

EVENTS LIKE TODAY'S SANSSOUCI COLLOQUIUM  
ARE STEPS IN THE RIGHT DIRECTION.  
I HOPE THAT YOU WILL TAKE HOME  
WITH YOU VARIOUS SUGGESTIONS  
AND NEW INSIGHTS FOR YOUR WORK.

**Dr. Wolfgang Schäuble, Interior Minister of the Federal Republic of Germany**



## M100 SANSSOUCI COLLOQUIUM 2007 – THE EAST-WEST MEDIA BRIDGE

This year the M100 Sanssouci Colloquium focused on launching a dialogue between leading members of the Middle Eastern media and their counterparts from Western and Eastern Europe to explore how they affect public perceptions and social harmony amongst their audiences and readerships and interpret their roles and responsibilities vis-à-vis society, politics and the reporting of international affairs. Working sessions allowed for a joint assessment of key world events as well as an exchange of views regarding working methods, standards and ethics. An important aspect of the discussions was also the opportunity to compare how European, Arab, Iranian, Israeli and Turkish media interpret each others' societies and values.



## THE TOPIC 2007

The conference programme was structured around the focal themes of self-censorship and the impact of evolving transnational media on international relations as well as domestic affairs (minority and immigrant integration in particular in the case of Europe and socio-political developments in the Middle Eastern case). The Colloquium was divided into three closed Working Sessions and was followed by an open Plenary Session to debate and draw conclusions from the day's work.

## THE MEDIA PRIZE

This year's M100 Sanssouci Media Prize was awarded to the musician, Africa activist and founder of Live Aid, Bob Geldof, KBE. The award was given by the M100 Sanssouci Colloquium Board in recognition of his personal service to the causes of freedom and human relief and especially the struggle against poverty and disease in Africa. The laudatio was given by Giovanni di Lorenzo, publisher of the weekly "Die Zeit". Geldof is "a do-gooder in the best sense of the word", said di Lorenzo in his speech and particularly emphasised his personal commitment to peace, humanitarian aid and his fight against poverty in Africa. In his acceptance speech Bob Geldof called upon Germany to play a leading role in overcoming poverty. This country and its economy had still not yet recognised the enormous significance of the African continent.





**Thursday, September 6th**

**19.00 Welcome Reception** held at Café Hundertwasser  
**Jann Jakobs** Lord Mayor of the State Capital of Potsdam

AGENDA/PROGRAMME

**Friday, September 7th**

The three Working Sessions were held at Orangerie Sanssouci in roundtable format under the Chatham House rule

**9.00 Welcome and Working Session I**  
**Scene Setting: Portraying ‘the other’ within and without**  
Chair: **Dr. Peter Frey** (Head of Berlin studio, ZDF television)  
Presenters: **Jasim Al-Azzawi** (Host, Inside Iraq, Al Jazeera English, Qatar)  
**Bridget Kendall** (Diplomatic Correspondent, BBC, UK)

**General discussion**  
**10.45 Working Session II: Europe’s Media: Reporting the ‘Muslim World’ at home and abroad**  
Chair: **Robert Fox** (Journalist and Commentator, UK)  
Panellists: **Xan Smiley** (Middle East and Africa correspondent, The Economist, UK)  
**Dr. Susan Moeller** (Director, International Center for Media and the Public Agend (ICMPA), Maryland University, US)  
**Melanie Philipps** (Daily Mail, UK)

**14.15 Working Session III: Arab World Media: Reporting the ‘West’ at home and abroad**  
Chair: **Dr. Khaled al Hroub** (Director, Cambridge University Arab Media Project, UK)  
Panellists: **Ayman Safadi** (Editor-in-Chief, Al-Ghad daily, Jordan)  
**Mansour Al-Jamri** (Editor, Al-Wasat, Bahrain)  
**Dr. Hafez Mirazi** (General Manager, Egyptian Life TV)  
**Mustafa Isaid** (Head of DW-World Arabia)

**16.45 Plenary Session IV** held at Schlosstheater Neues Palais  
**Lessons Learned: Improving coverage to further mutual understanding: Can we ?/Should we ?**

