



Werner Eggert at the Global Investigative Journalism Conference (GIJC) in Johannesburg. The next GIJC will be held in Hamburg in 2019.



Participants at the Summer School in Sumy, Ukraine, examining their video footage

Message from the Director



Werner Eggert

This November was an exciting month for us here at the Interlink Academy because of two developments in Southern Africa.

In Zimbabwe, one of our workshops coincided with the end of the long rule of Robert Mugabe. Now there is hope for a better future, or as our partner Zenzele Ndebele puts it: "I don't want to image that it gets worse." In any case, the Interlink Academy will continue to support independent reporting in the country, as we have done all these years – from inside Zimbabwe, and if that is difficult, from the outside.

The other event was the [Global Investigative Journalism Conference \(GIJC\)](#) in Johannesburg with more than one thousand participants. Over the years, this conference has developed into one of the finest global gatherings of journalists. We are very proud that the delegates entrusted us – together with [Netzwerk Recherche](#) and [Correctiv](#) – to host the next GIJC in Hamburg in 2019. We promise a huge muckrakers' party on the banks of the river Elbe.

Since the current year is coming to an end, I would like to take this opportunity to thank all our partners and donors for their tremendous support. Please check out the following pages for news and reports about our various activities.

I wish you all a happy festive season and a successful new year! ■

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← The participants show off their certificates at the end of the second attendance phase in June.

↑ Trainer **Katharina Kütemeyer** (right) coaches participants on their project.

Spreading Strong Stories: Social Media for the Caucasus

Interlink's course "Spreading Strong Stories: How to Promote Your Stories on Social Media" aimed to equip (especially rural) journalists from the Caucasus countries Georgia, Armenia, and Azerbaijan, with the knowledge and tools needed to make their voices heard in a domain dominated by big outlets and fake news.

Social media is on the rise – as it has been for a while now – and it doesn't seem to be stopping anytime soon. The articles shared in their feed have become a primary news source for many people and many don't look further than that when it comes to staying informed. This constitutes a challenge: How to expand this "social reach"? How can quality journalism be sustainable when competing for clicks with sensationalist and misleading clickbait?



Smaller outlets especially often cannot afford to dedicate much workforce to social media management and even when they do, few journalists are qualified. Social media management is not (yet) an established discipline in journalism education and the state of the art is constantly changing, evolving to keep up with new technical possibilities. The algorithms behind social media platforms are hardly transparent and there is a continuous output of new tools promising to make the task of the social media manager more efficient and more effective.

If journalists trying to share their articles weren't pressed for time before, they certainly will be after delving into the depths of social media strategy.

A dozen journalists working for regional broadcasters and NGOs came together in Tbilisi for two attendance phases, one to lay the groundwork in April and another to fine-tune their personalized social media strategies in June. In between they already got the chance of trying out their new skills at their workplaces back home, while still improving their skills by completing weekly assignments and receive coaching from trainer **Katharina Kütemeyer** on Interlink Academy's e-learning platform.



Another highlight was the webinar with Dutch social media savant **Henk van Ess**. Thanks to video chat, the course could talk with the expert over thousands of miles from their respective places of residence – just another casual reminder of global connectivity, a hallmark of the topic.

The program was sponsored by the [German Federal Foreign Office](#) to foster [#CivilSocietyCooperation](#) and strengthen plurality in the media. Our local partners, the [Georgia Association of Regional Broadcasters \(GARB\)](#), the [Azerbaijan Journalists' Network \(AJN\)](#), the [Investigative Journalists Network in Armenia \(hetq\)](#), and Fellow **Tamara Karelidze** helped organize the project. ■



Christopher Fronzek (middle back), cultural attaché at the German Embassy in Tbilisi, Georgia, visited during the first attendance phase to welcome the participants.



Not just Facebook: **Katharina Kütemeyer** introduced the participants to a number of social networks as well as tools that shine a new light on well-known platforms.



Thanks to the varied backgrounds of the participants, they could develop new ideas by discussing their different perspectives and fields during group work.



For their final project, each participant developed a social media strategy specific to their work and practiced pitching it to employers and investors.

