to a close after series of activities in Uganda aimed at engaging citizens in combating terrorism and extreme violence in the country. These trainings, both face to face and online, began in December 2011, and have left at least 255 Ugandans aware of violence acts, informed, and wanting to prevent it.

Security and the media who have a long record of being always on bad terms were targeted for trainings, and they had the opportunity to sit in one classroom and share ideas on how to keep Uganda safe from terror attacks. The participants, media, army/police, and local officials, pledged to continue working together.

### 'Media Have Changed'

Maj. Fred Wemba, a Ugandan Military officer in the UPDF (Ugandan army), attended the two month advanced course in counterterrorism. He says the media have changed and urges for

*Gloria Laker is the founder and director of the Peace Journalism Foundation (PIF) 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.*



At the March seminar in Tororo in Eastern Uganda, participants work on producing terrorism-combating public service announcements.

more such trainings for the citizens in a bid to fight terrorism.

Wemba noted, "The seminar transformed me so much, especially my opinion over journalists. I now see them as more of the ally than before. The institution I serve in has also promoted this cooperation. If all officers would benefit from, then it would be better."

Other categories of Ugandans trained includes local leaders, Uganda People's Defense Force (UPDF), police, immigration officials, tourist center managers, the media, and managers of at-risk facilities like hotels.

Trainings were conducted in Gulu, Mbale, Fort Portl, Tororo, and Kasese, with a majority of the seminars held in Kampala (Central Uganda). The central region is heavily congested and thus a target for terrorist recruitment and violence.

### Peace Summit

The participants at the culminating activity, a Kampala Peace Summit held in March, 2013, praised the project, and reported improved and more frequent collaborations between media and security/police/army officials, which was the goal. These two groups many not

love each other, but they now have a greater respect for one another, according to participants.

Among other activities at the summit, participants created a radio news story about the Peace Media and Counterterrorism project. (For a free download of these stories, go to: [http://stevenyoungblood59448.podomatic.com/entry/2013-03-13T01\\_14\\_46-07\\_00](http://stevenyoungblood59448.podomatic.com/entry/2013-03-13T01_14_46-07_00) ) Discussions were also held about the best ways to sustain the cooperation fostered under the effort

Countering terrorism and extreme violence in Uganda has come as a result of the July 2010 bombings in Kampala that left over 80 people killed and scores injured. The fear of future terrorist attacks is ever present.

### Anti-Terrorism Coalition

One positive outcome of the project is the birth of Anti Terrorism Coalition Uganda, which is made up of participants of the previous trainings. The coalition, with 50 volunteer members, is headed by Alice Norah Zahura, a local leader in central Uganda where acts of violence are more visible. According to Zahura, the coalition is cur-

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# Media, officials cooperate from Pg 14

rently engaged in the mobilization and sensitization of community members on counter-terrorism, as well as visiting and counseling terror victims.

As the organization was launched in August 2012, the Ugandan minister for security, Muruli Mukasa, pledged that his office would work closely with the coalition.

At the launch, coalition members were led by a band carrying placards that called for end of violence and the need for peace. The group marched along the streets of Kampala to Centenary Park on Jinja Road where the launch took place. Ms. Joanitta Ngabiroch, a member of the Peace Journalism Foundation, hailed the coalition team for not only stopping at the seminars but going ahead to nurture seeds of peace planted during the seminars. "This is an indication that Ugandans need peace and with media collaboration, we will prevent crimes from Uganda," said Ngabiroch.

### Collaborative Frameworks

The goal of the peace media and counterterrorism project was to create and develop a collaborative framework for cooperation on anti-terrorism between media, local leaders and security officials. During the implementation of the project, Project Director Professor Steven Youngblood and three Park University professors of criminal justice, Dr. Carol Getty, Dr. John Hamilton, and Dr. Kenneth Christopher, spent six weeks in Uganda conducting series of lectures on combating extreme violence and terror threats.

Prof. Youngblood said, "As we move to ending the project, a special emphasis is being placed on the challenges of extremist infiltration in border areas, and how the media and officials can work together to create a more vigilant public." This resulted in the

Tororo and Kasese seminars which were held in March 2013.

All these efforts emanate from the July 2010 twin bombings in Kampala on the eve of the world cup finals that resulted to the deaths of over 80 people.

The Peace Journalism Foundation East Africa, a regional peace media organization, implemented these activities between December 2011 and April 2013 with over 255 Ugandans directly trained on counter-terrorism.

### Next Step: Journalist Security?

However, despite the above efforts, the Ugandan media have remained victims of violence. Both the media and security still lack coordination and good working relations.