Welcome: **Jann Jakobs** (Lord Mayor of Potsdam)  
**Mike de Vries** (Chief Executive, Germany – Land of Ideas)  
Chair: **John Lloyd** (Director, Reuters Institute for the Study of Journalism, Oxford University, UK)  
Panellists: **Nakhle El Hage** (Director, News and Current Affairs, Al Arabiya, Dubai)  
**Nigel Parsons** (Managing Director, Al Jazeera English, Qatar)  
**Dr. Mathias Döpfner** (CEO, Axel Springer publishing, Germany)  
**Gwyneth Williams** (Director, English Networks and News, BBC World Service, UK)  
**Anna Siitam** (Youth Workshop Rapporteur, Sweden)

**18.30 The M100 Media Prize Ceremony** held at Schlosstheater Neues Palais  
Opening: **Matthias Platzeck** (Prime Minister of the Federal State of Brandenburg)  
Keynote: **Dr. Wolfgang Schäuble** (Federal Minister of the Interior of the Federal Republic of Germany)  
Special **Colonel Ely Ould Mohammed Vall** (Chairman of the Military Interim Council for Justice and Democracy of Mauritania)  
Laudation: **Giovanni di Lorenzo** (Editor-in-Chief, Die Zeit, Germany)  
Laureate: **Bob Geldof** (Campaigner & Musician, Ireland)  
Remarks: **Lord Weidenfeld** (Chairman, Weidenfeld Institute for Strategic Dialogue and Chairman, Weidenfeld & Nicolson, UK)

**20.00 Gala Dinner** held at Neue Kammern/Schloss Sanssouci



[...] During the course of today, ladies and gentlemen, you have discussed such difficult questions such as the journalistic standards after 9/11, the role of the Turkish and Arab media in Europe or the ideological influence on the media.

It is to the third M100 meeting's credit that it has created a platform for these talks, an opportunity to exchange opinions about these and other topics and perhaps also controversial views. I consider the fact that media professionals from East and West have talked together here in Potsdam is a significant step.

"Together" – this is for me the magic word of the day: When we succeeded in generating understanding for different views on some events and developments in this discussion, when we succeeded in creating a basis for conversation then this gathering has achieved its objective in my opinion. With this, this meeting is looking forward

**Excerpt of the Welcome Remarks by**

**JANN JAKOBS**



towards a future, a future in which the question about the role of the media in a world that moves closer and closer together has to be more thoroughly analysed and examined with more responsibility.

To throw a glance at the future would mean to ask the question "what kind of contribution can the media make towards the peaceful cooperation of persons and peoples?"

It is obvious that the problems of mankind – climate change, resources, famine, Aids, religious fanaticism, terrorism, to name but a few – can only be solved together.

A lot of power is needed in order to tackle these problems, to find solutions and to implement them. A considerable part of this power, ladies and gentlemen, is in your hands. [...]

[...] I am pleased that the former President of the Islamic Republic of Mauritania, Ely Ould Mohamed Vall, is among us today. A warm welcome to you. He has done something that shows true greatness and only a few would do. He voluntarily relinquished power. Under his leadership the governing military council prepared Mauritania's transition to democracy. For the first time in the history of Mauritania in the spring of this year a changeover of power has taken place through free and democratic elections.

That you, your Excellency, and the military council which has governed since 2005 have prepared this peaceful and free transition of your country to democracy and accompanied it step by step is truly a great accomplishment. Under your governance Mauritania made enormous progress: human rights are protected, slavery is now

**Excerpt of the Opening Remarks by**

**MATTHIAS PLATZECK**



outlawed, people who were driven from their homeland are allowed to return. I believe Ely Ould Mohamed Vall deserves our highest respect for this and the young democracy of Mauritania all our support. Welcome to Potsdam.

Ladies and gentlemen, tradition needs care, especially because it is still a young one. Young and traditional – this is exactly what characterises the M100 Colloquium here in Potsdam. Although this annual gathering was only brought into being in 2005 it met with an astounding response. It now offers an important landmark in the media landscape and also gives impetus to dealing with developments in the world which regrettably do not always give us reasons for insouciance. Yet, Sanssouci as a venue for exchange gives new nourishment especially to the belief in the ideals of true and fact oriented journalism. And I do not consider this insignificant at a time where many people find it difficult to find their way in the midst of the ample media offers and to have confidence in it.

It is all the more important how the leading heads of the top media interact with each other, how they communicate. Language and dialogue are after all at the core of journalistic work and always will be and at the same time also the essence of a good cooperation of our societies. And dialogue, practiced that way, conducted that way, overcomes boundaries. Visible boundaries as they once ran through Europe and invisible ones such as for example between Europe and the region of the Maghreb and the Middle East. And this is the reason why I consider Potsdam, a town in the Middle of Europe, to be the right place to bring together journalists from there and here. [...]

