

## READ ALL ABOUT THE PROGRAM AND SESSIONS

3-day pressure cooker that consists of an intensive program of workshops, training, live broadcasts and more

## MEET YOUR LECTURERS TEAM

Local and international experts, such as Jeroen Pauw, Dick Drayer, Favell Maduro and Yves Cooper

## LEARN ABOUT THE CHALLENGE: SCAN AND PUBLISH

Quick scan the media landscape of Aruba and publish a multimedia long-read about the findings

MDP

# UNESCOS MEDIA PRESSURE COOKER MARATHON ARUBA

19-21 JAN 2017 | UNIVERSITY OF ARUBA | JOIN NOW

Journalist?  
Media scholar?  
Young talent?

**Join  
now  
IT'S  
FREE**

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# FACTSHEET

- WHAT:** UNESCOS MEDIA PRESSURE COOKER MARATHON ARUBA
- GOAL:** WORK TOGETHER WITH PEERS AND PUBLISH ON MEDIA IN ARUBA
- WHEN:** 19-21 JANUARY 2017
- WHERE:** UNIVERSITY OF ARUBA, aula
- WHO CAN JOIN:** JOURNALISTS & MEDIA SCHOLARS
- COSTS:** IT'S FREE (FOOD AND BEVERAGES INCLUDED)
- REGISTER:** [WWW.FACEBOOK.COM/MDPARUBA](http://WWW.FACEBOOK.COM/MDPARUBA)

# REGISTER NOW

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AND JOIN US FOR THE CHALLENGE

LEARN, WORK, EXCHANGE IDEAS,  
TALK ABOUT YOUR PROFESSION AND CREATE.



⊕ **THE CHALLENGE:**

**WE CHALLENGE  
JOURNALISTS, MEDIA  
SCHOLARS & YOUNG  
TALENTS TO  
QUICK SCAN THE MEDIA  
LANDSCAPE OF ARUBA  
AND PUBLISH A  
MULTIMEDIA LONG-READ  
ABOUT IT.**



# THE UNESCO MEDIA PRESSURE COOKER MARATHON IN ARUBA

## INTRODUCTION

Den e evento di UNESCO Media Pressure Cooker Marathon nos ta invita periodistanan, media scholars y hobennan talentoso pa hasi un analisis riba e area di media na Aruba y asina publica un long-read multimedial tocante e tema di periodismo. Dia 22 di november lo tin un sesion di informacion encuanto e evento door di media researcher Renske Pin. Dia 19 te cu 21 di januari lo tuma lugar e evento di Pressure Cooker Marathon. E evento aki ta encera tres dia di session di trabou, transmission en vivo y training door di lectornan Jeroen Pauw, y coleganan Dick Drayer, Favell Maduro y Yves Cooper di nos hermana isla Corsou cu tambe a forma parti di Unesco Media Development Programme Curacao. Despues di cuatro siman di produccion lo publica oficialmente e resultadonan di e evento aki riba 15 di febuari pa henter e pueblo di Aruba. E obhetivo di e proyecto aki ta pa educa y contribui na un producto cu lo amplia conocimiento di periodismo di Aruba, stimula colaboracion y eleva sabiduria di publico tocante media na Aruba.

In the UNESCO Media Pressure Cooker marathon we challenge journalists, scholars and young talents to make a quick scan of the media landscape in Aruba and publish a multimedia long-read about their findings. On 19-21 January 2017 we organise the Pressure Cooker Sessions, a three-day event with work sessions, live broadcasts and training guided by lecturers such as Jeroen Pauw and colleagues Dick Drayer, Favell Maduro and Yves Cooper from neighbouring island Curaçao who also took part in Unesco Media Development Programme Curacao. On February 15th, after 4 weeks of production time, the participants will launch their online publication for the general public. This project aims to contribute to strengthen journalism in Aruba with education and a tangible product, by gaining insight in the media landscape, collaboration and increasing media awareness of the public.



