

Re-training of Journalists and Running of Broadcasting Stations – A Touchstone for Public Service Broadcasters –

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(Summary)

Suffering from the Gilligan scandal concerning the Iraq war coverage, the BBC has established a new internal training arm, College of Journalism (CoJo). CoJo provides not only essential training for all the newly-employed journalists but also re-training opportunities for the current employees by requests. It has also developed an e-learning system for “ubiquitous” learning. CoJo’s e-learning system became open first within the UK for free and then available for possible users all over the world by subscription. It is reported that the system is regarded as a good means for media education, too.

In Germany, ARD and ZDF, the two major public service broadcasters, operate *ARD. ZDF medienakademie* to re-train their staff. And in the case of *ems* (electronic media school) in Potsdam, the training centre is run by *rbb* (one of the ARD-affiliate broadcasters) and *mabb* (a state regulatory and supervisory agency). Both *ARD. ZDF medienakademie* and *ems* offer a wide range of programmes, from upgrading of traditional reporting and programme producing skills to equipping of techniques for web content productions. Professor Gerd G. Kopper of the TU Dortmund University refers to German media in general, saying that ongoing “invisible change” is driving the German journalism into a critical situation.

Studies hitherto conducted by a project of the NHK Broadcasting Culture Research Institute indicate there are two major factors influencing re-training of journalists. The one is the increasing requests and accusations from the watching mass to the news reporting, which demand decent journalistic sense to every mass medium and those who work there. The other is long- and short-term pressures on media management, by which not a few journalists have no other way to acquire multimedia skills for their own and for their company’s survival.

Consequently, commercial broadcasters place more importance on the development of digital skills, while only public service broadcasters can afford to focus on re-training with an aim to strengthen traditional journalistic skills.

In this context, public service broadcasters outclass commercial counterparts in re-training of current journalists both in the UK and Germany. However, public broadcasters also have difficulties in maintaining their traditional licence fee system. Public service broadcasting, along with their journalistic remits, is facing a turning point at the beginning of the digital age.