[...] In the internet age of growing global communications the role played by the media has acquired a singular importance. The character of the media however is changing with national newspapers, broadcasting and TV channels affected by the emergence of phenomena like you tube and my space. Networks like ARD and the BBC are experiencing genuine competition from these new media phenomena.

Because of their global impact the media – old and new – have developed into a major influence on migration and on the integration process. The media help to spread growing awareness of the gaps in living standards, and of economic, political and cultural development across the globe, and this stimulates the urge in the developing world to become part of the societies that have achieved far better results. This means that the media

**Excerpt of the Keynote Speech by  
DR. WOLFGANG SCHÄUBLE**



have an important impact on contemporary migration flows. Moreover the media also have a direct bearing on the circumstances under which migrants are able to live in their new countries. They are an important factor in determining the success of integration and whether the host country is tolerant towards the newcomers and prepared to absorb them. [...]

In democracies where press freedom is considered an inherent right, the media also have a duty to exercise responsibility in the pursuit of their profession. They will only meet the standards expected of a free press if their coverage is well balanced and conveys an accurate picture of events and situations.

The internet has brought a new element into news coverage and is confronting established media with a major challenge. Against the new flow of information from a growing variety of sources, competition for public attention is becoming fiercer. This has put a premium on banality and conformity and has encouraged sensationalism. In depth analysis and differentiated reportage have become casualties of the internet age.

This is a problem that has to be addressed so as to preserve a sense of security, to fight prejudice and maintain a climate of tolerance and solidarity. These are values that cannot be allowed to be destroyed through alarmism. This is where the media have a duty to act responsibly. I hardly need to explain that an exaggerated depiction of threat, one which does not correspond to reality, is more of



an obstacle than a help to integration. It is vital for the media to apply objectivity and a sense of proportion in their reporting.

Naturally this is not to mean that we need an distorted positive version of our coverage. That would be just as damaging. The media is not charged with a formal educational mission. Its job is to inform and to help sovereign citizens make up their opinions. Journalists must have confidence in the maturity of citizens and confront them with the plain truth. Unrestricted communication among people is one of the prerequisites of fully functioning free societies. Incidentally I am convinced that one is most likely to change difficult situation if the problem is clearly defined and understood. [...]

In a largely self-regulating media landscape the state can only do one thing: It can urge the media to exercise self-reflection and make itself an advocate of responsible coverage. This has been one of the aims of the German Islam Conference. One of its Workshops, entitled “Economics and Media”, is designed to address the media image of Islam in Germany. At a later stage it will also discuss how Muslim countries write about “the West”, Germany and the German society. [...]

Of course, the quality of media coverage ultimately depends on the people who work in the media. Freedom of speech and of the press requires the exercise of responsibility by the people involved in media production. As elites they are expected – and are still doing it today – to apply selfcriticism in judging the impact and consequences of their work. Responsibility and self-criticism go hand-in-hand. Those who have influence, power or public authority must be prepared to exercise both. Events like today’s Sanssouci Colloquium are steps in the right direction. I hope that you will take home with you various suggestions and new insights for your work. And I wish that you and all of us – for ourselves and for our professional duties – are going away from here better aware of our responsibility for a peaceful and free coexistence. [...]

[...] The Movement of August 3rd, 2005 transformed my country, Mauritania. It happened within the context of a deep political crisis triggered by a system of purely formal pluralism and the hegemony of a state party. My country was suffering from a general climate of insecurity. There was little prospect of a political solution through dialogue or peaceful alternation.

Against this context the armed forces together with the security apparatus decided unanimously to reverse – without bloodshed – what appeared to be a suicidal situation. They decided in favour of a political model for a new Mauritania with truly democratic institutions that would lay the foundations for sustained development. Within this framework the Military Council committed itself to create

a system of justice and democracy that would allow politicians and civil society as a whole to express themselves freely during a transitional period lasting no longer than two years. [...]

**Excerpt of the Speech by  
HIS EXCELLENCY  
COLONEL ELY OULD  
MOHAMMED VALL**



From the outset the Movement of August 3rd, succeeded in changing government practises and demonstrating the benefits of good governance. Transparency was adopted as a firm principle of public administration and used as a pledge to protect justice, fairness and efficiency. In the economic and financial sector programmes were drawn up in coordination with our partners designed to clear Mauritania's foreign debts and to establish macro-economic goals for the country's development. [...]