**MEDIA  
PRESSURE  
COOKER  
MARATHON  
ARUBA**

**Join  
now  
IT'S  
FREE**

**FOOD  
(LUNCH + DINNER)  
& BEVERAGES  
INCLUDED**

# THE PROGRAM

3 DAY CHALLENGE

**THURSDAY 19 JAN 2017 (TARGET: WHAT WE ARE GOING TO DO AND WHY)**

8.30-12 AM INTRODUCTION - RENSKE PIN AND BIBI KREYKENBOHM

1-5 PM IMPORTANCE OF JOURNALISM IN (SMALL) COMMUNITIES - JEROEN PAUW

7-9 PM FIRST PITCH APPROACH IN TEAMS

**FRIDAY 20 JAN 2017 (TARGET: FIRST VIEW ON CONTENT)**

8.30-12 AM JOURNALISTIC ISSUES - YVES COOPER & DICK DRAYER

1-5 PM SESSION IN TEAMS - ON THE ROAD 1

7-9 PM PRESENTATION FIRST FINDINGS

**SATURDAY 21 JAN 2017 (TARGET: FIRST VIEW ON FORM)**

8:30-10:30 INTERVIEW TECHNIQUES - JEROEN PAUW

11-1 PM VISUALIZE YOUR STORY - FAVELL MADURO

2-5 PM SESSION IN TEAMS - ON THE ROAD 2

7-10 PM FINAL PRESENTATION AND LIVE BROADCASTING FIRST CONCEPT + DRINKS.

**VIEW FULL  
DETAILS ON THE  
NEXT PAGE**

# THE SESSIONS

## **Session 1: Introduction - How to quick scan your media landscape and produce a long-read**

*By Renske Pin & Bibi Kreykenbohm*

In this first morning session we will give a brief introduction to the challenge that lies before us: What are we going to do? How are we going to do this and why? We will focus on the checklist based on UNESCO's indicators for media development, and will review together with the participants what we know about journalism in Aruba.

## **Session 2: Importance of journalism in (small) communities**

*By Jeroen Pauw*

What is the importance of good journalism in a (small) community like Aruba? What are the daily challenges journalists face? And what is the impact on society? In this keynote session, Jeroen Pauw will ask questions and guide the discussion among peers.

## **Session 3: Pitch your approach**

*Hosted by Renske, Bibi, Jeroen, Yves, Dick, Favell*

It's time to team up and divided the workload. How will your team assess your share of assigned topics from the media checklist? Together with your team and with help from a coach you will prepare a pitch.

## **Session 4: Journalistic issues**

*By Yves Cooper & Dick Drayer*

Yves and Dick are going to discuss 3 main journalistic topics that are commonly under pressure, especially in small communities: 1. editorial independence, 2. self-censorship en 3. self-regulation (use of ethical codes, editorial statutes, etc.). In this interactive session, they will, together with the group, answer 3 main questions: What is it? How is this safeguarded in Aruba? And how do we ensure this is protected in our current production (long-read on media)?

## **Session 5: On the road I**

*Hosted by Renske, Bibi, Jeroen, Yves, Dick, Favell*

Time to go outside and work with your team on the quick-scan. Prepare for the presentation of your first findings tonight.

## **Session 6: Presentation first findings**

*Hosted by Renske, Bibi, Jeroen, Yves, Dick, Favell*

How well is Aruba's media doing? Are they able to fulfill their watch-dog role in society? Time for the teams to present their first findings of the quick-scan and receive feedback and additions from peers to improve to their product.

## **Session 7: Interview techniques**

*By Jeroen Pauw*

In this hands-on training you will learn and practice interview techniques to help you retrieve the information you need during your assessment of the media landscape and conducting engaging interviews for your publication. This training received highest rates during the Media Master Classes in Curacao, one to watch.

## **Session 8: Visualize your story**

*By Favell Maduro*

How to make the transition from rather abstract topics to video items to add in the long-read, visual attractive to your audience? How do you visualize a story, and combine it with interviews with colleague-journalists or ministers, or street interviews (vox-pop)? Favell Maduro will quick-start your production process.

