

# RWANDA NOW

## Improving Journalism One Story at a Time

July 7-11, 2008 – Butare, Rwanda

Carleton University's Rwanda Initiative [[www.RwandaInitiative.ca](http://www.RwandaInitiative.ca)] will hold an innovative training workshop in Rwanda, from July 7-11, capping nearly three years of work to build the capacity of the media in Rwanda through a visiting lecturer program, media training and internships. The week-long event will provide a select group of more than 40 Rwandan journalists from print, radio and TV with the chance to work closely with international experts to produce professional works of journalism. The retreat-style format will combine intensive workshops with one-to-one coaching and lots of field reporting. By week's end, the journalists will use their work to produce a radio show, a newspaper and a TV show that will be distributed throughout the country and disseminated through the Rwanda Initiative website.

**The Rwanda Initiative** is a partnership between the School of Journalism and Communication at the National University of Rwanda, in Butare, and its counterpart at Carleton University. The project was launched in January, 2006, by Allan Thompson, a journalism professor at Carleton University and former Toronto Star reporter.

In addition to focusing on basic skills, the workshops will also put an emphasis on reporting health, science and technology and rural issues, zeroing in on some of the most important and yet under-reported stories in Rwanda today. In addition to more than a dozen media trainers drawn from across Africa and Canada, the workshop series will also feature a number of keynote speakers, an editor's roundtable and a showcase of the journalistic work produced during the week. Keynote speakers include:

**LOUISE MUSHIKIWABO** is Rwanda's Minister of Information. She was born and raised in Kigali, educated at the National University of Rwanda and at the University of Delaware and is a best-selling author. Before returning to Rwanda she worked as a public relations consultant and speaker in Washington, D.C.



Ugandan journalist **ANDREW MWENDA** has worked in print, radio and television, has produced documentaries and commentary for BBC and consulted for the World Bank and Transparency International. He was a Knight Fellow at Stanford in 2007 and late last year launched a new newspaper, *The Independent*, in Kampala.

**JOHN HONDERICH**, former publisher and editor of the Toronto Star, began his newspaper career in 1973 and eventually rose to the pinnacle of Canadian journalism at the head of Canada's largest daily newspaper. Last year he visited Kigali through the Rwanda Initiative as an editor-in-residence at the New Times newspaper.



Media trainers and experts on hand for the event will include: **Chris Dornan**, director, Arthur Kroeger College, Carleton University; **Clive Emdon**, editorial consultant and trainer, *The Citizen*, Johannesburg; **Margaret Jjuuko**, Deputy Director NUR School of Journalism and Communication; **Athanese Karayenga**, rural radio expert, Burundi; **Jennifer Moroz**, Associate Producer CBC's "The Hour"; **Christophe Mvondo**, science and environment editor, *La Nouvelle Expression*, Cameroon; **Esther Nakkazi**, health and science reporter at *The East African*, Uganda; **Geoffrey Mutagoma**, Reporter BBC Rwanda; **Saša Petricic**, Videojournalist CBC-TV; **Shelley Robinson**, Project Co-ordinator Rwanda Initiative; **J. Bosco Rushingabigwi**, director, Great Lakes Media Centre, Kigali;

**David Tait**, journalism professor, Carleton University; **Allan Thompson**, journalism professor, Carleton University; **Kelly Toughill**, journalism professor, University of Kings College School of Journalism, Halifax.

The Rwanda Initiative has sent nearly 75 Canadians to Rwanda to teach journalism at the university, work as media interns with news organizations in Rwanda as media trainers in Rwanda's newsrooms or to conduct story idea "pitch labs" with reporters. The initial focus was a visiting lecturer program at the National University of Rwanda, through which Carleton provided journalism educators and senior journalists as professors to fill the gaps in the teaching staff at the National University. In January the Rwanda Initiative also began providing visiting lecturers to the new Great Lakes Media Centre in Kigali, a night school for working journalists.

