



Tropentag 2011 - Student Reporter

Development on the margin

October 5 - 7, 2011, University of Bonn, Germany



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Introduction

The Tropentag (www.tropentag.de) is the annual conference of development-orientated research institutions in Germany and neighboring European countries (predominantly Switzerland, Austria, Czech Republic, Belgium, and the Netherlands). Tropentag addresses issues of resource management, environment, agriculture, forestry, fisheries, food, nutrition and related sciences in the context of rural development, sustainable resource use and poverty alleviation worldwide. Tropentag creates an exchange platform for the presentation of research results and the discussion of current projects, where strategies for future approaches in development oriented research are conceptualized and formulated.

"Tropentag" is an annual conference organized by ATSAF e.V. in collaboration with European universities since 1997. In 2011, the Tropentag took place in Bonn, Germany, with participants from almost 70 countries. The keynote speakers were among others Gordon R. Conway (Imperial College London), Rattan Lal (Ohio State University), Tewolde Berhan (World Future Council), Ravinder Paul Singh Malik (IWMI), and Carla Roncoli (University of Georgia).

As a career forming activity, ATSAF with support of the Robert-Bosch Foundation, the fiat panis Foundation and the Böll Foundation and the organizers of the Tropentag have implemented a possibility for students to report on the events and topics of the Tropentag using new internet based real-time media such as blogs, facebook, twitter, flickr, YouTube, and other social networks and information platforms. This way students interested in scientific journalism get firsthand experience of one increasingly important aspect of their prospective future field of work.

This activity has three objectives:

- to give young people studying agricultural or related sciences the opportunity to exercise journalism in a multinational team on topics relevant to their field of study and of vital importance to the wider public.
- to create public awareness for topics such as climate change, food security, resource conservation, sustainable land use, biodiversity, fair trade, poverty and hunger eradication within the framework of the Millennium Development Goals in target groups using the new media. This aims in particular at the younger generation in order to sensitize and create problem awareness among people with restricted access to solid scientific knowledge.
- To promote the underlying principles of international development oriented research that are key topics at the annual Tropentag which brings together scientists from all over the world and fosters dialogue between graduate students, senior scientists and donor representatives in order to promote and support international networking.

The Tropentag as annual conference - addressing issues of international agricultural research and development oriented collaboration - is a perfect host for such a program as it serves as discussion hub for about 800 participants on science methodologies and strategies for development oriented research. Outstanding experts paving the way for the Tropentag themes through excellent key note addresses offer great opportunities for

interviews and the live reporting by the student reporters creates a wide audience in the global public for the important challenges in today's international agricultural research in a global context. The student reporter program was very successfully initiated a the Tropentag in Zurich 2010, where a group of 12 student reporters from different countries and universities reported directly from the sessions of Tropentag in the internet based real-time media. Output of this work can be reviewed at:

http://blog.tropentag.de/,

http://www.facebook.com/tropentag, http://www.youtube.com/tropentag/,

http://twitter.com/tropentag,

http://www.flickr.com/photos/tropentag/.

In order to recruit the student reporters for the activity, an international competitive call was launched by ATSAF and applications were invited from students affiliated to a European university (in order to keep travel costs low) with great interest in the Tropentag topics and with the ambition to venture in a more science journalism branch of their field of study. Applicants should be fluent in English and have basic experience in interview and writing techniques and/or knowledge in the use of Web 2.0 social networks.

Student Reporters 2011

Organization and Coordination

The organization and coordination office for the student reporter in 2011 was located at the ATSAF secretariat in-Hohenheim. This office organized and coordinated the main tasks as for example the international circulation of the call for applications, the selection process, the travel and booking of accommodation for Student Reporters and resource persons in Hohenheim and in Bonn, regular email contact with the Student Reporters, organizing side events such as for example a "welcome dinner" in Hohenheim, co-organizing the preparation workshop with the PR Office of Hohenheim, and co-organizing the Student Reporter Evaluation and Future Prospects Session in Hohenheim.

The coordination office further ensured constant contact via email and phone to the Tropentag organizers in Bonn and as well to the Student Reporter also during the Tropentag, supervised budget activities and travel arrangements, and compiled the information for the final budget and activity reports. In conclusion, a certain amount of funds is necessary for personnel costs (in the order of magnitude of 3 months student assistant – HiWi – 60 hrs per month) to coordinate the Student Reporter activities.