"Thanks to the Interlink Academy training for journalists on 'How to Promote Stories on Social Media', I discovered many social media secrets I did not know before. Our trainer Katharina was very helpful and taught us many peculiarities and features of social media. I use the tools I learned about for my journalistic work every day. The training also brought me new friends from the Caucasus region."

Vusal Azizov, participant from Azerbaijan



Everyone's hard work was rewarded at the final dinner. Making new contacts was an important part of the course.





Summer Schools in Ukraine Win Social Project Award

In July and August of this year, Interlink organized summer schools in four Ukrainian cities. The ten-day programs were aimed at young bloggers and community journalists aged 18-24 and taught by a team of Ukrainian trainers. The goal of the project was to empower and professionalize almost a hundred young people with a desire to report from and to their communities and thus pluralizing the Ukrainian media landscape. The program was funded by the [German Federal Foreign Office](#) as part of a campaign to foster [#CivilSocietyCooperation](#). Interlink was supported in the organization by the Kiev-based NGO [Regional Press Development Institute](#) (RPDI) and partnered with the local universities in [Zaporizhzhya](#), [Chernivtsi](#), [Sumy](#), and [Poltava](#), who provided the infrastructure, like seminar rooms and technical equipment, and local organizers, who helped adjust the program to each city's circumstances.

The project was recognised at the [Social Project Awards](#) in early December, a festival in Odessa, Ukraine, where a jury of activists and influencers voted the best out of the ten projects that had received the most online votes. The Summer Schools won first place in the category "Education". We thank local organizer [Oleksandra Golovko](#) for her initiative in suggesting the project and all those who confirmed the quality of the program by voting for it.



Before the summer schools took place in July and August, the preparations had already been running for several months. Interlink's Director **Werner Eggert** visited Kiev several times to meet with trainers and local organizers. The trainers prepared extensively and were coached in Training of Trainers-workshops and video conferences. Two of the trainers, **Artem Babak** and **Kyrylo Iesin**, were both participants in the project "[Digital Journalism for Eastern Europe](#)", for which they visited Hamburg in 2015.

Over the course of just ten days, participants learned basic skills across the journalistic spectrum: starting with how to set up, design, and structure their blog, followed by how to fill it with quality content – photo, video, text. The trainers made sure that their work did not only look good but also held up to journalistic and ethical standards. Fact-checking was a relevant topic, as was an introduction to finding and accessing sources like public registers, and how to make public inquiries. The young bloggers learned the most effective ways to convey information, adding infographics and other data visualization methods to their repertoire. And somewhere in the program there was still time for digital security. ►



Despite or rather because of the abundance of input, keeping the lessons varied and interesting was essential. Each school had a basic team of three trainers, who each brought different styles and specialties to the table. This was supplemented by guest lecturers, for example local journalists giving an overview of the city's and region's media landscape. One of the highlights was a webinar with famous Ukrainian investigative journalist **Denys Bihus**, who inspired the participants to keep on digging in their pursuit of the truth.

The group also regularly left the classroom for excursions, interactive assignments, or simply a quick energizer and a breath of fresh air. During the unit on photography, the groups took a trip to local landmarks like Khortyn Fortress or went boating on the Dnieper around the island of Khortytsya and past the famous Dneprostoi Dam.



In each city, the participants visited a broadcasting station, where they were taken on a tour behind – and in front of – the scene. Apart from the chance to snap a couple of photos at the presenter's desk, they could also ask questions and get an insight into how TV and radio programming is produced. Who knows, maybe the interviewing exercise from earlier helped them ask all the right questions?

The course culminated in the participants working on their final projects, an opportunity for them to show off their newly acquired skills and put them to the test covering relevant topics of their own choosing. The groups' topics were as varied as their means of communication: accessibility, public bathrooms, law enforcement, LGBT rights, electronic cigarettes, and many more issues were covered using a combination of any and all taught subjects, including video and photo reportage, in-depth interviews, a collage of written testimony, and infographics.

After its presentation, each media project was discussed and critiqued. The participants discussed strong points and aspects that could be improved upon. These conversations identified relevant social issues that had to be brought to the attention of a wider audience and inspired plans for future projects and collaborations. It became apparent that there were a variety of issues relevant to the young people's immediate community that had not yet received coverage.



