

A high-angle photograph of a person crouching in a vast field of harvested yellow corn cobs. The person is wearing a checkered shirt and dark pants, and is reaching out towards the corn. The corn cobs are densely packed and cover the entire ground, creating a textured, golden-yellow background.

CENTRAL EUROPEAN JOURNAL- LISTS'

GUIDE TO
REPORTING
DEVELOPMENT



IMPRESSUM CENTRAL EUROPE JOURNALIST'S GUIDE TO REPORTING DEVELOPMENT

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foreword

It is no longer necessary to point out that the main problems facing the world are global. Climate change, pollution of the seas, declining world food supplies, water shortages, avian and swine flu have forced themselves onto the international political agenda; the facts are discussed and debated endlessly in the media worldwide. Drug-trafficking, human trafficking, international terrorism and forced migration – often connected to environmental degradation and poverty – ensure that affluent societies must confront and address the challenges faced by the developing world. Poverty and ineffective social and government systems in developing countries affect us all, and will continue to do so unless concerted action is taken.

Clearly, developing countries themselves play a crucial role in helping to improve the situation for their citizens. Promoting good governance, adapting to new weather patterns, embracing new technologies and abandoning obstruc-

tive social structures, all demand action – and restraint – from the poorest countries themselves. Nevertheless, what developed countries do also matters immensely. We have a huge impact on what happens to the world's poorest citizens through the international development and humanitarian aid provided by our governments, through our influence on the policies of UN agencies and international bodies like the World Bank, through the actions of the thousands of non-governmental organisations active in poor countries, and in numerous ways through our trade and environmental policies and practices.

It is crucial that citizens in high-income countries become aware of the plight of the developed world in order to ensure that their country's development policies have a positive impact on the lives of millions who survive on less than a dollar a day. In an age of increasing transparency of government and public life in the world's democracies, public opinion mat-

ters. The better-informed voters, tax-payers and activists of the "North" are, the more they can help the "South" drag itself out of poverty.

Here the role of journalists is vital. It is essential that the media in Europe, North America and East Asia increase and improve their understanding of the reality of life in the developing world. Their readers, listeners and viewers need to know why people are poor, what can be done to improve their situation, which aid policies are effective and what types of policy changes are needed to help the most vulnerable. It is up to well-informed, creative journalists to find ways of engaging them.

Oliver Wates



introduction

This booklet is designed for journalists interested in writing about development, not for experienced writers on the subject. Its aim is to give general guidelines on how to approach this issue and pointers on where information can be found.

It is not a street map with lists of facts and sources for every topic. Development is far too large a subject and would quickly be out of date, as the facts on the ground change rapidly.

We look at ways of making stories about development interesting to audiences in high and middle income countries; we look at sources; we look at the main players in the development community; and we look briefly at some of the big development stories.

After that, as in all journalism, it is up to the individual reporter to use his or her initiative and follow the story.

This will not give all the answers about how to write good development stories, but it may show you where to begin.

**DEVELOP-
MENT AS
NEWS**



development

“Poverty eradication is a major human rights challenge of the 21st century. A decent standard of living, adequate nutrition, health care, education, decent work and protection against calamities are not just development goals – they are also human rights” – UN Human Development Report 2000.

In very simple terms, development is about ending poverty. But, development is not charity; it is a way to help people help themselves. The principal recipients of most development aid are the governments of developing countries. But the “news” element of this issue is mainly about international involvement, whether it be governments, international agencies or NGOs. So that is what we focus on.

Development aid often overlaps with humanitarian assistance, i.e. emergency programmes aimed at saving lives in the face of famine, natural disaster or conflict. Many of the agencies involved in development assistance also deal

with emergency aid and their programmes can have both a short-term and long-term impact.

Trade (including “aid for trade” and debt relief) are other big issues that are closely linked to poverty reduction which a development journalist should pay attention to.

Millions of words are written every day about how to end world poverty; it is a huge subject. Perhaps the best starting point for the novice is the UN Millennium Development Goals (<http://www.un.org/millenniumgoals>). The Millennium Development Goals or “MDGs” comprise a special initiative launched in 2000 by the United Nations, and approved by all UN member countries, which provides a roadmap to help fight poverty and support development by working towards the achievement of eight interconnected goals. The eight MDGs are:

1. To eradicate extreme poverty and hunger
2. To achieve universal primary education
3. To promote gender equality and empower women
4. To reduce child mortality
5. To improve maternal health
6. To combat HIV/AIDS, malaria and other diseases
7. To ensure environmental sustainability
8. To develop a global partnership for development

Bear in mind:

On the whole, the MDGs are well known within UN and NGO circles, but are not well known among the general public. When referring to them, a sentence of background information is often useful for providing the necessary context. If a story you are reporting on is about one of these issues, it is often useful to mention that it is one of the key target areas identified by the UN as a vital component to overall development and poverty reduction.



engaging your audience

As in all international journalism, the overriding challenge is how to interest your audience about events and people on the other side of the world.

In European former colonial powers (such as the Netherlands, the UK, and France), development journalists start with an advantage in that the public has followed events in the former colonies for centuries and is used to reading and hearing about them. Immigration and family ties with those parts of the world encourage this. In countries without a colonial past, such as Central Europe, the task is much harder.

Every media audience is different, and every good journalist has to work out how to grab the attention of his or her target reader, listener or viewer. They need to know which “buttons to press.” These are some elements which have been used successfully over the years to engage an audience:

Self-interest

Show how global issues can also have an impact in your home country: global warming affects us all and must be tackled globally, food crises affect consumers in developing as well as in developed countries, AIDS knows no frontiers and is a significant challenge in developed and developing countries alike, investing in development fosters stability in the world’s most volatile regions and can work to prevent conflict and poverty driven migration, etc.

Human sympathy

Images and reports of suffering can evoke sympathy among people with no direct connection to the events in question. They can also illustrate the enormous gulf between the very poor and citizens of developed countries. There is some concern about the “pornography of suffering” or “compassion-fatigue,” but there is no denying that it gets attention, which drier, less graphic reports do not. Stories about inspiring individuals such as Mother Teresa, which highlight exceptional courage and human dignity, are another way of evoking sympathy among audiences.

Connections

Links between your target audience and a specific development project can be invaluable, e.g. an aid volunteer from your town working in a bush hospital, a factory or infrastructure built by experts from your country, sponsorship by a local school of a well-digging project in an African village, a developing country's minister who studied at university in your country, these all give your audience a reason to pay attention.