## **Session 9: On the road 2**

*Hosted by Renske, Bibi, Jeroen, Yves, Dick, Favell*

It's time to go outside and work with your team on your publication-items that can be added to the long-read. Prepare your teams first video, audio and text materials to present and broadcast your products tonight.

## **Session 10: Final presentation and live broadcasting first concept + drinks.**

*Hosted by Renske, Bibi, Jeroen, Yves, Dick, Favell*

At the final night of the Pressure Cooker Marathon the teams will present their concept multi-media items, that together will form the long-read on Media in Aruba. What did the teams find? What is their assessment on media development in Aruba? We will share and discuss with the public, via live broadcast.

# **MEET YOUR LECTURERS TEAM**

**"IN LEARNING YOU WILL TEACH, IN TEACHING YOU WILL LEARN"**

**We have for this marathon invited a team of local and international experts. They are (partly) from neighbouring island Curaçao precisely to benefit from the cross-pollination of experiences during the UNESCO Media Development Programme Curaçao. Meet your team.**

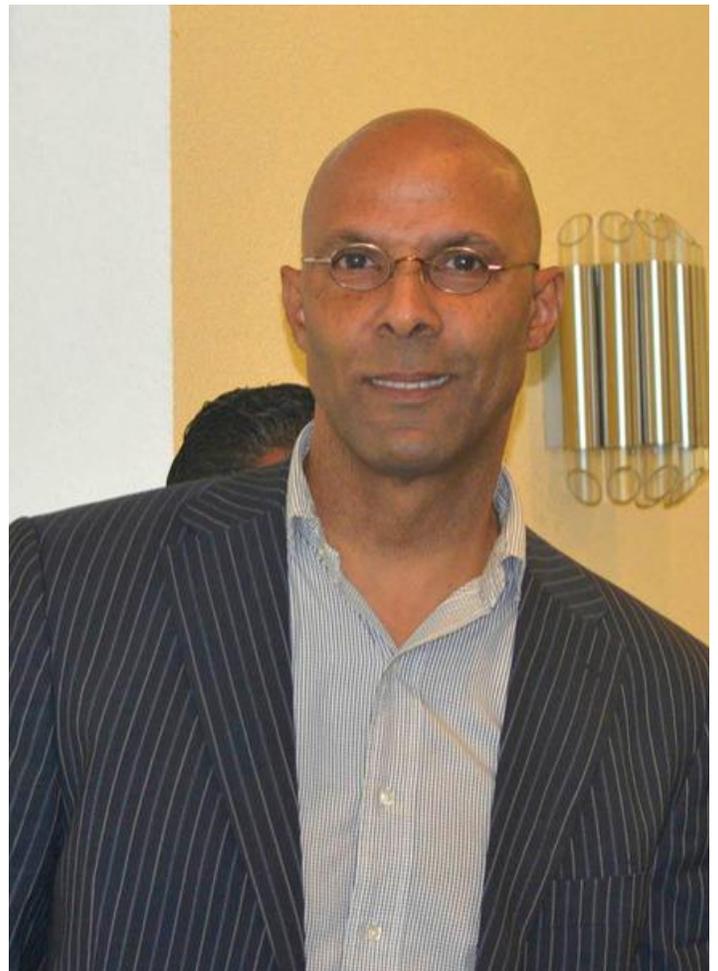


# JEROEN PAUW

Jeroen Pauw hosts the daily talk show Pauw since September 2014. Jeroen's career began with radio. From 1979 on he worked for e.g. the ANP, Wereldomroep, the NCRV and the VARA. Jeroen Pauw was also main host for the radio program Het Oog op Morgen and BNN's Storing. The arrival of commercial television in the Netherlands in 1989 marked the beginning of his television career. At RTL he was, together with Loretta Schrijver, the face of the news bulletins and he presented e.g. Studio Rembrandt and Een Kwestie Van Kiezen. In 2001 Jeroen Pauw joined the public broadcaster, where he worked on various productions for BNN, Vara and NPS. He was also one of the anchors of current affairs program Nova. Starting in 2006 Jeroen Pauw formed together with Paul Witteman the anchor duo for Pauw & Witteman. With the company TVBV he is also active as a television producer, broadcasting e.g. Goedemorgen Nederland and 5 Jaar Later. Jeroen Pauw is praised for his flair and sharp interview style. In 1999 he won a Gouden Beeld with Een Kwestie van Kiezen and he was awarded in 2004 as TV personality of the year.