Trainer **Dymytro Bondar** found that, even though many of the participants were journalism students, they had never learned to make public inquiries or access public registers. Vital skills for every journalist and blogger, like fact-checking, also seem to be missing from the academic curriculum. The summer schools, for him, are dynamic, intensive programs that give the participants basic knowledge and skills in the most important fields of journalism. "This is a great start for becoming professionals in the future." He sums up: "But all of the topics taught in the summer schools are important: photography, video, investigations – these are the things that can change the world. And one of the best things is when I see the participants completing the exercises with passion and with fire in their eyes." ►

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All the hard work did not go unrewarded: On the last evening of the course, participants, trainers, and organizers celebrated its successful completion with a restaurant dinner – or, in the case of the Zaporizhzhya summer school, a barbecue in the woods. The best final projects were rewarded with a small prize and everyone took advantage of the last evening spent with new friends. After ten days spent studying and living together, the group had grown together. ■



Summer Schools in Ukraine: Voices from Within

Nadiia Virna Babynska, lead trainer of the Ukrainian summer schools in Chernivtsi and Poltava, shares what she likes about the concept of the summer schools and why she thinks they are necessary.

“This project is a great start for young people from different cities in Ukraine, where there is lack of qualified and diverse media, to try their hand at citizen journalism. They gain the whole package of knowledge and tools they need to start on their journalism path: they know what and how to write, take photos and videos, make infographics, and conduct investigations. But one of the most important lessons they learn is how to work in teams and create media-projects together. These summer schools build networks of young and enthusiastic people who want to make a difference in their communities. I hope we helped them to be more confident and prepared for that.”



Nadiia Babynska (r.) with participants of the Chernivtsi summer school



Oleksandra Golovko was the local coordinator in Zaporizhzhya, where the project started last year with just one summer school. Read about her impressions, her role as local coordinator and why she hopes the project will return to Zaporizhzhya for a third time next year.

“This summer, [Zaporizhzhya National University](#) was happy to once again host the Summer School for Bloggers and Citizen Journalists. As a similar school had already been held in 2016, the word about the exciting activities spread fast. Candidates already knew what to anticipate and thus were eager to apply. They would not be disappointed: after their ten days together, the participants had grown so close that they were on the verge of tears when it came to saying goodbye.

The participants shared photos and a lot of positive feedback on social media during and after the school and even now, half a year later, when I run into the former participants, they are wearing bright smiles or wave at me from across campus. One of them already asked me about the summer school next year, as his friend, when he heard about all the stories and fun events at this year’s summer school, decided that he wants to apply in 2018.

As local organizers, we tried to satisfy all the participants’ needs. The university offered its best premises and the vice-president personally monitored the school. Part of our job was offering evening activities, so we organized a busy program with parties, scavenger hunts, quizzes, picnics etc. We saw the group work together and grow closer, so that even after a long day, the participants played “Mafia” till late night or early morning – and still managed to not be late for class or be in a bad mood. After all, no one can be in a bad mood when they are surrounded by 25 smiling and positive people.” ■



Upcoming Course in Nepal

As the Himalayan state of Nepal is struggling on its way to democracy, citizens want their voices to be heard in this process. With hundreds of local radio stations there is a platform for this, but many local activists and community journalists lack the skills to make proper use of the opportunity. Our upcoming course will train local reporters to produce professional reports for radio and the web. The director of our partner organization [Center for Media Research in Nepal](#), **Ujjwal Acharya**, is one of our alumni; he attended an intensive course in Germany in 2011. ■



Ujjwal Acharya,
Director of the Center for
Media Research – Nepal



Li Li at the Interlink Office in Hamburg Altona

Welcome to Hamburg!

Interlink Academy is always happy to hear from its alumni and delights in sharing their exciting news and successes. Seeing them in person on a visit to Hamburg is a special treat, though, and is celebrated as such.

2014 Fellow **Li Li**, international correspondent for the venerated Chinese daily Ta Kung Pao, visited Hamburg on a research trip in December 2016 and seized the opportunity to drop by the Interlink office in Altona. Afterwards he joined Founding Director **Werner Eggert** on a trip to the Ottensen Christmas Market to try Northern German mulled wine, a cultural phenomenon not to be missed on any trip to Hamburg in December. ■

Cooperation with The Azerbaijan Journalists Network

Ayaz Mirzayev, President of Interlink Academy's long-term partner [The Azerbaijan Journalists Network](#), visited Hamburg in December 2016 to report from the OSCE Summit and to discuss future cooperation with Interlink's director **Werner Eggert**.