Intellectual curiosity

News is, of course, about the new. A journalist who can capture the excitement of an invention or innovation that saves lives (an irrigation technique, a seed type) or a novel form of behaviour or organisation that transforms communities (a revolutionary health care or schooling scheme) has a good chance of intriguing his or her audience.

Drama

Scale can have an impact. The drama of a famine which threatens millions of lives, a natural disaster over a vast swathe of territory, can make an impression. Clichés such as “an area the size of France” or “equivalent to 20 full football stadiums” can bring the message home.

Stars

It's a technique that earnest journalists and activists can find distasteful, but the use of stars of music, cinema or sport to publicise development issues is a very good way to engage your audience. Examples include Britain's Princess Diana, rock stars like Sting and Bono, actress Angelina Jolie and footballer Zinedine Zidane. UN agencies have made particular use of these goodwill “ambassadors.”

Links to our daily life

Look for the story behind familiar products we use every day. For example, mobile phones' main component – coltan – fuelling the conflict in Congo and impacting upon local people as well as the local endangered gorilla population; thousands of child labourers producing footballs, chocolate or the inexpensive clothing we use everyday working in sweatshop conditions without any opportunity to attend school; or the fish destroyed by European shipping, which pollutes the coastlines of developing countries. Highlighting the links between our daily consumerism and development issues can make the story more personal to the reader, allowing for links to be made and for a deeper focus on how this subject impacts upon developing countries.

Links to high profile global “summitry”

International summits often make poverty reduction a key theme, even if they focus on economic growth, trade, arms control, or climate change. Often obscure political debates in the US Congress or the European Parliament can have huge implications for farmers or manufacturers in poor countries, especially where trade, aid or subsidies are concerned. Announcements from drug companies, agricultural research institutes or any organisation connected with trade can have big implications for the world's poorest people.

The website AlertNet has some useful tips for journalists seeking to get development stories into their newspapers, websites or broadcasts:

- * When your development “news” story is not strong enough to compete for space with other news stories, write a feature instead. You have more space to explain the complexities, and more freedom for writing creatively to convey a real sense of what is happening.

- * Keep the “human” in “humanitarian” – write about individuals, to illustrate the overall issue and tell the story behind the stark facts and figures.

- * Attaching your feature to a news event is a useful point of entry for a closer analysis of the plight of mineworkers, a religious or ethnic minority, a neglected region, a struggling industry, a controversial development project. Elections are the most useful “peg” to hang your feature on; peace talks, major conferences, trials and anniversaries are also widely used (“Five years after the Ruritanian civil war ended, Ahmed is still struggling to find a job...”).

- * One way to “back into” a development story is to start with a national from a developing country who has ended up, legally or illegally, in your own country. Interview the migrant about why he or she left and then trace their story back to the poverty and under-development of his or her homeland.

* Watch out for big international films or novels which touch on development themes (such as *The Constant Gardener*, *Shooting Dogs*, or *Blood Diamond*) or unexpected successes by sportsmen and women from developing countries in the international arena. They can provide a link between your audience and what you want to write about.

* Where do your readers and viewers go on holiday? Some will go to developing countries. Away from the sun-kissed beaches and heaving nightclubs, there is plenty of poverty and under-development that an imaginative writer could make interesting.

* Going a little deeper into development problems can make your coverage more interesting. A subscriber who's fed up of reading about famine, failed harvests and hungry children may react to an article about how to make subsistence agriculture sustainable; an aid story may be more attractive if it goes into the debate about whether to give food away or "sell" it in exchange for labour; and a refugee story can be enhanced by details about how former fighters can be reintegrated into society.

* Climate change is of growing significance in our news agendas. Many development stories are closely related to the changing weather. By highlighting its impact and what is being done to counter it, thoughtful journalists can keep their audiences engaged. Look for increased migra-

tion, new health risks, security implications and other angles, as well as the more obvious impact on food production.

* For journalists looking for controversy, aid operations are fertile ground. Questions to ask: Should aid be given in kind or cash? Is this operation designed to suit the recipients or the donors? Should food be shipped or bought locally, or in neighbouring states? Is the food being supplied in keeping with the local diet or religious customs? Is an expensive airdrop really the best way to supply this community? Could the signs of hunger have been spotted earlier – increased land sales, slaughtering of draught animals, etc? Is this food aid genetically modified?

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writing

The two most common approaches to constructing stories about development are the general and the individual; start with the overall figures or facts, or start with an example to illustrate the point.

General

This is the basic “inverted pyramid” structure, which puts the main point into the first sentence and all other facts roughly in descending order of importance. The reader can stop at any stage and still have understood the most important facts.

* Up to half a million Ruritanians could face hunger this year after the failure of the annual rains cut their expected grain harvest by almost one-third, international aid agencies warned...

* New strains of drought-resistant maize have doubled harvests in north-eastern Ruritania in the past two years, raising nutrition levels and halting migration to the cities, according to a report from...

* A new system of microfinance managed by a local women’s group in the Ruritanian town of X has helped 10,000 children go to primary school for the first time...

Individual

This is a more “featurish” approach which seeks to draw the reader into a subject by building up a picture of an individual case, only revealing the subject at the third or fourth paragraph. It communicates the situation of millions by describing in detail the plight of a single person or family. This can have a much greater impact.

Drought. Fatima gestures dismissively at the yellow, shrivelling leaves of her maize field, stretching in neat rows across the baked red earth of her smallholding. “They should be this high by now,” she says, holding her hand out level with her waist. “Now it’s too late. Even if it rained tomorrow, it won’t grow much.”

Since her husband died of AIDS two years ago, Fatima’s five children and her elderly mother have depended on her maize crop for their daily meal. This year they will have to go without...

Microfinance. Five years ago Mary had a bright idea: why not take all the discarded plastic bags that blow around the village and catch on thorn bushes and turn them into something useful? She collected armfuls and wove them into brightly-coloured ropes, hammocks and mats to sell in the local town.

But nothing came of the scheme. It needed a loom, expensive wires to secure the ends as well as other equipment. And Mary had no money. In her village, in the mountains of eastern Ruritania, it was the men who handled the money. Her husband, who worked as a lorry driver, saw no need to put the hard-earned cash into a speculative scheme like this. Then last year...

Journalism is an art not a science and there are an infinite number of different ways a creative writer can get through to his or her own particular audience. But the standards of good journalism apply equally in writing about development – a powerful “lead,” backed up with detail lower down, proper sourcing, graphic writing, balance, good quotes, and of course for television, good raw footage to work with.