Schedule of activities for the student reporters 2011

April 2011 Call for applications
July 2011 Student reports selected

October 2nd – 4th Preparatory training of student reporters in Hohenheim

October 4th Transfer to Bonn

October 5th – 7th reporting from the Tropentag

October 7th Final organizational meeting in Bonn - Tasks

January 27th 2012

Evaluation and Future perspectives – workshop in Hohenheim with two journalists and the trainer

Call for application and selection process

April 2011 an international call for applications to become a student reporter at Tropentag 2011 in Bonn was published via several distribution lists including ATSAF News and facebook

We received 69 applications from individuals of 31 nationalities. They comprised 40 females and 29 males in an age range from 20 to 45. The selection committee comprised Prof. Dr. Mathias Becker (University of Bonn and local host for Tropentag 2011), Dr. Christian Hülsebusch, Prof. Dr. Folkard Asch (ATSAF e.V.), and Pavlos Georgiadis (Student Reporter of previous year). Due to time and organizational constraints conducting individual interviews with applicants was not possible. The applications were ranked by the members of the selection committee independently according to the following criteria:

- Motivation
- Disciplinary background
- ⚠ Previous exposure and experience with journalistic activities
- Mationality, Gender
- // Age

The rankings were combined and applicants were ranked according to the frequency with which they were selected by the different committee members. The 15 highest ranking applicants were selected and the first 12 received an invitation to participate. All 12 accepted directly. All other applicants were informed that they were not retained. Finally, one of the selected students was not able to participate, so that the final team consisted of 10 "new" and 2 experienced student reporters from the previous year.

The selected student reporters 2011 are presented on the following pages. All of them were invited to Hohenheim to join the preparatory workshop during which they had the opportunity to team up, develop a schedule of activities during the Tropentag in Bonn, distribute different tasks, and to improve interviewing and writing skills under professional guidance.





Teambuilding and Preparation for the Tropentag

Selected Student Reporters 2011



Name: Minette F.M. De Asis

Age: 32

Nationality: Philippine

University: Humboldt-University in Berlin, Germany Study program: PhD in Agricultural Economics (on-going)



Name: **Daniel Deichert**

Age: 24

Nationality: German

University: University of Copenhagen, Denmark

Study program: Master of Science in Environmental and Natural

Resource Economics with a Diploma in Global

Environmental Governance



Name: Reginald Tang Guuroh

Age: 27

Nationality: Ghanaian

University: Technische Universitat Dresden, Germany

Study program: Master of Science, Tropical Forestry and

Management



Name: **Pavlos Georgiadis**

Age: 30

Nationality: Greek

University: University of Hohenheim

Study program: Phd, Social Sciences in Agriculture



Name: **Afton Halloran**

Age: 24

Nationality: Canadian

University: University of Copenhagen, Denmark

Study program: Master of Science, Agricultural Development



Name: **Heidi Höök**

Age: 23

Nationality: Finnish

University: University of Helsinki, Finland Study program: Bachelor in Political Science and

Communication



Name: Adrian Monge

Age: 35

Nationality: Costa Rican

University: University of Helsinki

Study program: PhD studies in Tropical Forest Ecology



Name: **Christian Moreno**

Age: 32

Nationality: Argentinean

University: University of Bonn, Germany

Study program: International Master's degree course:

Agriculture Science and Resources Management

in the Tropics and Subtropics



Name: Piyanka Parvathi

Age: 30

Nationality: Indian

University: University of Hannover, Germany

Study program: PhD at the Institute of Development and

Agricultural Economics



Name: **Divya Rajeswari**

Age: 27

Nationality: Indian

University: University of Münster, Germany

Study program: M.Sc., Environmental Vulnerability & Energy

Security Section



Name: Andreas Rüther

Age: 25

Nationality: German

University: University of Bonn, Germany
Study program: Study of Geography (Diplom)



Name: Ilse Zeejmajer

Age: 23

Nationality: Dutch

University: Utrecht University

Study program: M. Sc., International Development Studies

Preparation Workshop at University Hohenheim

The objective of this workshop was to prepare the student reporters journalistically for the tasks to be Tropentag. performed at The professional journalists from the public relations office of the University of Hohenheim supported by one former reporter prepared student conducted a two-days seminar workshop in Hohenheim directly prior to Tropentag 2011.