Ayaz writes: "It was great pleasure to meet Werner Eggert at his office and discuss with him further cooperation opportunities as well as current and future challenges in the field of journalism and the joint efforts by journalist organizations to contribute to the media sector.

As a partner of Interlink Academy, we help connect them with qualified journalists from Azerbaijan who attend their trainings in order to advance their skills in digital journalism. There is great interest in their programs in Azerbaijan and we see the number of people applying increase every year." ■



Ayaz Mirzayev (left) with Werner Eggert (right)

Fellow Founds Successful Online-Newspaper in Zambia

Joseph Mwenda is a 2013 Fellow from Zambia, who has recently launched the news platform [News Diggers!](#) We asked him to share his story – from 2012 until today.

"I can confidently say that mine is the most successful success story to come out of the 2012/2013 digital journalism course led by Werner and his team in a Bertelsmann funded project. When I was accepted as a Fellow of the Academy, I was excited to get on a plane and experience the snow fall in Europe – a familiar feeling to many African students who are offered scholarships. I already knew how to google and I had a fair understanding of how to attach documents to an email, so I didn't quite understand what else I was going to learn in the so-called "Journalism in the Digital World" course.

I would know better soon. It turned out that the Journalism in the Digital World course was practically a compressed Mass Communication degree, featuring the most vital components of such a program, tailored for the new age – the digital age. Although the program was designed to fit in just under a year, it was structured in such a way that included extensive practical assignments, both in Germany and in the students' respective countries.

We learned about data journalism, investigative journalism, multimedia journalism, media ethics, photography, camera handling and video editing, cyber security, data encryption, interviewing techniques and



Joseph in his office at News Diggers! in 2017

so on and so forth. It was such a rich program. Going in, even my googling skills were pathetic, as it turned out when I was challenged to search for the maximum speed of a Jaguar – the car, not the animal – but now I know better!

After graduation, I returned to my country a different journalist. In 2014 I got my first promotion as Picture Editor and four months later I was promoted to the position of News Editor for Zambia's biggest private newspaper, The Post. At the beginning of 2015, the news gathering skills taught to me in the program earned me a third successive promotion: to head the newspaper as Deputy Managing Editor. This enabled me to organize classes in which I shared the knowledge with my fellow journalists at the institution.



Homepage of the [News Diggers!](#) ([www.Diggers.News](#))



↑ Title page of News Diggers!



Joseph during the 2012/13 Digital Journalism program ↑

Due to the unfavorable political climate in my country, the government shut down The Post newspaper in 2016 and prohibited us from practicing journalism. I teamed up with two of my reporters from The Post and we started our own newspaper organization, which was launched on March 2, 2017.

Today we are Zambia's most credible source of news and undoubtedly its most interactive multimedia platform.

I am a proud graduate of the Fellowship program and a determined Editor-in-Chief of News Diggers Media." ■

News from Our Alumni Around the Globe

Ilkin Hasanov

(2016 Fellow from Azerbaijan)

After completing his Master's at [GIPA](#) in Tbilisi and winning second place for his dissertation documentary in 2016, Ilkin now works as a multimedia producer at the BBC office in Baku. During 2014-2016 he worked as freelance journalist and assisted with the filming of the documentary "Iron Silk Road".

His materials have been published by [chaikhana.org](#), [globalvoices.org](#) and [spiegel.de](#).



Maria Gulina

(2016 Fellow from Belarus)

Maria became an editor at the online travel journal [34travel.me](#), where she puts her newly gained knowledge of photo projects and infographics to use on a campaign inviting people to visit Belarus, now that visa conditions have improved. Her team's mission is to show people traveling to Belarus the things you wouldn't find in official guides. Have a taste by reading [this guide](#) for Western journalists about how to speak about Belarus or visit their [Instagram](#) for some visual impressions. Who's to say, maybe you'll feel inspired to visit Belarus yourself?