Important measures at the social level were introduced, aimed at improving living conditions, particularly among the youth and women. High amongst our priorities is better access to basic services, reduction of poverty, unemployment and illiteracy.

The transition period also saw major progress towards freedom of information. Several new laws were adopted; the system of censorship which had been enforced since 1991 was repealed on August 3rd, 2005. [...]

As part of the transition process towards civil society two directives were introduced on July 12th, 2006 that formed the basis for a National Commission for Human Rights. This National Commission was designed to become the national body of coordination to safeguard respect for human rights by the government as well as in the activities of non-governmental organisations. On December 10th,



at the anniversary of the Universal Declaration of Human Rights of 1948 this Commission was created and has been active since March 21st, 2007. [...]

Finally a law about censorship was passed which puts it solely under the control of the judiciary and removes it from the Interior ministry.

The Mauritanian Agency for Information, Mauritanian Television, Mauritanian Radio and the newspapers and magazines all experienced a true revolution during this period of transition. Mauritania now has genuinely free and responsible press organs that ensure a accurate and fair news coverage and which give equal access to candidates during elections. [...]

The M100 Sanssouci Colloquium 2007 was designed as a bridge-building initiative for European and Middle East media to gain greater understanding of each other's work and to explore avenues for future cooperation. The meeting attracted renowned journalists and media executives from Europe and the Middle East.

The European contingent at the Colloquium included senior BBC, Economist, FT and France 24 staff as well as chief executives from Europe's leading print media and Germany's TV networks. Participants from the Middle East included senior staff from Al Jazeera and Al Arabiya, as well as editors from Egypt, Jordan, Lebanon, Oman, Bahrain and other Gulf countries. There were several London-based Arab journalists and participants from Israel and Turkey who completed participation from the Middle East. The debate however focussed on issues of Arab media.

The conference aimed rather to illustrate and analyse how European and Middle East media portray each other's societies and current affairs. Differences not only between but within each region's media were addressed and the exchanges touched on how both deal with issues such as self-censorship and the question of media ownership and independence. A key question was the extent to which the media can wield power in terms of influencing the Middle East's ruling elites. Another was the impact of media globalisation and the proliferation of transnational TV networks (both English and Arab language channels).

The effect of the latter on international and inter-communal perceptions was explored. The meeting's organisers had intended that the participants focus on how Muslim communities in Europe and abroad have been reported and whether the media were aggravating tensions. Was the dividing line between Western and Eastern reporting or rather between populist and broadsheet media? Participants compared the tendencies of populist or 'tabloid' media across geographies and emphasised the role of professional standards of journalism, not only in countries short of well-trained professionals.

Overall, discussions demonstrated a mutual interest to explore mechanisms for effective collaboration in a number of areas, in particular, joint-production and the development of common reporting standards. Arab participants suggested follow-up meetings in Dubai or Qatar to elaborate such proposals. In this way, the conference marked the launch of a longer-term collaboration.

**Conference Resumee by**  
**HELLA PICK**





This session used a series of video clips designed to illustrate how the same events are often reported in radically different ways in Europe and in the Middle East. But the clips also showed the extent to which reporting was frequently adjusted for different audiences within the same cultural and geographic sphere. Thus in many ways journalism faced similar challenges, irrespective of geography and culture.

### Summary of Working Session I

#### SCENE SETTING: PORTRAYING 'THE OTHER' WITHIN AND WITHOUT

The video was a collaborative effort, presented by Bridget Kendall, BBC's Diplomatic Correspondent, and Jasim Al-Azzawi, Host of "Inside Iraq" at Al Jazeera English, who had both been involved in the choice of subject and pictures.

It opened with clips of the controversial publication of Danish cartoons satirising Mohammed. It showed radical different interpretations of Muslim reactions. European TV used images of violent street protests as evidence of Arab extremism, while Arab coverage focused on peaceful protest in justified defence of Islamic faith. Moreover Europe saw the cartoon issue as a test of free speech. In sharp contrast, the Arab world saw it as an insult to Islam.

The second clip showed Arab media portraying the US intervention in Iraq. In handling the subsequent climate of violence in Iraq, Arab media differed in their interpretation. Some portrayed the insurgency as resistance; others as terrorism.