# YVES COOPER

Yves Cooper, born October 3, 1960 in Curaçao, completed military training and several foundation years e.g. in philosophy and sociology in The Netherlands. In 2000 he returned to Curaçao. He worked as a Reporter / Producer at Radio Curom, Reporter/Anchorman at Radio Direct, Anchorman/Sr Reporter at TeleCuraçao, Journalist at La Prensa, Reporter/Anchorman/Chief news department at CBA, Editor in Chief at Korant Independiente and Independent News Reporter at Notisia 360. As an independent reporter he founded Nieuwsvriendje in 2014: a crowd-funded foundation for Facebook Journalism. He also initiated the recently published and much discussed report: "October 19, 2012 Kiko a pasa? - A study on the factors that have impact on electoral behavior in Curacao at the elections in 2012". He participated in the UNESCO Media Master Classes Curacao and coached the young talents within the program.





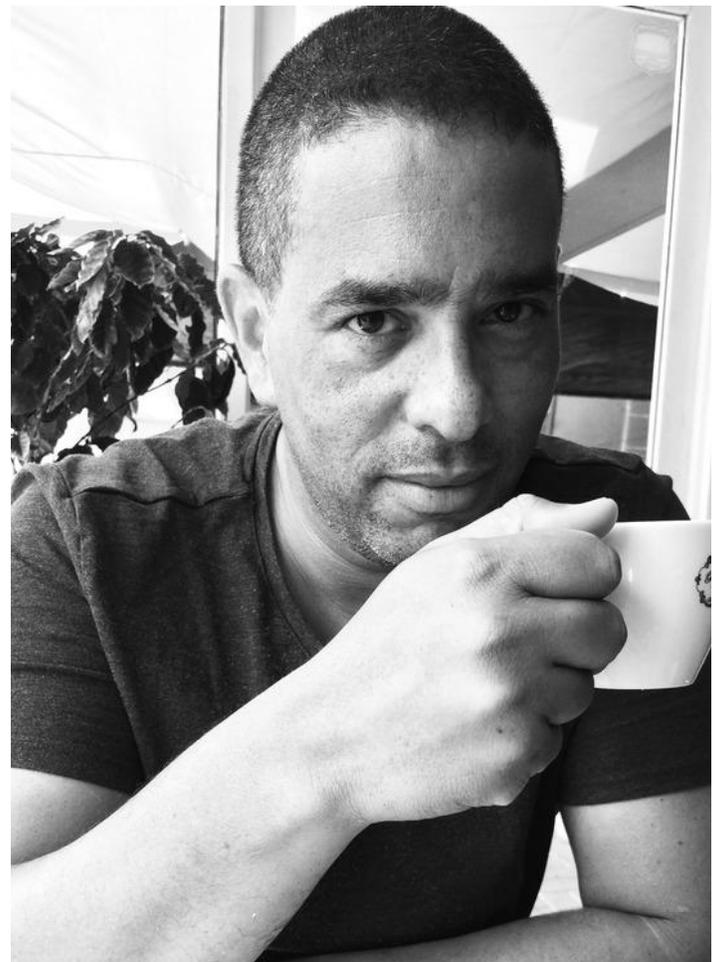
# DICK DRAYER

Dick Drayer (Smallingerland, January 9, 1963) is a Dutch-Curaçao journalist and radio and television presenter. He is known in Curaçao from several radio stations, including Hoyer, ParadiseFM and Dolfijn FM. In the Netherlands, he is a correspondent with the NOS and Omroep MAX. Drayer also writes as a correspondent for the daily newspaper Trouw. He owns a news agency, which provides news bulletins for radio stations in Curaçao and works closely with a large number of media organisations on the islands and in the Netherlands, including news agency Reuters News. After studying Cultural Anthropology in Utrecht and African Studies in Leiden and working 16 years for Doctors Without Borders in various African countries, Drayer moved to Curacao in 2006 to work for a number of radio stations and newspapers. In 2008, he became a journalist of the year. In addition to his work for the Dutch media as a foreign correspondent, he provides various media organisations via its own press office with audio and television reports. In Curaçao, Dick writes for the HR magazine Coaching, the Antilliaans Dagblad and the Amigoe Ñapa.