The majority of media professionals have not had the opportunity to be trained on personal safety while

covering unrest, and they find themselves caught up in the middle and often they are mistaken by police for criminals. This is coupled with the poor facilitation of reporters whereby media owners do not see the importance or the need to provide their employees with safety gadgets like helmets. Few well established media outlets have tried to provide these to their reporters, but the majority have not been able to.

Ms. Joanitta Ngabiroch agrees that the security organs have not made attempts to train the media on safety. "This would get better results if it was aided by the military and police in seeing that journalists are given some basic training on safety while on coverage," she said.

With these intense collaborative efforts, there is hope for a more friendly environment for both the media and security officials.



Gloria Laker from the Peace Journalism Foundation makes a key point at the March seminar in Tororo in Eastern Uganda.

# Symposium: Is PJ possible in Mexico?

By Jeff Enloe

Get in, report, and get out. These three rules are frequently executed by foreign news correspondents when covering stories in Mexico. However, for Mexican journalists, the third rule does not apply. When they wake up each day, they are faced with a tremendous dilemma: disregard journalistic ethics and inadequately cover crises in their area, or cover the violence and corruption that surrounds them and suffer the consequences of doing so, fearing for their lives.

Drug cartels are violently presiding in many Mexican cities along the border and trying to silence media coverage of their actions. Since January 2007, 42 journalists have been murdered in Mexico, according to the PBS documentary *Reportero*. Reporting actions of cartels in Mexico is inherently dangerous, but is it worth dying for? For many dedicated and courageous Mexican journalists, the answer is yes.

## Symposium

On Friday, February 22, Park University hosted "Peace Journalism in Mexico," a symposium that included Mexican journalist Christina Aliva-Zessati, *Kansas City Star* columnist Mary Sanchez, and Center for Global Peace Journalism Director Steven Youngblood. The event was co-sponsored by the U.S. Institute of Peace.

**Kyle Enloe**, a Parkville, Missouri native, is a junior at Park University majoring in Legal Studies. He is enrolled in peace journalism in the spring semester. Kyle also is a member of the university's men's basketball team.



At Park University, panelists discuss if the outbreak of violence in Mexico has created an atmosphere where peace journalism is impossible.

The trio discussed solutions to the current conflict Mexican journalism faces, as well as current problems in journalism on the global scale.

Aliva-Zessati presented an eye-opening demonstration of searching the web for negative images versus positive ones about Mexico. Thousands upon thousands of hits were found searching for negative reports while far fewer were to be found with a positive subject. She asked, "What does this convey?", referring to the negative, often violent, stories the public is exposed to on a daily basis. She also offered the very real possibility that this over-exposure to violence psychologically desensitizes the population to violence. Aliva-Zessati asked, "Is fascination with violence just part of our human nature?" While violence is undoubtedly news, Aliva-Zessati emphasized that "positive stories are there."

Aliva-Zessati concluded that there are three main responses that her work as a peace journalist on her website

Corresponsal de Paz ([www.corresponsalpez.org](http://www.corresponsalpez.org)) has generated. One is that hope is not lost. Two is that people want to participate, and three is that, most importantly, people are inspired in a positive way.

## Respecting peace journalists

Mary Sanchez opened her discussion stating, "Every journalist I respect does journalism that (peaceful) way." She then commented on Aliva-Zessati's point that the media over-exposes violence to the public by offering a quote she obtained from a Kansas City prosecutor after watching the news, "Gee, I wonder what the other 99.9% of Kansas Citians did today." This alluded to the fact that news outlets, both at home and abroad, focus too heavily on stories about violence and tragedy rather than stories about peace and triumph. This is where Sanchez differs from most media members. She said that the "best thing about being a (KC Star) reporter is that it's a privilege. My ability to make

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# PJ, Mexico symposium from Pg 16

change is massive."

Sanchez then acknowledged that media has a responsibility to accurately depict what is happening in a particular situation, even if that means presenting violent and/or graphic photos and quotes. She made reference to the civil rights movement during the 1960s, mentioning that it took images of small African-American children and innocent people being treated cruelly in the media before proper changes were made. Furthermore, Sanchez referenced the Chinese man who stood in front of several oncoming tanks at Tiananmen Square in 1989. Also known as the Unknown Rebel, *Time Magazine* included him as one of The Most Important People of the Century and is a poster child for peaceful protest to this day. Sanchez commented, "Good journalists, even in horrific situations, report the carnage, but they still report the hope."