Brainstorming and task definition

Aim of the workshop

The ATSAF Student-Reporters' Workshop was intended as a short introduction to journalistic principles built on two pillars: journalistic techniques in reporting and interviewing and use and handling of digital media (blogs, photography/video-recording and editing). This workshop aimed at preparing the participants for a comprehensive multi-media coverage of the Tropentag.

Another aim of the workshop as well as the work experience at the Tropentag was to convey a notion of the occupational profile of a journalist to the participants in order to reassess personal preferences and develop an idea of potential avenues for further education.

In addition the workshop served to organize the group, develop a task schedule, and to introduce techniques enabling the student reporters to better handle stress situations as a team while working at the Tropentag.

Concept

Three aspects turned out to be very helpful in the conception and implementation of the workshop: (1) two of last year's student reporters participated in the workshop; (2) the suggestions for improvement from their previous experience with reporting from Tropentag; and (3) the feedback from the scientific community on the student reporters activities provided by ATSAF.

In contrast to the 2010 workshop the students were interested to focus more on working ethics within the journalistic professional profile and to learn more about writing styles and technique.

Thus, the workshop concept comprised:

Sunday, 2. October:

- get together and getting to know each other
- first writing assignment "The the subject I am studying is interesting, because…" / "I want to engage in journalism, because…" as preparation for next day.

Monday, 3. October

- Ethics and standards in journalism
- What are news and how to get attention
- Perspective, structure and style

Tuesday, 4. October

- What is a good blog /picture /video?
- Analysis of last year's reporting what can be improved?
- Familiarization with the technical equipment
- Interviewing researchers under real conditions video editing

Implementation

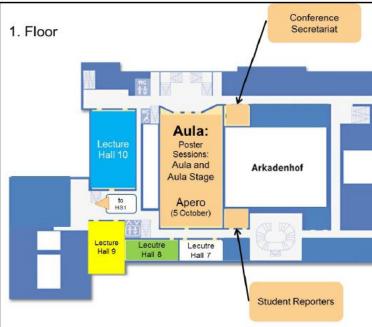
The workshop was initiated and led by the university press spokesperson and by the webmaster of the University of Hohenheim, both professional journalists by training. Main focus of the training was on short, expressive teaching interventions in combination with practical exercises under supervision. In addition the participants had the opportunity to intensively interact with the trainers also regarding their respective career profiles and the theoretical entry points into professional journalism.

Having a wide range of professional disciplines among the trainers was very useful and effective. It was thus possible to approach a topic from several perspectives, which benefitted the student reporters in their preparation. A clear disadvantage was the separation of the workshop from the actual venue of the Tropentag, since it left the student reporters with little time to familiarize with the situation at the conference which required some ad-hoc decisions regarding the internal organization of the student reporters rendering the start-up of the work more difficult than desirable.

Student reporting at the Tropentag 2011

The student reporters enthusiastically started their work already on the day before the Tropentag with several interviews and pre-conference blog and facebook entries. Since there was little time to get organized, a lot of the preparatory organization had to be done during the train trip to Bonn and during the stay. The student reporters were assigned a room at the conference location allowing them to write, edit videos and images, upload content to the various digital online media and discuss their internal schedules and tasks.





Student reporters getting organized

The student reporters were introduced and their tasks and roles explained to the conference participants during the opening of the Tropentag in the plenary session on the first day of the conference. Participants were very positive about the work of the student reporters and helped them to increase the outreach for the important topics the Tropentag addresses each year.

The student reporters reported directly from the sessions in the blog and on facebook. Images were edited an uploaded directly during or right after the sessions. The student reporters covered all 20 sessions in 2 days, conducted interviews with the keynote speakers, researchers from several different countries, caught general impressions from participants, documented the social event and the poster sessions.





Introduction of the student reporters - Interview with Rattan Lal

The Student Reporters Blog is the central platform of the work that the student reporters are doing. Additional services are either used for the promotion of the blog (twitter and facebook) or as source for photos and videos (flickr and youtube). Twitter and facebook additionally serve the purpose to keep the contact to the audience during the time in between the conferences. The combination of all these services has been practiced quite well during Tropentag 2011.