The third clip used last year's Lebanon war to ask how far limitations on reporting affected coverage and the interpretation of events. They showed how British TV screens had displayed radically different versions of the war. One channel had on-site reports from Lebanon villages under attack and linked this to analysis of the war's impact on Lebanon. Another channel was content to have a reporter who was embedded with Israeli forces and constrained in his coverage by the limited material available to him.



One working session looked at European media and how they report the 'Muslim world'. The other session concentrated on the Arab world's media and its reporting of the 'West'. The concluding session was turned into a panel debate to draw conclusions from the day's work.

The below summarises the principal points of discussion:

**Self-censorship** "Where is the line between self-censorship and editorial line?" was one of the questions posed in the context of European reporting. Several participants viewed this as inevitable and often politically expedient and/or in the interests of national security, one participant warned that in Europe self-censorship was becoming dangerously excessive. Others insisted that freedom of speech was paramount, and that self-censorship or restraint, as had occurred, for example, over the publication of the Danish cartoons, risked opening the door to political exploitation of events.

### Summary of Working Sessions II and III and Concluding Plenary EUROPEAN AND ARAB WORLD MEDIA: REPORTING THE 'OTHER' AT HOME AND ABROAD

In the Arab world, where media remained largely in the hands of governments or countries' rulers, self-censorship had to be seen as a safeguard against arbitrary dismissal or closure. One participant explained that Middle Eastern media were expected to act as a 'conveyor belt' of authorised information rather than to analyse issues. Another argued that Middle Eastern media were constantly pushing the limits a little further, and by doing so, were gradually but fundamentally transforming the public arenas in which they operated. While Arab media was often criticised in the West, Arab participants felt the context in which they operated was not fully recognised and that at times the courage of many journalists who had been imprisoned (or worse) went unreported. Questions were raised about whether pan-Arab channels were more immune to interference with some Arab participants asserting that pan-Arab media were no less at risk than national media in so far as they depended on the good will of the rulers

of those countries which sponsored them. Others insisted that channels such as Al Jazeera and Al Arabyia had secured greater freedom with openings to wider horizons, with a democratising effect. But were they making enough of their opportunities or had they, in certain cases, succumbed to populist pressures?

**Public opinion, power and influence.** Arab participants were divided about the power of their media to influence decision-makers. In the absence of democratic structures, the media deserved to be the 'second estate'. A case was made that transnational 24-hour news coverage was bound to have an important impact which even the most authoritarian Middle East regimes could not ignore. By way of contrast other speakers warned that the major networks could not afford to ignore the heavy hand of authority and could not risk campaigning for greater freedoms and reform. Even where corruption or torture had been exposed in the Arab media it had made no impact on the ruling elites.

Views also differed about the impact and influence of the 'Arab Street' on media coverage of the Middle East. The existence of the 'Arab Street' was, at least in part, a result of the lack of democratic channels of political expression. Local media in the Middle East, for the most part, had to balance the limitations imposed by their 'owners' with the sentiment of public opinion. Journalists across the Middle East were attempting gradually to push the boundaries of these limitations. Other participants claimed that even Arab trans-national channels, which were 'freer' to report than much local media, were pandering to populist sentiment in order to keep viewer ratings high. A senior figure from one of the major Arab broadcasting companies countered that while the assumption was that the 'Arab Street' would best respond to more radical, anti-Western reporting, in fact their ratings increased because of their refusal to jump on the populist bandwagon in reporting the Iraq war. This, he suggested, showed that public opinion was tired of the over-politicised nature of the media. Several participants however warned against assuming there was a silent majority of moderates in the Islamic world, whose views went underreported. As for Western media, it was claimed they had little interest in moderate Islam and were always in search of extremists as this also 'sold' in the West.

Participants warned of allowing political correctness to divert attention from real threats and problems within and beyond

Europe. Higher standards of professionalism, including training of journalists and exchanges between Western and Arab media, might be the best antidote to political and commercial pressures on both sides.

**News Coverage.** The West and Middle East were disproportionately important to each other in terms of the time spent on coverage of each other's affairs vis-à-vis other global issues. In their coverage of Middle East affairs Arab and European media focused mainly on 3 issues: Arab-Israel relations, Iraq and regional issues. The editor of an independent newspaper in Jordan made a powerful case for diversifying coverage and giving more space to local events and communal issues. This would strengthen their credibility and legitimacy. European media were equally urged to broaden their coverage of Islamic minorities in Europe.

