

**“Off-the-record...”**  
background briefings on the global agenda

introducing a new, international series of seminars for decision makers in Europe’s electronic mass media



The major challenges of our times are global.  
Meeting them means thinking on the same scale.

Accordingly, ARD.ZDF medienakademie, the joint training facility of Germany’s public broadcasters, is introducing a new range of seminars to provide a **global perspective** on the topics of our century.

When looking ahead, we are facing environments that get more and more complex, even confusing every day. As a result, the **demand for orientation** grows simultaneously.

Electronic mass media – and even more so the public ones – shall fulfil this increasing need in order to serve as a navigator for everyone, as well as for societies as such.  
In editorial terms however, this requires a **sound understanding of global contexts** as a precondition for the daily routine of news-judgement.

Be it terrorism or nuclear proliferation, bio-engineering, climate-change or energy – these “mega” topics will stay with us for some time and unfold further. Understanding them better, as diverse and even interrelated as they are, makes the difference. It is therefore not only a **sustainable investment in editorial knowledge**, but also an **indispensable prerequisite for decision-making** in every newsroom.

Respectively “Off-the-record...” **targets editors-in-chief, head of news-departments or -teams, senior correspondents and investigative journalists**. They can expect a high-level and concise adaptation of each topic featuring **acclaimed speakers on eye-level**.

As a side-effect of the know-how provided comes the number and quality of **professional contacts**, both to experts as well as to colleagues on an international scale.

Seminars that feature each new EU-Presidency will complement the “Off-the-record...” portfolio of events.

In order to facilitate a broader range of participation, a **limited number of grants is available**, kindly provided by Robert Bosch Stiftung and the Open Society Institute’s Media Program.

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**Calendar of seminars, “Off-the-record...” 2010:**

- \_01 Europe as a Target of Terror and the Role of the Media**  
*(Europol, The Hague – March 11<sup>th</sup>/12<sup>th</sup>)*
- \_02 The Eye of a Perfect Storm – an Interior View at the Financial Crisis**  
*(IMF, Washington – May)*
- \_03 The Nuclear Renaissance – or: is the World to be Saved?**  
*(IAEA, Vienna – October)*
- \_04 The EU-Presidency**  
*(Budapest, November)*

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