## Is PJ possible in Mexico?

This then begs the question; can peace journalism succeed in Mexico? Mexican journalists Jesús Blancornelas and Félix Miranda certainly hoped so. In 1980 they founded Zeta, not as a peace journalism newspaper, but as an information source by journalists for journalists. The newspaper's dominant theme was politics and it depicted once untouchable political figures as humans and "proved freedom of expression in Mexico exists" (*Reportero*). During the 1990s, drug cartels began taking over the border, and Zeta began to investigate. This did not come without consequence. In 1997, Blancornelas was ambushed by 10 gunmen working for a cartel. Blancornelas survived only because shrapnel from one of the gunmen's bullets ricocheted and struck the would-be assassin, killing him instantly (*Reportero*).

To quantify how bad things have



gotten near the Mexican border, *Reportero*, a documentary film about the dangers of journalism in Mexico, includes an clip of an employee from a car-arming service speaking about the varying levels of protection that he offers customers. He said, "Level four can withstand an AK-47, and level five can withstand armor-piercing AR-15s."

It's no secret that drug trafficking across the Mexican border into the United States is big business. Drug traffickers know this and are violent in protecting territory along their borders, and journalism should, without question, accurately reflect this. In *Reportero*, veteran Mexican journalist, Sergio Haro, reveals how the violence affects journalists in Mexico. "It makes you think about this job and your level of commitment." Often times, the cartels who commit these crimes go unpunished. The impunity is enough for Haro to sometimes question his dedication. He offers, "What's the dividing line between staying or running away?" After 25 years of reporting, the deaths of his colleagues, and threats against his own life, Haro knows he has every reason to walk away. "It's easier to look the other way and not cover this issue," he said in *Reportero*.

The origin of drug trafficking in Mexico can be credited to the outrageous demand for narcotics in the United States, inequality in young

Mexicans, and tremendous profits and lavish lifestyles cartel membership entails. So long as this trio of motivating factors is present, cartels will generate tremendous power along the southern border. With that being said, many still believe peace journalism is possible and must be implemented in Mexico.

## Last line of defense

Like soldiers on a battlefield, Mexican journalists have first-hand exposure to the violent crimes these cartels commit, and are the first line of defense to the tactics of the cartels. If Mexican reporters made choices that would create an atmosphere where peace is possible, without using inflammatory language, sensationalizing, or making this bad situation worse, the Mexican public could be informed both accurately and without bias. The last line of defense of the populous is good (peace) journalism.

Even if the immediate benefits of implementing the tactics discussed at the "Peace Journalism in Mexico" symposium are hard to measure, the effects will surely be seen in future generations of Mexican journalism. After all, even if you will not be around to enjoy the shade of a tree, you should still plant the seed.



Mary Sanchez (l) and Cristina Avila-Zessati discuss journalism in Mexico on Feb. 22.

# Earlham College students experiment in PJ

By Judi Hetrick

The practice of peace journalism is a focused practice of excellent journalism, but it's not easy.

Nine Earlham College undergraduates reached that conclusion in a spring 2012 Peace Journalism research seminar. The class culminated in the publication of [ecpeacejournalism.org](http://ecpeacejournalism.org), titled "Peace Journalism Nigeria: An experiment in international reporting seeking resolutions, not just conflicts."

Earlham College offers only a journalism minor based on a handful of courses, but as a school with a strong Quaker heritage, peace is both an area of study and steady concern. Seminaries for two peace churches – the Society of Friends (Quakers) and Church of the Brethren — share Earlham's campus. A weekly Peace Forum luncheon always draws a crowd. Earlham also is strongly and deliberately international. Out of a student body of around 1,100, about 15 percent – or 165 – are international students, representing 70 countries.



Seminar members immerse themselves in peace journalism at Indiana's Earlham College.

*Journalism: War and Conflict Resolution*, edited by Richard Lance Keeble et.al., and *The Elements of [American] Journalism: What Newspeople Should Know and the Public Should Expect* by Bill Kovach and Tom Rosenstiel. Each student also reported to the class on one substantial book related to peace journalism. These included *Rock the Casbah: Rage and Rebellion Across the Islamic World* by Robin Wright, *Half the Sky: Turning Oppression into Opportunity for Women Worldwide*, by Nicholas Kristof and Sheryl WuDunn, and *The Tenth Parallel*, by Eliza Griswold. Each student maintained a research readings journal for notes, reactions, and ideas for further work.