Numbers have their own problem. Too many in a single piece can leave the reader confused. Better to include just a few key numbers in the text and put all the rest in a graph or table. Figures on populations, money and area do not always mean much to the casual reader. Try illustrating them with comparisons, e.g. equivalent to the population of Hungary, half the country's GDP, or the size of Bohemia. It is an old technique, but it works and the more skilled communicators in the aid and development community make good use of it.

Take care with comparisons like “living on less than a dollar a day.” The cost of living can be very different. While a dollar a day does indeed imply great poverty, in some poor countries it may feed a family, something quite impossible in the developed world.

Journalists will need to come to terms with a lot of technical terms, particularly when dealing with diseases, and find ways to explain them simply.





sources

In the field

As in all journalism, there is no substitute for direct access. To write about the plight of a delta fisherman with power and authority, you really need to be there, to interview him at leisure, to examine his boat, his nets, his catch, and to make your own assessment on the ground.

Experience is the best teacher. The hardened traveller develops an instinct about who to trust and who to doubt, how to find the best stories, how to get round obstructive officials, how to win the trust of your subjects and your sources. Each developing country has its own particular challenges – even dangers – especially when stories can potentially rub up against strong local interests. But here are some general tips:

Take your time. First appearances can be very deceptive; the journalist who rushes in and rushes out will often misunderstand what is going on.

Eager to please. In some cultures it is considered polite, or potentially profitable, to simply agree with whatever a guest suggests. Beware of fixers, or interviewees, who simply say what they think you want to hear, rather than telling the truth.

National pride. It is only natural for people, especially officials, to want to present their community or their country in a positive light. While being respectful and polite, it is up to the journalist to find out the true picture and present it fairly.

Media junkies. Journalists, especially broadcasters, need interviewees who are well-informed, clear and deliver good sound-bites. Sometimes the same names and the same faces pop up again and again. Make sure they are really representative, as well as polished.

Women and youth. In many parts of the world, the “elders” – all male – will automatically speak for the community, whether they have a mandate or not. The good journalist will try to sound out women and young men too, to get a balanced picture.

Atmosphere. Do not forget to show your readers that you are actually there, reporting on the ground, in a developing country. It adds credibility and colour. This does not necessarily mean paragraphs of description or poetic writing. Sometimes the occasional touch is more effective.

Aid workers. Use staff of foreign NGOs and development agencies who have spent time working on location. They can interpret for you what is going on, what the trends are, add context and depth. But do not forget that they have their own agenda; stay independent.

Long-distance

Most journalists in the developed world cannot afford to travel to developing countries, or can only do so occasionally. News organisations have limited budgets. Consequently, most will do much, if not all, of their reporting long-distance. And that means the internet.

Being a global issue, development has as much material available on the Web as any. Websites are large and sophisticated, with case studies, statistics, summaries, photographs, even videos. No self-respecting government aid agency, NGO, international development organisation or UN body is without one.

The problem is being able to negotiate this labyrinth of material to find the information you need. Most journalists will build up a library of sites they know from experience are good. There are some useful starting-points:

Bear in mind:

You do not have to reinvent the wheel to do the research yourself. There are professionals in every field who specialise in collating figures and drawing conclusions. NGO experts operating directly in the field can also be invaluable sources of information and can often assist with interpreting the situation on the spot. Your job is to talk to them and decide on the correct use of their work.

International Governmental Organisations**UN:** www.un.orgThe UN Development Programme (UNDP): www.undp.orgThe Human Development Report: <http://hdr.undp.org>The Millennium Development Report: www.mdgs.un.orgIntegrated Regional Information Networks (IRIN): www.irinnews.orgThe Food and Agriculture Organisation (FAO): www.fao.orgThe Children's Fund (UNICEF): www.unicef.orgThe World Health Organisation (WHO): www.who.intThe Office of the UN High Commissioner for Refugees (UNHCR):
www.unhcr.org**World Bank:** www.worldbank.orgThe World Development Indicators (WDI): www.worldbank.org/data**OECD – Organisation for Economic Co-operation and Development:**
www.oecd.orgDAC – Development Aid Committee: www.oecd.org/dac**European Union:** <http://ec.europa.eu>EuropeAid – Directorate-General of the European Commission:
<http://ec.europa.eu/europeaid>European Commission, Directorate-General for Development:
<http://ec.europa.eu/development>European Commission Humanitarian Aid Department (ECHO):
<http://ec.europa.eu/echo>**Other sources**All Africa Global Media: <http://allafrica.com>Centre for Global Development: www.cgdev.orgConcord: www.concordeurope.orgDevelopment Gateway Foundation: www.developmentgateway.orgEldis: www.eldis.orgEurostep: www.eurostep.orgOne World: www.oneworld.netOverseas Development Institute: www.odi.org.uk**Sources relevant for media**AlertNet: www.alertnet.orgBBC World Service: www.bbc.co.uk/worldserviceThe Economist: www.economist.comFreedom House: www.freedomhouse.orgInter Press Service: www.ips.orgRelief Web: www.reliefweb.intReporters without Borders: www.rsf.org

Resources in the Czech Republic

Ministry of Foreign Affairs of the Czech Republic: www.mzv.cz
 Official documents and information on Czech Official Development Cooperation (ODA).

Czech Development Agency www.czda.cz
 Official documents and information on Czech ODA.

UN Information Centre in Prague www.osn.cz
 Information on the whole UN system, UN official documents, publications and periodicals.

Czech Forum for Development Cooperation www.fors.cz
 Information on the NGOs and other non-profit organisations involved in development cooperation, development education and humanitarian assistance.

People in Need Information portal on development issues
www.rozvojovka.cz
 Information on global issues and Czech ODA, section with media specified information and tools.

Czechia Against Poverty: www.ceskoprotichudobe.cz
 Information on MDGs and the activities of Czech NGOs.

Resources in Poland

Ministry of Foreign Affairs (MFA) of Poland www.msz.gov.pl
 Information about Polish ODA, official documents, including international treaties containing commitments concerning ODA

Department of Development Cooperation of the Polish MFA
www.polskapomoc.gov.pl
 Complete information on the Polish ODA.

Grupa Zagranica: www.zagranica.org.pl
 Information on NGOs working in development, common initiatives and monitoring of Polish ODA.

Polish Humanitarian Organisation information website on development issues: www.ubostwo.pl
 Information on MDGs, Polish ODA and other specific issues, news, alerts to activities and thematic publications.

Institute of Global Responsibility www.igo.org.pl
 Source of texts and analysis focused on the interdependencies between the global North and South.