Carlos Fonseca

(2012 Fellow from Nicaragua)

Carlos was a speaker on User Experience and Information Architecture at this year's [WordCamp](#) Conferences in San José, Costa Rica, and Managua, Nicaragua, where he also taught a workshop. Besides working in his company, doing User Research and designing websites, he is now planning to teach journalists and communication professionals about product management for digital projects.



Yousra Omar

(2014 Fellow from Egypt)

Yousra received her Master's in Political Sciences. Her dissertation, a qualitative content analysis of Facebook posts, covered the political role of social media and transformations of the public sphere in Egypt and was graded "excellent". It was a qualitative content analysis encompassing 1646 posts from the ["We Are All Khaled Said"](#) Facebook page that played an important role in the 25 of January 2011 revolution.

Yuliana Romanyshyn

(2015 Fellow from Ukraine)

Yuliana spent six months in the US on the Alfred Friendly Press Partners Fellowship, studying at the University of Missouri's School of Journalism and interning at the Columbia Missourian as well as the Chicago Tribune. At the Tribune, she worked as a tech and data reporter, analyzing and visualizing data with programming languages, like D3.js library. Her [final project](#) was the analysis of Chicago homicide spikes compared to other U.S. cities.



Tamara Karelidze

(2014 Fellow from Georgia)

Tamara has received a scholarship to take up the postgraduate course "Global Europe: Culture and Conflict" at the London School of Economics and Political Science.

Daria Aminova

(2016 Fellow from Russia)

Visiting Hamburg for an Interlink program inspired Daria to learn German. She is now living in Qingdao City, the "beer capital of China", which was founded by Germans. There she is studying German influence on China and Chinese culture. ■





Participants and trainers of the course in Bulawayo ↑

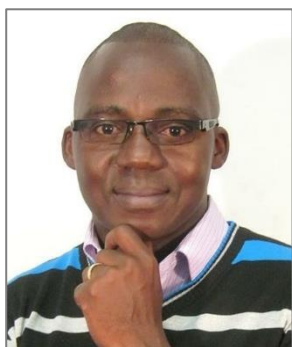


Kai Rüsberg @Ruhrnlist



Kai Rüsberg @Ruhrnlist

Mobile Reporting and Digital Security for Community Journalists in Zimbabwe



Zenzele Ndebele is a journalist, media consultant, and coach based in Zimbabwe. He has worked as Radio Editor for Radio Dialogue, part-time lecturer at the National University of Science and Technology, and recently set up an organization called [CITE](#), which specializes in social media training for young people. Zenzele holds a Master's Degree in Journalism and Media Studies.

Here is Zenzele's report on the program:

"From August to November this year, 16 young Zimbabweans completed a blended-learning training program on mobile reporting, which my organization [Center of Innovation and Technology \(CITE\)](#) arranged in partnership with Interlink Academy. The participants were community-based journalists and media graduates from Matabeleland North and South, and Bulawayo, who took this opportunity to learn about photography, editing photos, filming video using mobile phones, and how to share videos and pictures online.

The course started and ended with two attendance phases, totaling three weeks of intensive learning, complemented by an interjacent e-learning phase. Practical use of the newly learned skills were a focus throughout. The experienced international trainers **Joachim Vögele**, **Kai Rüsberg**, and **Mykola Kostynyan** were assisted by me and local trainers **Clayton Moyo**, and **Sean Ndlovu** so that we could learn to hold a similar training early in 2018.

This training program comes at a time of change in Zimbabwe. Following the resignation of Robert Mugabe, this might be the beginning of a new era of journalistic freedom to work without harassment. ►



Kai Rüsberg @Ruhrnlist



Kai Rüsberg @Ruhrnlist



Kai Rüsberg @Ruhrnlist

Zimbabwe will be holding elections next year and digital journalism will play a very important role. It is therefore critical that citizen journalists are equipped with the necessary skills to produce quality journalism.

I established CITE to offer a space where young people from different backgrounds and professions can meet, discuss ideas, and collaborate on various development projects and social inventions. We run initiatives like our recently launched online discussion platform, which focused on young people, called [Asakhe-Online](#) ("Let's Build"), where we offer content on demand and stream live using a wide range of social media. We also conduct training workshops, in which young people are trained on how to use social media more effectively." ■



The successful participants in Bulawayo celebrate receiving their certificates.