Next, using what they had learned, the class worked to consensus (a Quaker and a college tradition) on two important topics: How the class as a whole defined peace journalism and what area of the world they should report on. Using the journals they had maintained during stage one, each wrote a synthesis to propose his or her own "Elements of Peace Journalism." Those nine papers were then synthesized into the class statement explaining our "Elements of Peace Journalism." It has only sections:

1. **"Peace journalists work scrupulously to find and verify facts in pursuit of truth.** Because peace journalism seeks to go deeper than a short-term, surface-level story, its practitioners must apply critical thinking to stories, always searching for the roots of conflicts, the history behind oppression and why things are the way they are. . . . They should work to contextualize and frame stories in ways that do not promote violence or display violence as inevitable."
2. **"Peace journalists monitor power and help those previously labeled as 'voiceless' to be heard.** Peace journalists must illustrate the human costs of conflicts and . . . [monitor those in power]. . . . Peace journalists give voice to those previously unheard, which in a sense gives these individuals some power

## PJ Experiment

All those facts made for fertile ground for an experiment in peace journalism. Here's how the seminar worked: Nine students who applied for the class were accepted as seminar members. They ranged from second-semester first-years (one) to seniors about to graduate (two). While most were American citizens, one student was from the Bahamas and one from Russia. Five were journalism students, but four were simply interested in (and often passionate about) the topic. Five were men and four were women.

Class work fell into three stages. At the start of the semester, everyone read and discussed Jake Lynch and Annabel McGoldrick's *Peace Journalism*, the anthology *Peace*

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# Earlham College from Pg 18

and may further the cause of peace. They actively seek out nuance and give weight to those stories that are not told."

3. **"A peace journalist's work is for the people.** Every party has a stake. This reframing makes it explicit that journalists have no loyalty to nationality, faction or 'sides,' only to serving the audience. Peace journalists trust their audiences to make their own judgments. They never demonize any side of the conflict. They are conscious of using language that, as much as possible, is absent assumption, judgment or other inherent bias. . . . Peace journalists should provide and participate in public forums that allow for audience/citizen exchange of ideas and interactivity."

4. **"Peace journalists must know their own convictions.** Peace journalists must exercise their personal consciences. Because we are essentially crafting a new form of reporting and delivering news, this is the time to cancel the mishaps of the past and start a brighter future. Rather than say that following dictates on conscience 'must be allowed' ... we say they 'must' be followed. An open question remains as to whether all peace journalists need to maintain independence from specific ideologies."

The complete class statement elaborates on each of these main points. It can be found on the class Web site at <http://www.ecpeacejournalism.org/elements.html>.

## Conflict Zones

Students worked together to identify criteria for a conflict zone and each student then wrote a proposal for a conflict zone that could serve as a focus for the final class reporting project. The selection criteria and individual student zone proposals are linked from the class Web page <http://www.ecpeacejournalism.org/ourclass.html>. Two students persuasively wrote about Nigeria, and after class discussion, it emerged as the focus.

The final segment of the class – the actual reporting and writing challenge – required extensive individual and small-group work. Students grouped by topics – Water, Oil, Religion and Politics – and supported and coached each other through the process. We used class time consult, to brainstorm, and to share sources. This dedicated time also allowed team members to coach each other through the writing process without the need to schedule meetings outside class times. Students wrote to deadline, I edited their stories and sent suggestions for re-writes or other changes back to them. I also designed and posted the Web site.

The entire writing and reporting process for many people proved the adage "easier said than done."

Sophomore Sara Lepkoff wrote about practical challenges on the college's My Life at Earlham student blog (<http://www.earlham.edu/blog>). "Skype phone connections are not always reliable, there's a time difference, and sometimes a comprehension gap as well. My group, focusing on water access, had several interviews where we worried that the interviewees didn't fully understand our intentions in the project. But at the same time, we've had great luck in who we have been able to get in touch with. It's humbling to realize that good journalism is much easier in theory and gives us a great perspective from which to truly put our ideals to the test."

Writing for the class Web site in an article headlined "Hello? Hello? Nigeria?" (<http://www.ecpeacejournalism.org/process.html>) junior Sarah Brown-Anson addressed the complexities: "Through this process I have learned how difficult—but not impossible—it is to be loyal to the peace journalism model from a distance of over 9 thousand kilometers. Trying to report on an area of the world accessible only thanks to the Internet makes finding those who are least powerful, especially women and children disproportionately affected by structural violence, very difficult. And these are the people peace journalists ideally should be talking to. Reporting from afar also makes verification, an important element of peace journalism, more difficult and complicated. In light of this, we have found our ideas of peace journalism evolving as we have been trying to put it into action."

The peace journalism class was one small part of extensive student-faculty collaborative research that takes place at Earlham, made possible by funds from the Ford and Knight foundations. Since 1986, approximately 1,500 students have accepted the challenge to go beyond the standing curriculum to experiment in small groups with faculty in all disciplines.