Topical website of the Polish Green Network www.globalnepoludnie.pl
 News concerning the global South, Polish ODA, climate-change related issues and awareness activities.

Global Development Research Group: www.gdr.org.pl
 Research aimed at developing issues with particular emphasis on Africa and Latin America.

Resources in Hungary

Hungarian Ministry of Foreign Affairs: www.kum.hu
Information on Hungarian ODA policies, grants, projects, international events, EU policies

Hungarian Association of NGOs for Development and Humanitarian Aid: <http://www.hand.org.hu/>
Events, publications, working groups of the non-governmental development organisation (NGDO) platform, documents and publications

Foundation for the Development of Democratic Rights awareness website: www.globalance.hu
News, articles, event invitations, videos, subject mappings, glossary, and thematic publications.

Africa Information Portal: www.afriport.hu
News about Africa, cultural programmes and other events related to Africa taking place in Hungary.

Resources in Slovakia

Ministry of Foreign Affairs of the Slovak Republic: www.mzv.sk
Official documents and information on Slovak ODA.

Slovak Development Agency www.slovakaid.sk
Information mainly on the ODA system, documents and publications

Slovak NGDO Platform www.mvro.sk
Information on Slovak NGDOs dealing mainly with development and humanitarian aid

Information portal on development issues and development education: www.rozvojovevzdelavanie.sk



ethics

Failure

Bad news is the perennial drug of the media. Scandals always outsell dull, steady progress. It is not patronising to focus on the problems of developing countries; it is the first step towards helping to solve them. Portraying poverty in graphic detail can seem like an intrusion, but doing so mobilises people to end it.

Good development reporters will also seek out the success stories, to point the way to help the rest. Good news is harder to write than bad, but worth the effort – so long as you can make it interesting.

Language

Language is a major difficulty. Experienced journalists are used to “translating” the jargon that interest groups or professions use into language easily understood by their own audiences. With the aid and development community, the jargon is often carefully chosen to include some minority or avoid a perceived negative association.

The problem is that this jargon can be indigestible to the average reader and turn hard-hitting, resonant prose into waffle. Each journalist has to decide whether writing about “gender-based violence”, “lactating women” or “internally displaced persons” risks losing the audience that the less precise “violence against women,” “nursing mothers” or “internal refugees” would retain.

Stereotypes

Presenting truthful and non-stereotyped pictures of developing countries represents a big challenge to professional development journalism. Though generalising and simplification is inevitable in the media, stereotyping exaggerates characteristics of certain regions, nationalities or groups of people. Responsible journalists should be aware of how the prevailing reports on disasters, conflicts and famines distort the image of developing countries to their audience. Seeking less “predictable” angles is more difficult but can be worth it.

Children

Most media organisations have guidelines about reporting on minors, based on the legal requirements of their country. These also apply to writing about children in far-off developing countries. The risk of a child in a remote part of Africa or Asia being identified from a report in a local newspaper in Europe is obviously small, but reporters need to remember that the growth of the internet has significantly increased the chances of this actually happening.

Values

Each community has its own set of values, and some of those in developing countries may contrast sharply with those of European audiences. Attitudes to women's rights, homosexuality, inequality, deference to elders, nepotism or the role of religion in society may seem old-fashioned or even primitive to journalists from affluent countries.

Where these differences have a direct connection with a community's level of development, it is right to report on them, e.g. the link between girls' education and infant mortality. Beyond that, each reporter has to decide for him or herself how relevant these different values are. At the same time glossing over attitudes which would be unacceptable to your target audience, could be considered patronising. Basic human rights are indivisible and internationally agreed.



HOW DEVELOPMENT AID WORKS

The intention of this section is to provide an insight into the complexity of the structure of international development and all the various actors that play a role in it.



donors and implementers

Governments

The governments of developed countries are the main donors of so-called official aid (Official Development Assistance – ODA). To put it simply, official aid is made up of bilateral and multilateral aid.

In general, about one third of this aid is channelled through multilateral organisations, mainly through a group of international financial institutions, UN agencies and the European Union.

Bilateral aid is provided directly by donor governments to the recipient countries. It may be channelled through official aid agencies or through supporting the projects implemented by NGOs or other actors. The costs of refugees, scholarships, civil and military missions and debt relief are also included in bilateral aid.

Donor governments have repeatedly promised to raise the total they spend on helping development in poorer countries to 0.7% of their gross national income. This benchmark is closely linked to the Millennium Development Goals (MDGs) and the call to make a significant improvement on each of the targets by 2015. Few governments have reached it so far, apart from the Scandinavian countries, the Netherlands and Luxembourg, with most falling well short of the MDG recommended funding allocations. In terms of total numbers, the United States remains the most generous single donor country, followed by Germany, the United Kingdom, France and Japan.

There are a number of countries that are considered new or emerging donors. The new member states of the European Union fall into this group, as well as new non-traditional donors such as China, India, Brazil and South Africa. The style and increasing donor activity of China in Africa (for example funding infrastructure projects for trade concessions and no mention of human rights) has recently been the cause of some concern on the part of traditional donors, especially the United States.

Bear in mind:

Development aid can be politically sensitive in that it is often used to further foreign policy goals or economic interests, rather than given on the basis of need. The other area of controversy is so-called tied aid, e.g. whether rich countries should favour their own contractors and personnel in development projects.

"Generosity" league tables can be deceptive. Agricultural surpluses offloaded onto developing countries can turn subsidies for farmers into "aid." The costs of refugees on the donor countries' territory, civil and military missions or debt relief can also inflate aid levels from one year to another. You need to ask how much of it is actually spent in the recipient countries.

In addition some countries, such as the United States, have traditions – and tax systems – which favour giving development aid through private foundations and NGOs rather than through the state. This aid is not reflected in official aid figures, which means that some tables can show some countries as less generous than they actually are.

International Governmental Organisations (IGOs)

The biggest share of multilateral aid is channelled through a group of international financial institutions consisting of multilateral and regional banks and lending institutions. The most important are the World Bank group and the International Monetary Fund (IMF). Each of these institutions deals with different components of the global economy: the IMF oversees the international monetary system and provides credits to its member states; the World Bank assists developing countries through long-term financing of development projects and programmes.

The big UN agencies are a good starting-point for information for the development journalist. There are 32 separate UN bodies or groupings involved in some way in humanitarian or development work. The most important ones are the UN Development Programme (UNDP), the World Food Programme (WFP), the Food and Agriculture Organisation (FAO), the Children's Fund (UNICEF), the World Health Organisation (WHO), the Office of the UN High Commissioner for Refugees (UNHCR) and the Office for the Coordination of Humanitarian Affairs (OCHA).