**Transnational Media.** Several participants threw down the gauntlet to Western news organisations: Why were the UK, US, Russia, Germany, France all spending huge sums on developing TV channels in Arabic and aimed at Middle East audiences? Was it propaganda and promotion of national political and commercial interests; or was it an attempt to open new horizons to viewers/listeners in the Middle East and convey a more accurate picture of other cultures? More likely the channels originating outside the Middle East were designed to serve both purposes. While there was some overt criticism of programme content, there was a strong feeling among Arab participants that at least some of the money spent on these external services should be diverted towards training more Arab journalists. There were specific complaints that the BBC had recruited skilled journalists from the Arab networks to work on its own new Arabic TV service.

A discussion about the missed opportunity of joint-production ensued. What could be achieved if Arab and Western media combined efforts to produce programming on issues of common concern together? It was agreed that more should be done to facilitate joint-production.

Transnational media, joint production and internet bloggers - also better education and training - may gradually serve to narrow both the cultural divides as well as the tabloid-high-brow divide so often reflected in news reporting. For now news coverage continued to reflect the culture and historic memory to which the media belong.



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- 1 Maha Abdel Fattah
- 2 Jasim Al-Azzawi
- 3 Dr. Khaled Al Hroub
- 4 Mansoor Al Jamri
- 5 Essa Mohamed Al Zedjali
- 6 Zahed Amanullah
- 7 Ghayth Armanazi
- 8 Nouha Asaad Ali
- 9 Ali Aslan
- 10 Dr. Ahmad Jamil 'Azem
- 11 Dr. Hugo Bütler
- 12 Ulrich Deppendorf
- 13 Kai Diekmann
- 14 Dr. Mathias Döpfner
- 15 Nakhle El-Hage
- 16 Oktay Eksi
- 17 Lady Forester de Rothschild
- 18 Robert Fox
- 19 Peter Frey
- 20 Sasha Havlicek

- 21 Alma Kadragic
- 22 Bridget Kendall
- 23 Michal Kobosko
- 24 John Lloyd
- 25 Dennis Marks
- 26 Hafez Mirazi
- 27 Dr. Susan Moeller
- 28 Lina Badi Musharbash
- 29 Nigel Parsons
- 30 Daniella Peled
- 31 Lawrence Pintak
- 32 Melanie Phillips
- 33 Ari Rath
- 34 Ayman Safadi
- 35 Dr. Inge Schoenthal-Feltrinelli
- 36 Andrea Seibel
- 37 David Sells
- 38 Derek Thomson
- 39 Ulrich Tilgner
- 40 Gwyneth Williams



The third M100 Youth Media Workshop took place from August 31th to September 2nd, 2007 in Potsdam's "Electronic Media School". Whereas last year there were young journalists from five countries, this year 41 participants from 14 European countries as well as Israel and Palestine came together in Brandenburg's capital city.

## Summary of YOUTH MEDIA WORKSHOP

The theme of the discussions was the "Dialogue between Cultures" – thus mirroring the focus of this year's M100 Sanssouci Colloquium which concentrated on the dialogue between leading opinion makers from the Middle East and Europe. Anna Siitam, one of the participants, presented the results of the young journalists' work on September 7th at the M100 Sanssouci Colloquium.

The first highlight of the event was the animated and diverse podium discussion between renowned journalists and scientists on Friday night about question of whether ethical standards should guide the work of the media. A number of prominent industry veterans contributed to the dialogue (hosted by Peter Littger, Gruner+Jahr), among them:

Andrea Seibel, deputy Editor-in-Chief of the daily paper "Die Welt"  
 Hans-Ulrich Jörges, deputy Editor-in-Chief of "Stern" magazine  
 Mathew D. Rose, Author and Journalist  
 Prof. Dr. Susan Neiman, Director of the Einstein Forum, Potsdam  
 Dr. Joachim Huber, Media Journalist at the daily paper  
 „Der Tagesspiegel“



All of the panellists were in agreement that freedom of the press is not only being threatened in authoritarian states but also endangered in western influenced democracies through commercialisation, packaging of news as entertainment and the unhealthy proximity of news organisations to political and commercial powers.