# FAVELL MADURO

Favell Maduro was born in Curaçao (1968) and moved to the Netherlands at age 11 where he lived for almost thirty years. Starting from high school, he worked as a program maker at a local broadcaster. Maduro studied journalism at the School voor Journalistiek (SvJ) in Utrecht and worked at several media organisations in the Netherlands.

He returned to his birth-island in 2009, to found Caribbean Kids News, a youth news program for all six Dutch Caribbean islands, and to lead as the editor in chief a team of young TV makers. Later Favell Maduro worked as a freelancer for radio and newspapers, founding his company Purunchi providing various productions. Maduro worked as editor in chief for Telenotisia at TeleCuraçao and as a journalist for Amigoe. Since 2015 he works as a journalist at TVDirect where he contributes to the foundation of the journalistic development of the new TV station. Further, he teaches media courses to children in several neighbourhoods of Curaçao and Bonaire. He participated in the UNESCO Media Master Classes Curacao and coached the young talents within the program.





## RENSKE PIN

Renske Pin, PhD. (1979) was raised in Curaçao. She is communications scientist and has a PhD in behavioral sciences. She has, among other things, worked as a researcher at TNO and as an Associate Professor at the University of Curaçao. Renske Pin was Lead Researcher for the UNESCO Media Development Indicators Assessment: large-scale research on Media Development in Curacao. She works as an independent researcher and consultant and founded RE-Quest Research & Consultancy in 2014. In recent years she worked on a wide range of research and consultancy projects for a variety of institutions in Curaçao and in the region. RE-Quest performs together with the UNDP, UNESCOs follow up Media Development Programme Curacao commissioned by the National UNESCO Committee Curaçao. At the moment she is working with Kreykenbohm Communications to prepare for the UNESCO Media Development Programme Aruba.

## BIRGIT KREYKENBOHM

Birgit Kreykenbohm (1971, the Netherlands) has both the Dutch and German nationality. She is a PhD candidate in Communication, Media- and Journalism-studies at the University of Amsterdam. Her research focuses on the role media and journalism play in modern democracies, with a special interest in their role in small island developing states. Birgit holds master's degrees in Communication Science and German Studies from the Radboud University of Nijmegen. At the end of 2002 she moved to Aruba where she worked as a policy officer for the Department of Education, while also lecturing part-time at the University of Aruba. In 2009 and 2013 Birgit functioned as a media-expert at the Comision Bon Boluntad, a committee monitoring political parties and the media during Aruban election-campaigns and elections. In 2013 she also founded her own Consultancy in Communication and Media Research. Currently Birgit is a lecturer in communication and several research modules at the Academic Foundation Year and the Faculty of Arts and Science at the University of Aruba.



# 1. SCAN 2. PUBLISH

ON MEDIA AND JOURNALISM IN ARUBA



# QUICK SCAN? OF ARUBA MEDIA LANDSCHAP

## CHECK OUT THE CHECKLIST:

**BASED ON UNESCO'S  
MEDIA DEVELOPMENT INDICATORS**

- Good laws, effective enforcement?
- Editorial independence?
- Independent regulator?
- Restrictions on journalists?
- Censorship?
- Owners of media: transparent?
- Mix of commercial, public and community media?
- Permits?
- Taxes?
- Sound rules for ads?
- Reflect the diversity in society?
- Do we have a public broadcaster?
- Self-regulation?
- Publics trust in the media?
- Can journalists safely do their job?
- Self-censorship?
- Training opportunities?
- Trade unions and professional associations?
- Civil Society Organisations?
- Infrastructure?
- Technical facilities?