The European Union has a mandate in its legislative and financial framework to fund development aid. EU development aid is either allocated directly to governments' existing systems in forms of budget support or through supporting projects and sector programmes in developing countries. The responsibility for development aid is shared between the European Commission, the European Council and the European Parliament. The old EU member states have all committed themselves to reaching the 0.7 ODA to GNI ratio target by 2015, while the new EU member states are committed to a more modest target of 0.33. Together with the bilateral aid of its member states, the EU currently provides more than half of the world's official aid.

Usefulness

As journalistic sources, IGOs are hampered by the political constraint of not wishing to offend any of their contributing states. Do not look here for criticism of corrupt recipient governments or self-serving donor aid policies. Nevertheless, these organisations are present in vast swathes of the world and some of them have become adept at providing useful information to the media, whether on or off the record. The UN and the World Bank's websites are of immediate value to journalists as they contain vast amounts of statistics and reports on various aspects of poverty and development.

Bear in mind:

In theory, multilateral assistance is less "political" than bilateral aid and more driven by need. In practice, politics continue to intrude, though the influence of the major powers is somewhat diluted.

Both the IMF and the World Bank face severe criticism not only from civil society but also from prominent economists for enforcing controversial reforms with negative social, economic and ecological impacts on developing countries.

The UN agencies have little to do with the other two branches of the UN – the Security Council and the General Assembly. The superpower politics of the former and the hot air and grandstanding of the latter rarely affect the hard work that agencies do on the ground.

**Non-Governmental Organisations (NGOs)/
Civil Society Organisations (CSOs)**

NGOs play an enormous role in development, and they range from localised charities funding a single school to international alliances such as Oxfam, Save the Children or CARE with budgets the size of corporations and with a wide spectrum of programmes in many countries all over the world. Collectively they are sometimes described as “civil society,” including a further range of organisations and associations such as trade unions, professional associations and research institutions (think-tanks).

They may be direct implementers of projects in developing countries or serve as intermediary organisations providing funds and other support to implementing NGOs. The bigger NGOs play a growing role as the “watchdogs of the world,” (e.g. Human Rights Watch or Doctors without Borders), exposing shortcomings in “official” programmes or malfeasance by commercial companies.

NGOs usually form partnerships, associations and platforms either on a national or transnational level. This helps them to be more effective when promoting their causes and to coordinate in case of emergencies. They are often more fleet-footed and flexible than IGOs and work on a smaller scale, which allows them to work in some of the most remote areas of the world and get closer to their beneficiaries. They also coordinate and work closely with IGOs in the field.

The funding portfolio differs according to individual NGOs and countries. Some NGOs are more dependent on funding from governments or IGOs. This aid is considered part of official aid, while aid financed from private and corporate donations stays outside the framework of official aid.

Usefulness:

The best organisations are highly professional with well-qualified and well-paid staff, but many, especially in new EU member states, run on a shoestring. In some areas of scientific or social research their expertise is second to none and they can be peerless at running high-profile campaigns. They can be extremely useful to the media and offer a wealth of material, including both case studies and statistics.

Bear in mind:

Many NGOs combine development aid with advocacy and campaigning for social causes, support for selective or “Fair” trade policies. Journalists should remember this when using them as sources.

Academic institutions

Some of the solutions to under-development are known. Others require answers and academic research on health, climate change, agricultural techniques and social practices. Much of this research is funded by governments or IGOs, but some is derived from private donors such as the Bill and Melinda Gates Foundation.

For the journalist, it is often better to evaluate such research through the big IGOs or NGOs which support it and issue digestible versions of the results.

A particular area of interest for journalists is when research for the benefit of the world's poor overlaps with the needs of commercial bodies, such as big medical or agro-biotechnical companies.

Corporate sector

Globally, business is playing an increased role in combating poverty. This concerns equally big transnational corporations, small and middle-sized enterprises as well as micro-enterprises. The key role of business lies in investment, job creation and technological innovation. They also contribute to development through philanthropy, the provision of goods and services to developing countries and through adopting the concept of corporate social responsibility (CSR). Cooperation with the public sector in the form of public-private partnerships (PPP) represents another form of active involvement in development. Many multilateral funding schemes, such as the Global Fund, now have a PPP component that is required for all grantees. In addition, a large portion of corporate philanthropy comes "in-kind" from the pharmaceutical industry and often consists of donations of essential medications as well as granting permission to produce generic medicines in developing countries.

Bear in mind:

The practices of multinational corporations in developing countries have also included human-rights abuses, low safety and environmental standards, and the disruption of more traditional means of economic growth. One of the clearest examples of this happened in 1984 when more than 4,000 people died after a cloud of gas escaped from a pesticide plant operated by a Union Carbide subsidiary in Bhopal, India.

It is up to each individual journalist to decide whether to treat corporate activism as simply an attempt to improve a company's public image or as a genuine reflection of the views of its staff and shareholders on its role and responsibilities in the modern world.

Religious institutions

Missionaries have traditionally played a big role in development. Faith-based organisations are widely present in the developing world, often in the most remote areas where government institutions and infrastructure are weak. Consequently, they are mostly involved in projects at the local community level, providing a variety of social services such as education or health care. In many developing countries their moral "credit" is usually high and they are among the most trusted development actors.

Religious organisations also have a lot of potential for influencing public opinion, both in the developed and developing worlds, as well as for creating pressure upon state administration representatives and the international community.

There are thousands of missionaries spread around the world who are potentially an interesting source of information for journalists. Ireland is among the European countries with the longest missionary tradition, and the involvement of religious organisations in development is also rapidly increasing in some new EU member states such as Poland.

Bear in mind:

Religious organisations have their own agenda, which can potentially cause divisions and tensions. One specific area of controversy is their position on the reproductive health of women and the use of condoms in HIV/AIDS prevention. The beliefs they promote don't always resonate with the general beliefs of the society, and this can contribute to conflicts with local leaders and governments.



অবদান
কটি সহৎ কাজ

CORRECT AND COMPLETE INFORMATION
IS THE KEY TO AIDS PREVENTION

HOW HIV/AIDS CAN SPREAD



Through unprotected sex



Through infected blood



Through mosquito bites



By working together



HIV/AIDS DOES NOT SPREAD

ভয়, অজ্ঞতা, অবিচার
আপনাকে কখনো সহত হয়।





recipients

Development aid should be based on the needs of the recipients, who are thus the primary actors of development assistance. Recipients of development aid in target countries can be found on all levels of the society. These can be governments, local authorities, local NGOs, target populations or single beneficiaries.