All products can be perused at http://blog.tropentag.de/, www.facebook.com/tropentag, www.youtube .com/tropentag/, twitter.com/Tropentag, and www.flickr .com/photos/tropentag/.

Web Statistics

Flickr Statistics



Total Flickr webpage views: 119,504

Top webpage referrers during conference:

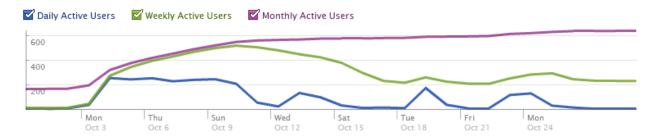
- 1. Flickr.com (95%)
- 2. Facebook.com (2%)
- 3. Blog.tropentag.de (<1%)
- 4. Google.com (<1%)

Facebook Statistics

Number of users on the facebook page.

43 new likes.

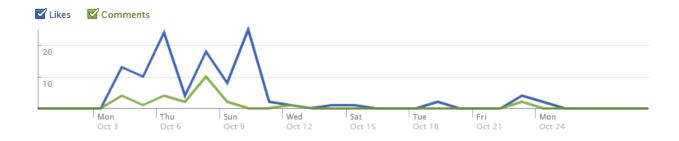
637 new users (increase by 284%).



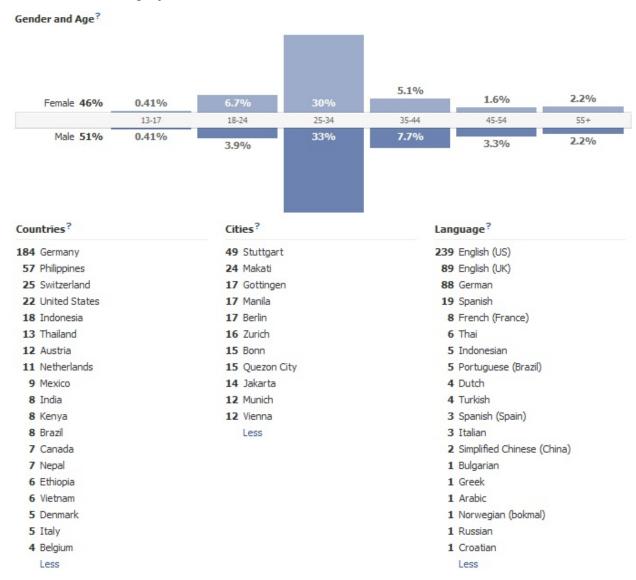
Activity on the facebook page.

46,476 post views (increase in 1,862%).

141 new comments (increase in 2,250%).



Facebook User Demographic data:



Some problems with the account settings for the Tropentag blog unfortunately did not allow accessing the google statistics for the Tropentag blog 2011. But we know from the year before, that acceptance of the blog and callings to the blog entries were very high during and right after the Tropentag, partly because many participants took the advantage to read online reports on those session they had missed and partly because google hits were very prominent on topics that were covered during the Tropentag.

Student Reporter Evaluation and Future Prospects

In order to evaluate the student reporters activities, the schedule at the Tropentag, and the output produced, an evaluation workshop was planned to finalize the 2011 student reporters initiative. All student reporters were invited. Unfortunately not all of them could be present. In addition to the evaluation the student reporters 2011 who were interested in continuing this line of work had the opportunity to interact with professional journalists. Christina Hucklenbroich of Frankfurter Allgemeine Zeitung and Ralf Nestler of Der Tagespiegel accepted the invitation to present their career path – "how did they become a journalist, starting out from a scientific disciplinary study programme" - to the student reporters and answer questions regarding future possibilities to improve the chances of entering into the field of scientific journalism.



A Feedback and Evaluation Workshop was organized at the University of Hohenheim with the student reporter, the press office of Hohenheim, a representative from Robert Bosch Foundation and ATSAF e.V. as well as two science journalists from the print media

University of Hohenheim - Press Office

The new focus on journalistic qualities during the preparatory workshop was very positively received by the participants. According to several blog users particularly the quality of the text in the blog entries during the Tropentag 2011 was significantly improved as compared to the 2010 blog.