German-Zimbabwean Financial Management

Andrea Kambergs has been managing media workshops and conferences for more than 14 years, not only for Interlink but also GIZ, Deutsche Welle Akademie, and many others. We asked her to give us an insight into her work, after she travelled to Zimbabwe to coordinate the finances of our Mobile Reporting course there.

"After the project ["Mobile Reporting for Community Journalists in Zimbabwe 2017"](#) had successfully started in August, I travelled to Bulawayo in September to develop a financial controlling system together with my Zimbabwean colleagues. After travelling through the night on an airplane, I could see Bulawayo and Zimbabwe's red earth below. That afternoon, I had the chance get an overview of the project's finances with the help of **Zenzele Ndebele**, founder of our project partner [CITE](#), and **Helfer Nkomo**, CITE's Finance Officer. I was delighted to find structured bookkeeping and we quickly reached a consensus for the future handling of the project finances. We developed a bookkeeping template that would allow for a continued transparent overview of the project's finances. In the following days, Helfer and I were kept busy with the in-depth review of all receipts and invoices. I shared some tips and general information, while he explained the details of the project, and so the days in Bulawayo passed in the spirit of successful and relaxed German-Zimbabwean cooperation." ■



↑ Andrea Kambergs working with Helfer Nkomo and Zenzele Ndebele ↓



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Insights from Ghana:

Anas Aremeyaw speaks in Hamburg

The Interlink Fellow has become an internationally renowned investigative journalism superstar. He shared insight into the specifics of investigating in Africa.



Anas speaks and answers questions at the [Netzwerk Recherche Conference](#) in Hamburg last June. His face is hidden, as to not expose him and threaten his ability to investigate under cover.



In June, Interlink invited renowned Ghanaian investigative journalist **Anas Aremeyaw** to speak about his [work](#) at the [Netzwerk Recherche Annual Conference](#) in Hamburg. It was a homecoming of sorts, as he had attended an intensive course in the city, when he was just starting out as a journalist.

Under the motto “**Name, Shame, and Jail**” Anas embarks on undercover research projects to expose injustice and exploitation in Ghana and Sub-Saharan Africa and see those responsible held accountable. His work has taken him from public institutions and businesses in Ghana to shipping vessels on the high seas to Thai prisons and their mistreated Ghanaian inmates.

Since 1998, he has worked to expose corrupt governments and ruthless industries and bring attention to human rights abuses and the neglected. Incredibly versatile, his aliases range from cleaner to wealthy business man, from Catholic priest to a husband wishing to start a family with his wife. True to their mission, Anas’ works have not only gained wide-spread popular attention, even internationally, but most importantly have led to social changes by inspiring government initiatives and triggering criminal investigations into corrupt institutions and officials.

Anas participated in several trainings conducted by the Interlink team at the beginning of his journalism career. More recently he has been recognized internationally for his dedication to the fight for human rights and is considered one of the most influential characters in Ghana and even the African continent.

He explained the process of undercover journalism, using his stories as illustrations. Many of them are specific to Ghana and its neighbours but build on universal principles. Anas is driven by the desire to affect positive social change. He says: “The spirit of journalism is to benefit society.” This means that his stories have to be accessible and his findings made public. Reporting from inside his community enables him to speak truths that would be dismissed were they to come from outside sources, e.g. when it comes to shattering myths and harmful traditions like exorcism. There is no denying the fraud when he films a prop

infant being “diagnosed” with possession and thus exposes the deception.

Anas emphasizes the importance of a support team and risk assessment. He says: “no story is worth my life”, but even so, death threats are “normal things you get” in his world.

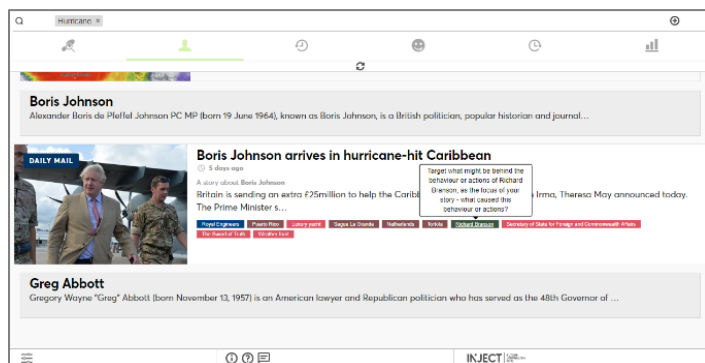
“It is not possible to do this kind of journalism where you put people in jail and live a normal life. You would have to change the place you sleep depending on the story that you’re doing.”