National governments

There is a continual debate as to whether development assistance from the governments of rich countries is best delivered through budget support for national governments, or directly into programmes. Budget support allows recipient governments to choose where the money is best spent and can strengthen national institutions. On the other hand, it can be less transparent, open to corruption, and allow governing parties and elites to play politics by favouring their own electorates.

The most effective development programmes are drawn up jointly by donors and national ministries, central administrative bodies and expert governmental institutions.

Usefulness:

Developing-country governments are less likely to have experienced personnel on hand to cater to foreign journalists' needs. Government officials can often be hesitant to talk about foreign aid in general given issues such as corruption. Ministers and other key officials already complain that they spend so much time meeting donors' representatives that they have no time to actually manage their projects. So do expect too much.

Local authorities

Good government often means local government, and strengthening local administrations in municipalities and regions is one of the aims of development aid. Nevertheless, the devolution of power is hard enough to achieve in the world's oldest democracies, let alone in countries with less of a democratic tradition. Central governments are rarely keen to surrender control over funding and the power that goes with it to local authorities, regardless of their political leanings.

Local NGOs

Local civil society activists or workers are often the foot-soldiers of development aid, converting programmes and funding into the reality on the ground. International agencies and foreign governments are keen to work with local NGOs, who can ultimately take over responsibility for the implementation of development programmes. Many highly qualified local NGOs can be found, for example, in India or Latin America, less so in Afghanistan or some African countries. Local NGOs can be vital sources for development journalists.

Bear in mind:

Pay attention to cultural conflicts between best international practice and local customs and vested interests.

Beneficiaries

No development story is really complete without some input from the “beneficiaries,” e.g. poor people in slums and villages who benefit from a new power cable, water-well, primary school or sewerage plant. And, of course, these people are the hardest for journalists to reach without large travel budgets. Their views are extremely important, especially when assessing how positive – or negative – the impact of an expensive development project is.

Bear in mind:

Whereas beneficiaries may possess local knowledge, innate wisdom, and an understanding of their immediate needs and wants, their expertise only goes so far. They will lack the “bigger picture” view of the long-term benefits and possibilities, which the qualified development worker has from experience elsewhere.



ISSUES

Although the challenges that the developing world faces are extensive, several interconnected issues are inextricably linked to overall socioeconomic development. These larger issues are presented in the following section and they include: Education, Health, Water and Sanitation, the Role and Rights of Women, Agriculture and Food, Climate Change, Good Governance.



education

As the variously-attributed proverb goes: “If I give a man a fish, I feed him for one day. If I teach him to fish, I feed him for life.” Education is perhaps the most important tool of all for ending poverty and is therefore a crucial development issue.

Education system

Raising overall standards of education in developing countries is extremely challenging. It is about building a sufficient education infrastructure, adopting suitable legislation, ensuring that there are enough trained teachers and that the curricula suit the immediate needs of largely agrarian economies.

Access to primary education

But the top priority is to get children to primary school in the first place. In many poor countries, fees related to primary education keep large numbers of children out of school. Even the minor costs of school uniforms and textbooks can negatively affect a poor family's decision as to whether to send a child to

school or not. Another factor includes the distance between the school and the children's homes as well as the general lack of transport, especially in rural areas. Primary education is not only about school enrolment, however; the number of children who actually finish primary education is equally important.

Girls and education

One of the MDGs targets gender disparities in access to primary, secondary and university education. Three quarters of the world's illiterate people are women. Sub-Saharan Africa is still the place that has the biggest disparity between the school enrolment of boys and girls. The reluctance to send girls to school is mainly based on cultural and traditional norms and on the grounds that girls have no need for education given their future role in society. Girls are also more affected by a lack of toilet facilities in schools or the distances they have to travel to attend them. Early marriages and pregnancies are another important factor contributing to high drop-out rates among girls. All

the available data, however, shows that even primary education for girls results in much lower rates of infant mortality and death in childbirth.

Child labour

In many poor areas, where children contribute to the family income, there is a short-term disincentive to sending children to school. Child-labour is a huge problem and affects one out of every seven children in the world. Children who work fulltime cannot attend school, which means that they will be very unlikely to escape poverty. According to the International Labour Organisation (ILO) the eradication of child labour is economically linked to the fact that every dollar invested in education repays itself seven times.

UN “School-feeding” programmes provide plenty of information for journalists. Good human stories can be found in NGO projects supporting individual schools, often involving student exchanges or sponsorships.



health issues

Health represents one of the central concerns in development. For poor people, health is also an important economic asset, because diseases cripple their economic activity, deprive them of the little income they have and divert their few resources.

Access to health services

Besides an insufficient number of medical personnel per capita and poor infrastructure, many developing countries lack medical or social insurance and/or retirement schemes. This makes an enormous difference compared to developed countries.

A separate issue worth looking into is the “brain drain” of doctors, dentists and nurses to rich countries, especially former colonial powers where they can already speak the language.

Another fruitful area for journalists is to look at innovative ways in which new technology, such as mobile phones, can be used to improve the spread and quality of basic healthcare information in regions lacking even basic infrastructure.

Child malnutrition

According to UNICEF, malnutrition is associated with almost half of child deaths worldwide, because it makes children prone to common diseases such as diarrhoea or respiratory infections. It also has serious consequences for subsequent physical and mental growth. Malnutrition affects children’s learning capacities and it has a long-term impact on their productivity in adulthood.

HIV/AIDS

HIV/AIDS has traditionally had a unique news value because it is also the only major fatal Third World disease that also threatens newspaper readers in rich countries.

In reality, it is a far more complex and wide-ranging subject, which touches on such diverse issues as economics, politics, social mores, health care, religion and the status of women. Altogether more than 30 million people worldwide have HIV/AIDS, the vast majority of them in sub-Saharan Africa.

Unlike other diseases, HIV/AIDS kills and cripples the most socially and economically productive age-groups and thus has a much larger impact than the numbers themselves would imply. Old people and children cannot run an economy.

More specific areas to focus on include access to treatment, the controversy over generic drugs, HIV/AIDS orphans as well as the social stigma and discrimination faced by HIV-positive people. Prevention either in the form of education programmes or access to condoms is of vital importance for reversing the spread of the epidemic.

TB, malaria and other diseases

While HIV/AIDS gets the most publicity in the media of developed countries, it is far from the only disease to affect the Third World. Respiratory diseases such as tuberculosis, pneumonia, bronchitis and whooping cough kill far more people between them.