Earlham College students collaborate on a final reporting project.

# Peace voices channel blossoms on YouTube

By Patrick Hiller and Erin Niemela

“The only thing that stops a bad guy with a gun is a good guy with a gun.” This simplistic statement by Wayne LaPierre, executive of the National Rifle Association, and the ongoing gun debate played out in the mainstream media, reflect what peace and conflict scholar Jean Paul Lederach calls dualistic polarities – a set of commonly used either-or categories reinforcing an ‘us vs. them’ mindset.

## PeaceVoiceTV

The recently founded PeaceVoiceTV YouTube channel (<http://www.youtube.com/peacevoicetv>) is a response to such conventional, violence-biased conflict journalism.

PeaceVoiceTV offers positive peace-oriented scholarly content in a brief format by peace and social justice professionals, facilitated by the online video-sharing model. These unique teaching resources are intended as free, supplementary curriculum material for peace educators, and as vital information for use by activists, journalists and public policy makers.

Guns, drones, Iran, North Korea, defense spending, and the whole laundry list of conflict topics are currently discussed within an unquestioned culture of militarism reinforced

by the corporate media’s reliance on ‘inside the beltway expertise’ or what Andrew Bacevich calls the ‘Washington Rules.’ The broader public deserves perspectives by those who understand nonviolent conflict transformation – and there are plenty. According to the Peace and Justice Studies Association, there are close to 500 undergraduate and graduate education and research centers in peace and conflict studies in 40 countries on six continents. Needless to say, there are many peace and conflict studies professionals eager to add their informed voices to impact public discourse.



As PeaceVoiceTV evolves, we expect to produce a myriad of brief videos in playlists that include topics such as nonviolence, ecology and peace, human rights, peace and justice, and peace education.

Internet users, educators, policy makers and journalists will find a reliable, free and easily accessible source of video commentary by credentialed peace professionals.

## Statistical Affirmation

The decision to create a YouTube channel, like many corporate and alternative media outlets that have also readily adopted online video as a vehicle for information dissemi-



nation, is based on basic statistical affirmation. In January 2012, YouTube reported four billion daily global video views. Every month, hundreds of millions of unique internet users view online video content, with 43.5 billion videos viewed by U.S. Internet users in December 2011, according to comScore. In respect to this broad reach, video demands the attention of peace media professionals and offers an unrivaled vehicle for sharing important innovations, research, ideas, and solutions.

The business perspective, from which corporate media certainly operates, sees online video as part and parcel of the diffusion process of innovation adoption, ultimately resulting in mass scale consumer adoption of an idea. For the conflict-industry and corporate media, that innovative idea is violent conflict.

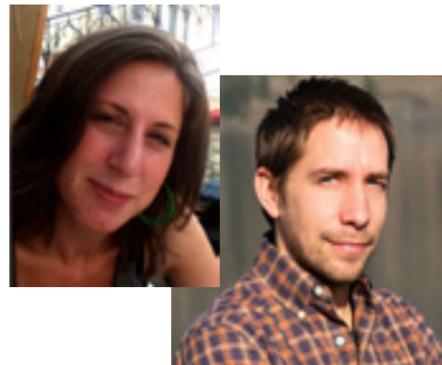
## Peace Professionals Speak

As of this writing, peace professionals featured in PeaceVoiceTV videos are speaking on actual research and practices centered in positive peace and conflict resolution: Innovative ideas and knowledge truly worth sharing.

Whereas peace intellectuals have been normally blocked from mainstream corporate media access, and whereas conflicts are reported with a heavy dose of conflict-industry-serving distortion, online video offers the unbridled opportunity for peace media professionals to build awareness about nonviolent alternatives.

**Patrick T. Hiller** is the Director of the War Prevention Initiative by the Jubitz Family Foundation and Adjunct Instructor in the Conflict Resolution Program at Portland State University.

**Erin Niemela** is an editorial staff member and syndicated journalist of PeaceVoice and resident online video marketing consultant for PeaceVoiceTV.



# Should peace journalists cover conspiracies?

By Steven Youngblood

As peace journalists, our prime directive is to consider the consequences of our reporting.

For example, when covering terrorist attacks, this means being careful to frame our stories in such a way as to not glorify the perpetrators or sensationalize the violence. When covering something like the Sandy Hook (Connecticut) school shootings, this means engaging in reporting that doesn’t make a bad situation worse. This means producing stories that don’t re-victimize grieving families.