The three workshops on Saturday illuminated the main theme of the event from different perspectives:

Workshop 1 dealt with the question of whether, following the Danish caricature controversy, conditions for freedom of the press in Europe had changed. (Introductory speech: Michael Geffken, Journalist, Potsdam; Moderator: Anna Siitam, Sweden)

Workshop 2 concerned the topic of "Religion and New Spirituality". (Introduction: Dr. Roland Löffler, Herbert Quandt-Stiftung; Moderator: Kasia Karwan, Poland)

Finally, Workshop 3 discussed the question of national identity in the face of globalisation. (opening speech: Ari Rath, former Editor-in-Chief, Jerusalem Post; moderator: Dumitru Iovu, Moldavia)

On Saturday afternoon the participants took part in a tour of Berlin, including a visit to the "Deutsche Welle" and a presentation of the DW World Arabia programme, and during a relaxed evening boat tour around Potsdam Ari Rath and the Editor-in-Chief of "Die Zeit" magazine "Leben", Christoph Amend, discussed current issues and problems of journalism with the participants.

Sunday was dedicated to the presentation and discussion of the workshop results as well as the journalistic implementation of the results in the form of a video blog. A part of the results can be found under [www.orangelog.eu](http://www.orangelog.eu), a weblog which was developed as part of last year's Youth Media Workshop.

- 1 Ali Aslan and Oktay Eksi
- 2 Alma Kadragic, Dr. Susan Moeller, Hella Pick
- 3 Oktay Eksi, Moritz van Dülmen, Ulrich Deppendorf, Jann Jakobs
- 4 Lord Weidenfeld, Dr. Wolfgang Schäuble
- 5 Gala-Dinner, Neue Kammern Schloss Sanssouci
- 6 Isa von Hardenberg, Kai Diekmann, Bob Geldof
- 7 Sandra Suppa, representative of Faber-Castell, Bob Geldof
- 8 Bob Geldof with the M100 Media Prize



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Dear Bob,

A couple of months ago you asked me for a little help concerning the G8 summit in Heiligendamm. You asked me for an article which would discuss the utility of civil movements, for example against poverty and disease. I admit your proposal was very "Zeit"-like. As a possible author of this article you recommended the German philosopher Peter Sloterdijk, whom I appreciate very much. Then we started to discuss your thoughts about this issue and the works of Peter Sloterdijk. And I think it was especially enjoyable for you to listen to my best macaroni English. But the advantage of this experience is that nothing can shock you anymore.

So I am very happy and honoured to congratulate you on receiving the extraordinary M100 Sanssouci Award. The explanation of the jury

**M100 Sanssouci Media Prize 2007**  
**Laudatio of**  
**GIOVANNI DI LORENZO**

is of course well-founded and I couldn't agree more with every single word. I would like to quote from this explanation: "The M100 Sanssouci Award is hereby presented to Bob Geldof, KBE, in recognition of his own personal services to the

cause of freedom and human relieve and especially the struggle against poverty and disease in Africa."



But let me point out what in my eyes is the extraordinary merit of your activity. Well known as a man who fights poverty throughout the world, you are in the eyes of public opinion a so-called Gutmensch, as we say in Germany.

At first glance, this word is easy to translate. A Gutmensch is a good man. So it seems to be a compliment but be careful Bob, a large part of opinion-leaders in Germany considers a Gutmensch to be at least a Nervensäge, which I may translate with pain in the neck. In the worst case Gutmensch means a naïve and hysteric person, who is completely blind and in bondage to the dictates of political correctness. I confess that also in my eyes political correctness can really be a pain, not in the neck, but in the arse. But discrimination against Gutmenschen is a typical form of self-flagellation of Germans. Many of those who use the term Gutmensch today don't know that the Nazis used it to defame their enemies. You see, in Germany it is not self-evident that a good man is a popular man.

On the other hand, the term good man is not without reason very popular in pop-music. Nobody knows this better than Bob Geldof. Just remember B.B. Kings blues ballad "Good man gone bad".



The Bee Gees screeched “You can’t keep a good man down”. And Tom Waits complained in one of his songs “A good man is hard to find”. But finally, we have found one.

And I like to take the opportunity to praise a real good man in the best sense of the word, a good man like Bob Geldof. We need men like you, men who think differently and who don’t believe that things must always stay as they are, just because they are as they are. We need men who not only want to change the world, but also have the ideas and the energy to really make changes happen.

And that’s why Bob Geldof can really be proud of being a Gutmensch.

My heart-felt congratulations, Bob.