Equally devastating are diarrhoea-related diseases, such as cholera and dysentery, which are mainly spread through contaminated drinking water. They have the worst effect on babies and young children. Those who do not actually succumb to these ailments are still often severely weakened by them.

Malaria also saps the strength of those it does not kill and is a serious danger throughout much of the developing world. Drug-resistant strains have increased the disease's potency and it kills millions of people annually. Other, less well-known "neglected" diseases that affect those in the developing world include dengue fever, Ebola and sleeping sickness. Schistosomiasis (snail fever), also known as bilharzia, affects tens of millions of poor people with limited access to effective treatment.

The Bill & Melinda Gates Foundation and global health initiatives such as of the Global Fund to Fight AIDS, Tuberculosis and Malaria (GFTAM) have brought unheard of amounts of money to the battle against diseases that hamper Third World development, funding research and treatment as well as services and education. For the journalist, copious amounts of information are available on the websites of these organisations, as well as those of the World Health Organisation, UNAIDS, UNICEF and numerous NGOs and government aid departments.

water and sanitation

This is a huge and rapidly growing subject for the media. A convenient supply of clean water is one of the main hallmarks of a developed country; its absence blights the lives of millions. Proper sanitation is a closely related subject. Access to safe drinking water is one of the most important factors in ensuring improved health outcomes for people in the developing world.

Waterborne diseases

The UN has estimated that at any given moment almost half the people in developing countries are suffering to some degree from health problems related to water and sanitation. Water is the main source of infectious diseases, from crippling schistosomiasis (snail fever), to diarrhoea, the biggest killer of children. Stagnant water is where malaria and dengue-bearing mosquitoes breed. Water can also be toxic, such as the arsenic-polluted wells in Bangladesh.

Water and agriculture

Most agricultural processes in the developing world depend on rainfall, in the right quantities and at the right times, for enough crops and grazing land to feed the population. Climate change and increasingly uncertain rainfall is causing havoc in many areas and will continue to do so more and more. Irrigation and the use of “clever” farming techniques such as drip-feed are crucial.

Water supply and distribution

On a more basic level, millions of women and girls in developing countries travel several kilometres per day, on foot, to collect water for their families. This work is an enormous waste of a vital resource – labour, which could be used much more productively. At the same time, it limits the girls’ access to education and poses serious risks for girls and women in conflict areas. Additionally, according to UN data, poor people not only have access to less water, but also pay more for it than consumers

in high-income countries. Water can also be a political hot potato in areas where rivers flow from one country to another, particularly in the Middle East.

Access to sanitation

Almost half of the developing world lacks access to proper sanitation systems. This is a hidden issue which nonetheless has an enormous impact on human development. Diarrhoeal diseases are the main consequence of poor sanitation and poor personal hygiene, resulting especially in high child mortality rates.

Campaigns like End Water Poverty and WaterAid have plenty of information on their websites, as does the UN, particularly the World Health Organisation and the Food and Agriculture Organisation.



the role and rights of women

Gender equality and the role and status of women are becoming ever more central to aid programmes. There is a huge amount of research to show that investment in education and in improving the status of women in a community is the fastest way to tackle child mortality, excessive population growth, bad health, malnutrition and many other problems. Poverty, lack of education and the low social status of women are inextricably connected.

Reproductive health

The UN estimates that every minute one woman dies due to pregnancy or childbirth complications. The major challenge in this respect is ensuring access to proper medical care as well as better nutrition during pregnancy in poor countries (where women rank extremely low on the social scale and thus eat badly). Another objective, though more politically sensitive, is to reduce the number of adolescent pregnancies.

HIV/AIDS and women

Compared to men, women are biologically

twice as susceptible to HIV transmission during heterosexual intercourse. Women are also particularly vulnerable to HIV/AIDS infection due to their traditional social position, which does not allow them to insist on the use of condoms. Poor education and health services only aggravate the problem. Other separate issues include the transmission of HIV/AIDS from mother to child and the burden laid on women in caring for HIV-positive relatives.

Violence against the women

Besides persistent domestic violence, rape is being systematically used as a weapon of war in many conflict and post-conflict countries. The surviving victims are not only exposed to physical injuries, but also to social ostracism and sexually transmitted diseases. Many raped women subsequently test positive for HIV.

Female genital mutilation (FGM) is one of most controversial cultural and religious practices resulting in health complications for millions of young girls. Though prohibited in many coun-

tries, it remains a widespread practice in local communities. Education and raising awareness of the issue is the most powerful tool in reversing this harmful tradition.

Women's inequality

Traditions and religion are the major potent forces in many developing countries that ensure women are second-class citizens in society. Though women contribute greatly to their economies through agriculture and food provision, legal codes, both formal and informal, only reinforce their secondary status in such areas as divorce, land ownership, political representation and inheritance rights.

For journalists this is a happy hunting ground as half of their potential audience are women or girls. The UNIFEM women's fund has a quantity of information on the topic. Bear in mind that women's issues are a sensitive subject in many developing countries, which is hard for members of local communities to discuss.



agriculture and food

The significance of agriculture to developing countries is huge, because three quarters of poor people live in rural areas and most of them rely in farming for their subsistence. The scientific advances of the “Green Revolution” in the mid-20th century, brought with it the hope that it could help eradicate starvation in the developing world. But continuing malnutrition and inadequate food supplies persist and these have been blamed on socio-cultural issues, inequality, bad government policies, wars or the impact of climate change.

Small farmers

Food in the poorest countries is primarily produced on small family plots or from herds grazing on common land. The food sector has been much neglected by both recipient and donor governments. Low productivity is the major challenge faced by small farmers. Farmers lack resources to buy initial materials for farms (such as seeds or fertilisers) as well as appropriate and innovative technologies. Bad communication and infrastructure inhibit access

to local and international markets and result in lower profits. Progress is also limited by the poor education and health of the population in rural areas. Land degradation and the scarcity of water for irrigation are additional critical factors, especially in sub-Saharan Africa.

Food crises and international commitments

“Food riots” in several countries in 2008 put small-farm technology back in the spotlight. Pressure on food prices came from the ever-increasing population growth of the poorest nations, and from high oil and gas prices, which prompted a major switch in the big agricultural producer nations to biofuels.

The July 2009 commitment by the developed world’s G8 nations to spend 20 billion USD to help poor farmers in Africa and parts of Asia represented a major shift in development aid policy. For journalists the immediate story is whether the rich countries live up to their G8 promises and how the money is spent.