Still, seeing perpetrators brought to justice remains his priority. His aim is to uphold democracy to counteract destabilization, which means that gathering court-admissible data and (mindful) cooperation with law enforcement is part of the job – as is being sued: “The people we accuse must have the opportunity to cross-examine us. [...] There’s nothing you have to fear because at the end of the day, the evidence will speak.”

Afterwards Anas answered questions, for example about technology and collaborating with Western media, and in the end, everyone left with a new awareness of the necessity of a vigilant press – be it in Africa or elsewhere in the world.

“As journalists, we must keep questioning institutions – no matter how big those institutions are.” ■

INJECT: Interlink Academy is Building Tools for the Future

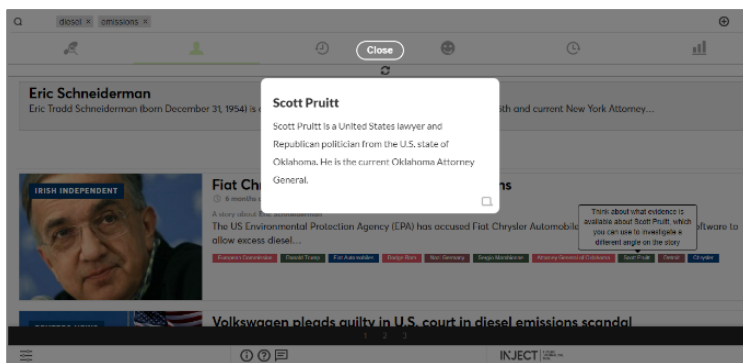


The INJECT software offers Creative Sparks: new angles and questions are attached to story-related keywords, appearing just by hovering over them with the cursor.

To improve the quality of journalism and reporting worldwide – that has been the goal of Interlink Academy since the beginning. Since January 2017 Interlink Academy has been taking part in the **INJECT** project. The aim of the EU-funded project is to enhance journalistic creativity while improving workflow within busy newsrooms.

At the heart of the project is the use of a digital tool, which was developed by software engineers in Greece and is now being piloted in Norway, France, and the Netherlands. Starting in 2018, newsrooms will be able to use INJECT as a commercial product.

INJECT was designed to be more than simply a search engine. Its algorithms were specifically developed to help journalists not only to find information but also explore options for crafting a story's angle.



The background information card feature is a quick way for journalists to keep track of all elements involved in a story without having to search additional databases.

One way it does this is by offering what the project refers to as “Creative Sparks”, which appear when a journalist hovers their mouse over keywords. These are suggested approaches for writing a story, arising from background information about the individuals or places involved in the story. The tool also offers explanatory and interactive fact cards or footnotes, which help journalists build their article with clear references

Interlink Academy's **Werner Eggert** and **Claus Hesseling** are part of the consortium. They are tasked with demonstrating INJECT's capabilities to journalists and newsrooms and training them to use the tool. ■

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Interview: “Aren’t Journalists Creative Enough?”

Neil Maiden is **INJECT**'s project leader. He is Professor of Digital Creativity at the Faculty of Management at the Cass Business School and co-founder of the **Centre for Creativity in Professional Practice** at City University London. You can follow him on Twitter [@neilmaiden](https://twitter.com/neilmaiden).

You are a Professor for Digital Creativity. What is that and how can you actually teach something like creativity?

It all depends on how you perceive and define creativity. Creative problem solving is skill-based and you can teach people the skills to think creatively to generate solutions to problems. Many of these skills are encouraged and supported in creativity methods and techniques that are widely available to people. More recently, digital tools have emerged to support people's creative thinking. These tools codify creative practices. If we can codify creativity, we can also teach it.