Unfortunately, an old dilemma, amplified by the Internet, has reared its ugly head in the post-Sandy Hook world. That dilemma—should journalists report the hundreds (thousands?) of conspiracy theories that have backed up, sewage- like, into our consciousness?

## Sandy Hook staged?

Google “Sandy Hook conspiracy,” and you’ll get over 15-million hits, including articles from any number of mainstream media outlets. The most famous of these outlandish theories postulates that the government staged the shooting, hiring actors to play victims.

If I were in charge of a media outlet, as a peace journalist, I would carefully consider the consequences of reporting these theories. Among the questions that would burden me:

1. If I print or air coverage of the “staged” theory, for example, am I giving credence and legitimacy to this theory? Even if my report ridicules and debunks the theory, aren’t I still giving it a measure of gravitas by printing it or airing it on CNN (as the Anderson Cooper 360 program did shortly after the killings)?

2. If I print or air specific details about the person behind the “staged” theory, aren’t I giving the conspiracy theorists exactly what they want—publicity? Even if my report ridicules them, doesn’t it still give them their desired spotlight? CNN’s Anderson Cooper 360 disseminated the theorists’ name and profession (sadly, a tenured professor), and even a sound bite featuring him. Anchor Anderson Cooper said on air that he wouldn’t reveal the professor’s website, but that’s not much of a concession, since it would be easy to find the professor’s conspiracy website with a simple search if you knew his name and university—both facts that were revealed on-air.

Cooper said several times that CNN wouldn’t normally give air time to such preposterous theories, but that in this instance they did air this report because the professor/theorist is a tenured professor working at a state university supported by taxpayer funds.

The decision whether to broadcast this story was, I hope, hotly debated in the CNN newsroom. I’m wondering how much of the discussion centered on re-victimizing already wounded families and communities.

## Report It Differently

Though a strong argument can be made that this story must be reported, it’s clear that it could have been reported differently. I would have simply said that there are a number of conspiracy theories, and that one theory speculates that the event was staged. However, I would not have reported the name of the theorist. Why give him his desired spotlight? Why encourage other irresponsible theories and theorists? Why make it easier for the paranoid to find and join forces with their brethren?

The consequences of CNN’s report came home to roost at the end of the Sandy Hook conspiracy segment, when a female relative of the school’s murdered principal called into the program. The woman caller was calm, much more poised than I would have been, in calling out the ridiculousness of the “staged” theory. On the surface, she didn’t seem overly traumatized by having to deal with this kind of absurdity. However, I was left wondering if the same could be said for the other families who lost loved ones in the shooting.



**Steven Youngblood** is director of the Center for Global Peace Journalism at Park University in Parkville, Missouri USA. He is the author of “Professor Komagum-Teaching peace journalism and battling insanity in Uganda.”

# Media practice war journalism prior to Iraq

By Marianne Perez de Fransius

The peace journalism model can give journalists and their audiences a fuller understanding of conflict and alternatives to violence. In this way, journalists can avoid falling prey to political war rhetoric veiled in peace and humanitarian language or other military tactics.

As Philip Hammond notes, "American military muscle was thus to be given new meaning in the post-Cold War era, no longer as a guarantor of the West's freedoms against the menace of communism but as the steel fist inside a humanitarian velvet glove" (2007: 38).

In coverage of the lead-up to the Iraq War, the 'velvet glove' appeared in the form of American and British political leaders claiming that an invasion of Iraq was necessary to protect their populations from the threat of Saddam Hussein's weapons of mass destruction and to bring freedom and democracy to the people of Iraq. That argument was barely questioned by the mainstream media.

This analysis will examine that coverage, and serve both as an in-depth exploration of Johan Galtung's peace vs. war journalism model and as a demonstration of alternative avenues for reporting war. Examples come from various American media including the *New York Times*, *National Public Radio (NPR)*, *Newsweek*, and smaller media.

PJ denotes peace journalism, and WJ denotes traditional war journalism.

**WJ:** The conflict was portrayed as the USA versus Iraq, more precisely, George W. Bush versus Saddam Hussein. This is epitomized by *Newsweek's* cover on 30 September 2002 with portraits of Hussein and Bush and, between them, the headline: "Who Will Win?" It presumes that the only two actors are Bush and Hussein

and they have the same incompatible goal: Win the war (Lynch and McGoldrick, 2005: 7).