Looking back it became evident, that a better integration of the two basic pillars of the training, namely journalistic techniques and training in the use of digital media would be advantageous. For example by starting the training with a technical introduction and implementing the journalistic exercises directly on the blog. This would also allow a better conceptual preparation of the Tropentag, which would enable the student reporters to address the topics of the Tropentag from multiple perspectives and increase the edge for the reporting.

Having the training at the location of the Tropentag would definitely increase the effectiveness of the workshop.

Finally, it may be considered for the next activities to extend the training into the first reporting period of the Tropentag so that the student reporters can profit from some guidance in editing their first own products.

Student Reporter 2011

Despite much confusion in the beginning over roles and tasks, the group did a very good job to find its footing. This was mainly due to the fact that a team atmosphere was established, and most felt comfortable discussing the issues as they arose. When they were not immediately discussed, they were then discussed in the evening feedback sessions that lasted between 1-1.5 hours. Here the student reporters discussed what went well over the course of the day and what needed to be improved and accomplished.

Additionally, the Student Reporters worked well within their sub-groups, such as the interview group and the video group, and succeeded in collaborating and coordinating activities. Over the three days of the conference each Student Reporter found their place within the team.

Many things also happened organically and spontaneously, enabling the student reporters to exercise their creativity and react to different circumstances. This was evidently key to improving on the 2010 Tropentag Student Reporters blog, where much of this diversified creativity can be seen. Additionally, the group had various backgrounds and experiences, which enabled such an atmosphere to develop.

The Student Reporters also improved various skills such as interviewing, photography, blogging, filming, delegation of tasks, leadership, multi-tasking, working under pressure, working towards deadlines and resourcefulness. Furthermore, hard skills, such as

Moreover, the recipients of the information, the conference delegates also appeared to be interested and intrigued by the content. Many rounds of applause were given to the Student Reporters for their efforts. The blog posts were of a very high standard, and improved greatly over last year's content. Overall, it was unanimously agreed that it was an interesting learning experience and pleasant opportunity for all.

ATSAF e.V.

ATSAF experienced the second year student reporters as enthusiastic as the first year student reporters. It was clear, that some more group integration before the Tropentag is need to get the work going more smoothly. Roles and tasks need to be more clearly defined well ahead of the Tropentag and more emphasis should be put on some prior experience with digital media. Nonetheless, ATSAF congratulates the student reporters for intensive work well done and is convinced that not only the Tropentag profits from this activity but also the young people exercising journalisms in a tight setting for their future professional life.

Annex

Student Reporter Contact List

Name	Vorname	Aufenthaltsort	E-Mail
De Asis	Minette Flora Mendoza	Deutschland	minetsky@gmail.com;
			minetsky79@yahoo.com
Deichert	Daniel Johari	Denmark	danieldeichert@gmail.com, danieldeichert@hotmail.com
Guuroh	Reginald Tang	Deutschland	guuroh@yahoo.co.uk, rguuroh@googlemail.com
Halloran	Afton Marina Szasz	Denmark	aftonhalloran@dsr.life.ku.dk
Höök	Heidi	Finland	heidihook@gmail.com
Monge Monge	Adrián Antonio	Finland	adrian.mongemonge@helsinki.fi
Moreno	Cristian Aníbal	Deutschland	cmoreno57@uni-bonn.de
García			
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			divyarajeswari.s@gmail.com
Rüther	Andreas	Deutschland	aruether@uni-bonn.de
Zeemeijer	I.M. (Ilse)	Netherlands	ilse.zeemeijer@gmail.com / i.m.zeemeijer@students.uu.nl
Georgiadis	Pavlos	Greece	pablo810@hotmail.com

University of Hohenheim - Representatives of Press Office (Pressestelle)