# **PUBLISH MULTIMEDIA LONG-READ?**

**ON ARUBA MEDIA LANDSCHAP**

**WORK WITH SWAY TO PUBLISH YOUR DIGITAL  
MULTIMEDIA LONG-READ**

**A digital media production, publishing information in a attractive,  
interactive, web-based way. It combines photographs, video,  
animation, sound, music and text, to communicate with your audience  
in an informative and engaging format.**

**Click here for an example:**

**<http://interactive.aljazeera.com/aje/2015/BanishedNepal/index.html>**

# JOURNALIST? MEDIA SCHOLAR?

NOT YET REGISTERED?

# REGISTER NOW

[WWW.FACEBOOK.COM/MDPARUBA](http://WWW.FACEBOOK.COM/MDPARUBA)

AND JOIN US FOR THE CHALLENGE

LEARN, WORK, EXCHANGE IDEAS,  
TALK ABOUT YOUR PROFESSION AND CREATE.



**CALL FOR APPLICATIONS**

# **LOOKING FOR YOUNG JOURNALISTIC TALENT!**

**ROOM FOR FOUR STUDENTS WITH  
JOURNALISTIC AMBITIONS IN THE UNESCO  
MEDIA PRESSURE COOKER MARATHON.**

**UNESCO gives three young people with journalistic ambitions from HAVO, VWO or HBO, the chance to participate (free of charge) in the UNESCO Media Pressure Cooker Marathon Aruba. The Pressure Cooker Sessions take place on 19-21 January 2017 and are aimed at people working in journalism in Aruba. They are hosted by local and international experts, such as Jeroen Pauw, Dick Drayer, Favell Maduro and Yves Cooper. The participating journalists, scholars and young talents are challenged to make a quick scan of the media landscape of Aruba and to publish a multimedia long-read about their findings. The 3-day pressure cooker consists of an intensive program of workshops, training, live broadcasts and more. On February 15, 2017, after 4 weeks of production time, the participants present their online publication to the general public.**

**Are you interested to participate in this challenge? Submit your CV and motivational letter (maximum one A4) before January 15th to [arubamdp@gmail.com](mailto:arubamdp@gmail.com) to qualify for the young talent scholarships.**



## THE ORGANISING PARTNERS

This project received funding from the UNESCO Participation Programme, Aruba National Commission for UNESCO, and is implemented by Renske Pin (RE-Quest Research & Consultancy) and Birgit Kreykenbohm (Kreykenbohm Communication).

The University of Aruba supports the project, e.g. by hosting the events. Students from the Academy of Fine Arts and Design Aruba will produce a "The making of" documentary of the process.

Register now to participate in this challenge:  
<https://nl.surveymonkey.com/r/PressureCookerAruba>

Contact?

Email us on: [arubamdp@gmail.com](mailto:arubamdp@gmail.com)

## BACKGROUND STORY

The new National Commission of Aruba for UNESCO had the wish to work on Media Development in Aruba and approached media researcher Birgit Kreykenbohm to submit a proposal, based on the Media Development projects in Curaçao. She asked Renske Pin, media researcher in Curaçao, to join the team. The proposed Media Development Programme for Aruba was granted and the Pressure Cooker Marathon was born.

The aim of the project is:

- Quick scan of the media landscape of Aruba
- Training & discussion (education & empowerment)
- Tangible product = publication
- Media literacy (public awareness)
- Cross-pollination between the islands



University of Aruba

**Aruba  
National  
Commission**  
for UNESCO

**KREYKENBOHM**  
COMMUNICATION

**RE-Quest**  
RESEARCH & CONSULTANCY

# AFTER THE PRESSURE COOKER?

PREPARE FOR THE **LAUNCH EVENT**: THE PUBLICATION GOES LIVE!

# FEBRUARY 15, 2017

UNIVERSITY OF ARUBA

On February 15, 2017, after 4 weeks of production time, the participants present their online publication to the general public.

**Save  
the  
date!**

FOLLOW THE PARTICIPANTS BEHIND THE SCENES  
[WWW.FACEBOOK.COM/MDPARUBA](http://WWW.FACEBOOK.COM/MDPARUBA)