Genetically modified foods

Genetically modified (GM) foods are a good source of controversy for journalists as fanatical supporters and opponents of gene technology agree on almost nothing. Opponents of GM crops believe that they do long-term damage to agricultural processes for a variety of reasons. Controversy is especially high in connection with the largest multinational agricultural corporation promoting and selling genetically modified crops – Monsanto.

For a more technical approach, the Consultative Group on International Agricultural Research (CGIAR), a global partnership of scientists and development agencies, is the gateway to a mass of material on farming methods, seed technology, fertilisers, irrigation techniques, new tools, etc., including sustainable forestry and fisheries.



climate change

The (potentially) tragic duality of the relationship between the developing world and climate change is that, on the one hand, it is the developing world that is most in need of expanding its energy services to meet its growth and development needs, while on the other, it is again the developing world that will be hardest hit by the consequences of climate change.

Impacts on developing countries

Flooding resulting from climate change will be grave in Bengal and the Ganges Delta, while unprecedented droughts will hit sub-Saharan Africa, as well as parts of China. The rise in sea-levels will be a menace for many South-Pacific islands, while the increased intensity of hurricanes threatens to devastate parts of southern Asia and the Caribbean.

Africa is clearly most vulnerable to the effects of climate change owing to its dependence on rain-fed agriculture and its inability to respond appropriately to the challenges this poses. According to the 2007 United Nations Devel-

opment Programme (UNDP) Human Development Report, the expected increase in severe droughts and aggravated food shortages could lead to the malnutrition of 600 million people, because the entire agricultural systems of many countries might simply collapse.

Additionally, it is estimated that by 2050 there may be 200 million so called "climate-migrants" moving all around the world in order to escape famine, unemployment, and climate-induced military conflicts (e.g. the struggle for freshwater resources).

Global response and developing states

Climate change was recognised by the international community as a global problem as far back as 1979. The Kyoto Protocol to the UN Framework Convention on Climate Change (UNFCCC) was adopted in 1997, under which most of the industrialised countries committed themselves to reducing their emissions of four greenhouse gases. In December 2009, the commitments came under revision at UN Conference

in Copenhagen both with regard to benchmark levels and involvement of the United States and developing countries in this endeavour.

Finding resources for adaptation and mitigation measures needed to tackle climate change impacts is extremely important, especially for developing countries. Although the energy demand within developing countries is on the rise, the majority of these nations do not have adequate access to clean energy technology. The costs of clean energy – especially in the wake of the 2008 global economic meltdown – are beyond what many developing countries can afford, and they also will not be able to deal with the devastating effects of transformed weather patterns.

The UN-backed Intergovernmental Panel on Climate Change (IPCC), which presents a consensus of all research on the subject, is as good a place to start as any. But there is plenty of more specific material available on the internet from NGOs and governments.



good governance

One important lesson that has been learnt about development assistance in previous decades is that, if the people (populations, communities, families, individuals) do not participate in their own development process, little is gained in terms of human development, despite the incredible amount of financial and other types of aid that is considered to be development assistance. Consequently, good governance is about ensuring that people can participate fully in political, social and economic development and cultivate their potential. The way to do this is through building a strong civil society and creating a transparent environment at all levels of government.

The main concern of most donors is whether recipient governments have sufficient institutional capacities for providing development aid and how these can be strengthened. The key areas are the effective management of public funds and the effective delivery of services to the population. The level of corruption is

of particular concern to donor governments along with the rule of law and the protection of human rights. A recipient government's obligations to respect, protect and fulfil human rights are present in all areas of development activity. Human rights standards are set in a number of international legal documents, a cornerstone of which is the Universal Declaration of Human Rights. Many of these standards define clear requirements for realising them, including development efforts and investments by governments to ensure the provision of accessible and affordable healthcare, universal elementary education, food, potable water, shelter, etc.

Good governance is therefore not only a condition for providing development aid but also a goal in itself. It is a concept that is widely shared and promoted by European donors in particular, but less so by non-traditional donors such as China or India.

Nevertheless, recipient governments and their representatives are not the only ones to blame for the lack of good governance, insofar as aid reaching its intended beneficiaries is concerned. There are important objective factors such as technical difficulties in managing aid inflows on behalf of recipient governments and their lack of capacity to absorb aid. These factors need to be taken into account by all donors. Consequently, the need for improved donor performance has emerged, which includes better donor coordination along with a requirement to trust recipient governments in knowing what is best for their countries' development. In all cases, but especially in terms of budget support, it is crucial to incorporate the criteria of good governance to all agreements and to ensure that this is monitored consistently.



"Sometimes we ask ourselves: How many people must die in an Asian storm to create the same interest as the death of one Slovak citizen in neighbouring Austria? That's why it is very useful if the news or story can have a regional connection – a link with our country."

Štefan Hudec

the daily newspaper SME, Slovak Republic

"I find the key to generating audience interest in development issues is to put human interest stories – 'couleur locale' – into a global context. The 'big picture' makes it relevant to our local audiences and does not necessarily have to be related to a Western agenda like migration or security; it can also be the human factor."

Daniel Izsak

freelance journalist, Hungary

"Human drama works – but not predictable and well-known human drama. Children dying of hunger or war survivors in camps have unfortunately become predictable and audiences often turn away. But a story about fishermen on Lake Victoria who are dying from HIV/AIDS because of their complicated family structures and sexual norms, and the story of the organisations aiding them, can generate a lot of interest."

Adam Leszczyński

Gazeta Wyborcza, Poland

"It is invaluable to base your development topic on a personal story or experience. Whenever and wherever it is practical, you should open your piece in this way to grab your audience's attention from the first sentence. Only after that should the more theoretical description of the development issue and its statistics follow. Quotes gathered not only from experts, but also from 'ordinary people' can personalise and add depth (layers) to any story."

Nada Straková

the news portal Aktuálně.cz, Czech Republic

CENTRAL EUROPE JOURNAL- LIST'S

GUIDE TO
REPORTING
DEVELOPMENT

This media handbook was produced within the scope of the international project To Act You Have to Know, implemented jointly by the Czech NGO People in Need (PIN), the Polish Humanitarian Organisation (PAH), the Hungarian Foundation for the Development of Democratic Rights (DemNet), the Slovak organisations Partners for Democratic Change and NDGOs platform (P MVRO) as well as the European Journalism Centre, a Dutch organisation for educating journalists.

The To Act You Have to Know project seeks to strengthen the role of Central European countries (the Czech Republic, Hungary, Poland, Slovakia) in European development assistance and international politics. This programme also works at the national level to initiate public debate on the problems of less developed countries and development cooperation.

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