**PJ:** Peace journalism assumes a wider perspective of the conflict, looking at Bush and Hussein, as well as the various persons and groups within their governments and states, political and military allies, the military-industrial complex, the Kurdish minority in Iraq, United Nations weapons inspectors, French and German heads of state, protestors opposed to the invasion. PJ also examines each party's goals and issues. For Bush, an analysis would question if Bush's goal was really to deflect the threat posed by weapons of mass destruction, or if it had something to do with securing oil for the American way of life, landing big contracts for corporations or building up a long-term American military presence in the Middle East.

**WJ:** War journalism is a zero-sum orientation. This is the belief that only one party can win and that both parties aim to win. This view is based on classical international relations game theory. The outcomes are limited to: 1. Bush wins, Saddam loses; 2. Saddam wins, Bush loses. The zero-sum

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orientation tends to be the default reporting style.

**PJ** has a 'win, win' orientation. This orientation considers that if the parties work together they can enhance both their positions. Regarding oil, one possibility would have been for Iraq to give the USA full access to its reserves, ensuring the American supply and allowing Iraq to maintain control over it, even making a profit from the sales. In this way, the USA would be assured of its oil supply and Saddam Hussein would retain control of his oil fields. This proposal was actually suggested by Hussein prior to the invasion, but was ignored (Risen, 2003: 1). If mainstream journalism had the win-win orientation, a very different public discourse would have ensued around the above proposals.

**WJ:** Closed space, closed time; causes and exits in arena; and who threw the first stone are all hallmarks of war journalism. This type of coverage was especially evident when the U.S. administration started beating on the war drums. On 12 September 2002, George W. Bush addressed the United Nations General Assembly in an effort to convince fellow heads of state that Iraq posed a threat to world security (Miller and Gordon, 2002). Little mention was made of previous U.S.-Iraq entanglements.

**PJ:** Open space, open time; causes and outcomes anywhere; also in history/culture are characteristics of peace journalism. Journalists could have considered alternatives to the invasion, examined proposals put forth by Iraq, France, Germany and the United Nations, considered what the likely outcomes would be of an invasion (Hammond, 2007: 38).

**WJ:** Making wars opaque/secret. This point is probably the most closely related to how journalists act as an extension of the Department of Defense by parroting official statements and

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

# US media and Iraq from Pg 22

adhering to the news agenda set by the DoD's Public Affairs Office. The reasons for the U.S. invasion of Iraq were kept secret, and most reporters echoed the official weapons of mass destruction (WMD) and regime change arguments (Boot, 2003). The extent to which there were cover-ups and secrecy has become clearer since then with evidence that relevant intelligence information had been kept from Congress and the American people.

**PJ:** Making conflicts transparent. While the DoD must certainly have some legitimate reasons for keeping some information top secret, it is also the public's right to know how their tax dollars are being spent. It is the job of journalists to insist the government address citizens' concerns. This policy may seem counterintuitive in the classic international relations approach in which conflicts are viewed as a high-level poker game, with each player hiding his cards and betting, raising the stakes and bluffing, based on assumptions about the others' strategy and psychology.

**WJ:** 'Us-them' journalism, propaganda, voice for 'us'. This is perhaps most easily seen in journalists covering the military beat. It comes out clearly when we see that the number of U.S. soldiers is meticulously counted and reported, whereas the number of Iraqi dead is based on guesswork. Furthermore, there is sloppiness in distinguishing between Iraqi civilians, soldiers and freedom fighters. It is as if it doesn't really matter who was killed since they are just Iraqis. "Roadside Bombs Kill U.S. GI, 11 Iraqis" (AP, 2006) offers typical coverage: "Bombings[...] killed a U.S. soldier and at least 11 Iraqis."

**PJ:** Giving voice to all parties; empathy, understanding. This precept of peace journalism already exists to an extent in so-called human interest pieces that, for example, look at the effects of war on the life of a particular Baghdadi family or delve into the role of the Kurdish minority. While most attempts are earnest, there is a danger of these pieces having an Orientalist tone with the reporter deliberately picking the most exotic stories because they are the most provocative and then treating the interviewees as subjects, or even objects, to be studied and observed.

**WJ:** See 'them' as the problem, focus on who prevails in war. This was evident when Secretary of State Colin Powell made his presentation at the U.N. on Iraq's WMD program and argued for a U.S. invasion. Blame was squarely placed by the administration – and supported by the American press – on the Iraqi government. Patriotic journalism was filled with estimates on how long it would take for American troops to prevail and bring order and justice to the world.