Moreover, it is no accident that some people appear to be more creative than others. These people often work at being more creative, reflecting on their performance, learning from it, and improving what they do, and how they do it. ►



INJECT is trying to bring new technologies to newsrooms – to boost creative ideas. Aren't journalists creative enough?

Given enough time and other resources, then probably yes. But we know that journalists today have less time and fewer resources to create ideas and write stories. What INJECT will do is to make journalists as creative as they are at the moment but more quickly and efficiently. The INJECT tools will do this by implementing strategies that will enable them to undertake some of the work of experienced journalists more quickly, and thus permit and support journalists to spend more time on creative thinking and story development.

And if all of this renders journalists more creative than they are right now, that's great. It is good for journalists, for newspapers, and for the world in which we live. ■

Check out this interview about INJECT with Interlink's **Claus Hesselning** (in German):
<http://www.journalist-magazin.de/news/ein-algorithmus-fuer-mehr-kreativitaet>

Fact-Checking Workshop at the IPI World Congress in Hamburg



↑ Claus Hesselning (Interlink Academy) introducing various fact-checking tools

Fiete Stegers (Netzwerk Recherche) lecturing on uncovering fake news ↓



“How to Debunk Fake News?” – this Interlink Academy workshop raised much attention in May during the annual [World Congress](#) of the International Press Institute in Hamburg. **Claus Hesselning**, chief lecturer at Interlink, a long-time partner of the [IPI](#), joined with **Fiete Stegers** from the German investigative journalism network [Netzwerk Recherche](#) for a 2-hour seminar offering tools for journalists to verify or disprove content shared on social networks.

The spread of fake news via social networks like Twitter and Facebook is a significant problem – one that can even influence elections and political decision-making processes. Therefore, it is vital that journalists heed their obligation to fact-check before sharing information. There are a variety of things journalists can do: from finding the origin of a photograph by conducting reverse image searches using sites like [Google Images](#), [Yandex](#), or [Tineye](#) to examining shadows and weather conditions in a video, journalists can effectively collate the necessary data to evaluate content before sharing it.

If one of the elements being examined fails to meet evidence-based criteria, the content is likely not what it claims to be. Still, there are many challenges: while tools to prove the accuracy of images are widely available, the technology to examine video material is not yet as advanced. All the while it is getting easier and easier to modify videos and even recorded audio.

After the workshop, many participants approached Claus Hesselning and Fiete Stegers to know more about the topic. Some even invited Interlink Academy to hold the same workshop at their conferences. ■



← Trainer **Werner Bogula** (2nd left) teaching Data Visualization

Map of Azerbaijan and the Caucasus Region ↓



Data Visualisation Workshop for Azerbaijani Journalists

Working with data is sometimes difficult for journalists. Not everyone likes numbers and mathematics, but, considering the need for fast and efficient visualization in multimedia stories on the internet, every online journalist should have a basic understanding of how to illustrate their story with maps, charts, and interactive graphics.

During the initial discussion, the participants found that subjective, story-centric “classic” journalism and data journalism are successful if they complement each other: meaningful stories, backed by data and diagrams.

In February 2017, Interlink Academy hosted a two-day workshop about data visualization for twelve Azerbaijani journalists in Tbilisi, Georgia. The workshop was organized by Interlink’s local partner, the [Caucasus Civil Initiatives Center](#).

The Data Visualization Process

- Sourcing data
- Sanitizing and cross checking data
- Selecting the appropriate diagrams
- Producing and styling charts for websites and print

The curriculum first covered the data journalism process and then explored the available types of visualizations and for which purpose they are appropriate. After learning the basics, the participants tried their hand at tools like pinpointed and color-coded maps, comics, timelines and story maps.

The Caucasus Civil Initiatives Center (CCIC) is an NGO that is determined to foster free speech and journalism in the Caucasus region. It was founded in 2009. The mission of the CCIC is to enhance democratization and good governance and support the development of civil society in the South Caucasus and other Eastern European countries.

In a final exercise, the participants formed groups to work on topics by themselves and find the most appropriate and effective ways to present key facts about their issue. The final results were discussed and applauded at the end of the workshop. By the end of the course, it turned out that with this well-rounded introduction under their belts, all of the participants had already developed ideas on how to integrate the new tools into their daily work. ■

Publishing Credits

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