Florian Klebs ist Leiter der Pressestelle der Universität Hohenheim. Zuvor arbeitete er als PR-Chef für die zip-Exzellenzprogramme der Bundesregierung bei der Alexander von Humboldt-Stiftung. Redaktionell war er in der Chefredaktion der Hochschulzeitung UNICUM und beim Mindener Tageblatt tätig. Als freier Journalist bearbeitete er vor allem die Themenkomplexe Umwelt, Wissenschaft und Bildung, zu denen er unter anderem in der Süddeutschen, der ZEIT und dem Uni-Spiegel veröffentlichte. Recherchereisen führten ihn nach Schweden, Vietnam und für mehrere Monate nach Ghana. Als Trainer hielt er Tagesseminare im Journalisten-Zentrum Haus Busch und im Rahmen von Lehrveranstaltungen sowie Weiterbildungsangeboten der Universität Hohenheim. Seine akademische Ausbildung zum Diplom-Geologen absolvierte er an den Universitäten Heidelberg, Tübingen, der Northern Arizona University in den USA und – im Rahmen der Diplom-Arbeit – an der Pontifícia Universidade Católica do Rio Grande do Sul.

Daniel Fehrle ist Leiter des Web-Bereichs der Universität Hohenheim. Zuvor arbeitete er für eine PR-Agentur in Reutlingen und leitete dort den Bereich "Neue Medien". Als freier Web-Entwickler und Konzepter entwickelte er zahlreiche Homepage-Auftritte für mittelständische Unternehmen und Non-Profit-Organisationen in Baden-Württemberg. Als Dozent lehrte er an der Dualen Hochschule, Standort Horb und hielt zahlreiche Vorträge und Seminare im Rahmen von Lehrveranstaltungen sowie Weiterbildungsangeboten der Universität Hohenheim. Seine akademische Ausbildung zum Diplom-Kommunikationswissenschaftler absolvierte er an der Universität Hohenheim.

Patrick O'Mealy ist Übersetzer für die Universität Hohenheim. Er arbeitete als langjähriger Trainer für Business Englisch und interkulturelle Kommunikation, sowie als Übersetzer bzw. Geschäftsführer eines Übersetzungsbüros in Freiburg i.Br., wo er auch sein Magisterstudium in Englischer und Deutscher Philologie an der Albert-Ludwigs-Universität absolvierte. Er war viele Jahre als Prüfer und Consultant für ein weltweit anerkanntes Sprachendiplom-Syndikat und als Dozent an etlichen Hochschulen, wie der Dualen Hochschule in Lörrach, der Hochschule Furtwangen, der Fachhochschule Nordwestschweiz in Basel und der Universität Freiburg tätig. Aktuell leitet er parallel zu seinen Aufgaben an der Universität Hohenheim als Dozent Seminare für Übersetzungswissenschaften an der Universität Freiburg.

Budget

Ausgaben				abgerechnet über		
Abendessen		108.00€	4			
Mittagessen		55.00€	4	DPG		
Tagesgeld		1,200.00€	5	ZALF		
VVS Ticket		25.40€	4	DPG		
Sonstige Materialkosten		161.98	4	DPG		
Reisekosten SR		1,886.55€	2	RBF		
Flickr (Pavlos BV)		18.30€	4	DPG		
Übernachtungskosten		1,696.00€	2	RBF		
Reisekosten Bonn		594.80€	1	HBF		
Kosten Jugendherberge Bonn		932.40€	1	HBF		
VRS Bonn		150.00€	4	DPG		
Raummiete TT		57.40€	4	DPG		
Training workshop Hohenheim		3,400.00€	6	ATSAF		
Betreuung student reporters		1,855.00€	2	RBF		
Evaluierung Hohenheim						
Christina Hucklenbroich		492.60€	3	FPU		
Ralf Nestler		676.01€	3	FPU		
Reisekosten SR		935.00€	3	FPU		
Rechnung Manoharan		200.00€	3	FPU		
Bewirtung workshop		145.00€	3	FPU		
		14,589.44€				
				Fehlsumme	hlsumme	
HBF	-1500	1,527.20€	1	27.20€		
RBF	-5400	5,437.55€	2	37.55€		
FPU	-2375	2,448.61€	3	73.61€		
DPG	-500	576.08€	4	76.08€		
Zalf	-1000	1,200.00€	5	200.00€		
ATSAF	-3800	3,400.00€	6			
	- 14,575.00€	14,589.44€		414.44 €		
Saldo		14.44 €		Die Fehlsumme von 414.44		
				wird von ATSAF übernommen		
corrected contribution ATSAF		3,814.44€				