**PJ:** See conflict/war as problem, focus on conflict creativity. In the lead-up to the Iraq invasion, there was a lack of coverage in the mainstream media of the anti-war protests that took place worldwide. The 15 February 2003 anti-war protests were the largest ones ever on record with estimates varying from eight to 30 million protestors worldwide. Such a huge event received relatively little coverage, particularly in the USA. Furthermore, there was little coverage of the protesters' point of view and their arguments against this specific war and war in general. A search in the *New York Times* archive for the terms 'protest' and 'Iraq' for the month of February 2003 yielded six stories covering the national protests on 15 February 2003, six covering the protests abroad and one story giving both the domestic and international perspective. All these stories appeared on 16 February 2003.

**WJ:** Dehumanization of 'them'; more so the worse the weapon. Consistently, Iraqis are given the epithet insurgent or terrorist. Ross Howard believes these terms are emotional and such "words take sides, make the other side seem impossible to negotiate with. Call people what they call themselves" (2004: 16). While most journalists wouldn't question the use of the term terrorist, some consideration of the term and its connotations sheds light on how demonizing and dehumanizing the term is. In fact, since the war in Iraq, both the BBC and Reuters have made editorial decisions to stop making unattributed use of the term.

**PJ:** Humanization of all sides; more so the worse the weapon. This was done to a certain extent when the U.S. military's use of white phosphorus in Fallujah was made public. Stories, however, tended to center more on the use of white phosphorus and the controversy within the military rather than on the Iraqi suffering. Similar coverage existed with the Abu Ghraib torture incidents. More could be done to humanize and empathize with the victims.

**WJ:** Reactive: waiting for violence before reporting. Interest in Iraq only began when the war and violence were imminent. Coverage is still dominated by updates on the number of people killed or bombs detonated (AP, 2006). Occasionally

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## US, Iraq, and peace journalism *from Pg 23*

there is a report on Iraqi elections or the growth of democracy, but the nation-building frame is not reinforced as much as the war frame.

**PJ:** Proactive: prevention before any violence/war occurs. Peace proposals and anti-war protestors could have received more serious coverage. Iraq, the United Nations, France and Germany all made proposals to prevent war and violence (Erlanger, 2002; Risen, 2003: 1), but these were not given much credit by the American press. Had they considered these alternatives more seriously, perhaps the administration would have been more deliberate in its decision to invade Iraq.

**WJ:** Focus only on visible effect of violence (killed, wounded and material damage). Reports on the Iraq War count the dead, the wounded, the bombs detonated and the buildings and tanks damaged (AP, 2006). In Galtung's terms, the focus is on direct violence.

**PJ:** Focus on invisible effects of violence (trauma and glory, damage to structure/culture). There is almost no coverage of structural or cultural violence. The extent of this reporting is on post-traumatic stress disorder of returning soldiers.

### 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)

**Center for Global Peace Journalism**

<http://www.park.edu/peacecenter>

**Peace Journalism blog-Sтивен Youngblood**

<http://stevenyoungblood.blogspot.com>

**Peace is Sexy**

[www.peaceissexy.net](http://www.peaceissexy.net)

**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)

**Social Media**

Facebook group-search peace journalism; Twitter @PeaceJourn

**WJ:** Expose 'their' untruths / help 'our' cover-ups/lies. Perhaps the greatest cover-up of the American invasion of Iraq was the alleged connection between Iraq and Al-Qaeda and the WMD dossier. Allusions that Iraq supported Al-Qaeda began appearing in August 2002 (Erlanger, 2002; Janofsky, 2002). This assertion is now considered bunk (Jehl, 2005). The *New York Times* reported on 25 September 2002 that Britain had confirmed intelligence that Iraq had chemical and biological weapons (Hoge, 2002). It turns out that this claim was based on "flawed intelligence assessments" (*New York Times*, 2004).

**PJ:** Expose untruths on all sides / uncover all cover-ups. The extent to which the administration distorted the truth becomes clearer and clearer with each passing day. Unfortunately, the information comes at a time when it is too late to avert war. Furthermore, the efforts to expose all the untruths and cover-ups were diverted by the Department of Justice's whistle-blower investigations, which attempted to place blame on insiders who leaked information about the cover-ups, rather than on the administration's cover-ups (On the Media, 2006).

### Conclusion

A peace journalism approach would have opened up alternative ways for transcending the conflict between the United States and Iraq by bringing in more varied voices and points of view into the public conversation. While peace journalism presently exists largely in alternative media, Lynch et al. argue that peace journalism can help bridge the gap between mainstream and alternative media by giving mainstream journalists a chance to 'wise up', by providing activists an opportunity to move their messages from alternative to mainstream media, and by democratizing the acquisition of content and by highlighting the calls for structural reform in mainstream media.

*The full article with citations may be found at:*

<http://jou.sagepub.com/content/early/2013/01/15/1464884912470313.abstract>