Increasingly the focus will be on direct training for Rwandan journalists. Earlier this year the Rwanda Initiative launched an innovative series of internships to bring Rwandan journalists to Canada for three-months of training and work experience. In partnership with New College at the University of Toronto, the Metroland Media Group and Carleton University, the Rwanda Initiative internship program in Canada allows journalists from Rwanda to work in a professional newsroom in Canada and interact with students of African Studies. Carleton University has also admitted four journalists from Rwanda into Carleton's Master of Journalism program since the Rwanda Initiative began.

From the beginning, one of the primary objectives of the project has been to address the shortage of journalism educators and to raise journalism standards in Rwanda, a country where the media sector, while devastated by the 1994 genocide, also remains key to the post-genocide reconstruction of the country.

More than 75 journalists applied for one of the 44 positions available in the upcoming Rwanda Now training workshop. Candidates were selected based on the strength of their proposed story ideas. Twenty print reporters will work together to turn their story ideas into a newspaper. Fifteen radio reporters will produce three radio shows and six TV reporters will assemble two short television documentaries.

The Rwanda Initiative has been supported by Carleton University, the Government of Canada through the Canadian International Development Agency (CIDA), the Department of Foreign Affairs and International Trade and the International Development Research Centre. The project has also benefited from private donations and continues to seek support to expand its operations. The upcoming workshop, Rwanda Now: Improving journalism one story at a time, was made possible by a grant from the Canada Fund for Local Initiatives, Embassy of Canada, Kigali.

Registration for participants in the conference is now closed, but sessions with keynote speakers will be open to the media. Please check for updates to the conference agenda at [www.RwandaInitiative.ca](http://www.RwandaInitiative.ca).

For more detailed information about the conference or to arrange interviews with participants, please contact:

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### Backgrounder

This workshop follows on from the Rwanda Initiative's successful "pitch labs" conceived by project coordinator Shelley Robinson to provide reporters with professional coaching and mentoring as they turn story ideas into works of journalism. During the Rwanda Now workshop, participants will work closely with an international team of media trainers:



**Chris Dornan**, director, Arthur Kroeger College, Carleton University, former director, School of Journalism and Communication.



**Clive Emdon**, editorial consultant and trainer, The Citizen, Johannesburg, has specialized in media development in community press.



**Margaret Jjuuko**, deputy director NUR School of Journalism and Communication, is an experienced media trainer who has worked in Uganda, Kenya, Tanzania, Rwanda and South Africa.



**Athanase Karayenga**, established Rural Radio in Burundi in 1977 and has worked at Unesco and FAO and is now with the Geneva-based Hironnelle Foundation.



**Jennifer Moroz**, associate producer for CBC's The Hour, worked as a reporter with the Philadelphia Enquirer and was a Rwanda Initiative teacher in 2007 and 2008.



**Christophe Mvondo**, science and environment editor for La Nouvelle Releve, in Cameroon, is part of the World Federation of Science Journalists mentoring project.



**Esther Nakkazi**, health and science reporter for the East African, was recently Knight Science Journalism Fellow at MIT, was named best HIV writer in Uganda and is also part of the WFSJ mentoring project.

**Tharcisse Musabyimana**, is a lecturer at the National University of Rwanda and the Great Lakes Media Centre.



**Sasa Petricic**, correspondent and videojournalist for CBC-TV's The National has filed documentaries from every continent and is currently a Rwanda Initiative teacher.



**Shelley Robinson**, Rwanda Initiative project coordinator, has extensive experience in community radio in Canada, Afghanistan and now Rwanda and is also a Rwanda Initiative teacher.



**J. Bosco Rushingabigwi**, director of the Great Lakes Media Centre in Kigali is also a journalism professor at NUR. .



**David Tait** has been a journalism professor at Carleton University since 1994 and previously worked at CBC-Radio. He is also a Rwanda Initiative teacher.



**Allan Thompson**, journalism professor, Carleton University, is the founder of the Rwanda Initiative and author of The Media and the Rwanda Genocide.



**Kelly Toughill**, journalism professor at King's College, Halifax, is an award-winning writer and editor and also a Rwanda Initiative teacher.