[...] I am a child of the media age, so this is a great honour and I am very flattered. I think you are particularly flattered if you get something from people you consider your peers. And I have been in the media business a long time, sometimes as a singer and sometimes writing for Giovanni (di Lorenzo) and Kai (Diekmann) and other people. But what happens in this Colloquium will become more important as the years go by. This year you’re discussing an East-West dialogue and some journalists asked me, would I prefer a North-South one.

Globalisation, in its modern form, is a result of the media age, which happened in my lifetime. When I was a boy, my father stood me out in the doorway of our house in Dublin. And we looked up at the sky and watched a little silver ball go across the sky and we turned up the radio very loud and we listened to what this satellite had to say. And the satellite said beep, beep.

When I got to my teenage years, there were young men talking about change in the medium of rock ’n roll. And those two things, satellites and the lingua franca of the planet which is not English, but rock ’n roll, became very useful in the 1980s, when through the media again I learned about an event that I consider to be a criminal act, which was the imminent death of 30 million people in a continent 12 kilometres from ours, who were dying of want in a world of surplus. [...]

**Excerpt off the speech of M100  
Media Prize Laureate**

**BOB GELDOF**



And this little story started then, and since then I have been allowed to use the great international web that is the media world, all its satellites, all its journalists, all its papers and, as Minister Schäuble talked about earlier, the web. And I want to now thank specifically the German media for what they did this year in this great and important German year.

When we arrived to begin the campaign for the German G8, the reporting of Africa was at a very base-level. It was concerned with the pornography of poverty and hopelessness. It was concerned about the horrific images of the dying. And it changed over the course of the year. We visited all the papers, we rang the editors and said: “There are other stories. This is a great continent. Poverty is the denial of human potential. Unleash that potential and we have an explosion of culture, thought, trade. We are failing to unleash the potential of an entire continent and that does us no service.”



Germany, this year, will become not the first export market economy of the planet, but the second. China will overtake it. And the largest growing Chinese export market is, of course, Africa. Why? Why did you allow that to happen? What is it that the Chinese understand, that Germany doesn't? They can compete with you on price, but you can compete on proximity. Why is Africa always exotically dark or impoverished?

Well, over the course of this year you began to change your perception and with that the perception of Germany. Now, for me, the G8 was a great disappointment. We mobilised the artists, we mobilised the journalists. We mobilised the schools. And for Germany, there was a great result nationally. Chancellor Merkel was able to bring your budget for development assistance from way behind to closer to where it should be.

But Germany was unable to persuade, to the shame of the other countries, the rest of the G8 to join its great effort. That wasn't the Chancellor's fault. I got to meet her several times, got to know her a little bit. I found her direct and honest. And I think if more could have been done, it would have been done.

But we now come to the rest of this G8 year. Germany still leads the G8 and we're coming up to the replenishment conference for the Global Fund for Aids, Malaria and TB. Now, this is an entity that's accountable, you can trace every cent to where it's going and where it's going, ladies and gentlemen, is to the worst affected areas of Africa, suffering from those miserable chronic diseases. In 2002 50,000 people were treated for Aids. Right now over a million are being treated out of a total affected population of 5 million. This is a great success story. [...]

Right now the Global Fund is struggling to meet its commitment from Germany, amongst others. This is again the time where Germany should take the lead. It's got nothing to do with political



correctness. It's to do with what a country committed itself to, not in the name of any political party, not in the name of any individual politician, but committed itself to in the name of the people of Germany. And that is why, if you break that commitment, if you break that promise, it dishonours the people in whose name it was made. And it kills the people it was made for.

Then in December, we go to the EU-AU summit in Lisbon. Portugal is EU President and I will be with Prime Minister Sócrates on Tuesday to discuss the EU agenda. Now it is ridiculous that a not very successful pop singer is discussing with the Prime Minister of Portugal and the President of Europe what should be on the agenda. The unfortunate problem for journalists is that I also happened to be a fucking expert on these matters. But I am. 24 years on you get to know quite a bit about it. And Germany should take a lead here as well because this is an extraordinary moment for Africa. Commodity and resource prices have never been higher – another reason why China is in there. Why isn't Germany, why isn't Europe? [...]

Ladies and gentlemen, I was thinking how I just finish up briefly. When you go out into this world you do possibly stand chastised for being politically correct. I just see it as politics. Correct or otherwise, I don't care. And you do stand the possibility of being extremely boring. For which, I admit openly, I am. But you do go into it with the sense of commitment in the full knowledge that something must be done, whether it's the moral imperative, the financial imperative, the political imperative or simply out of self-interest.

Something must be done. And towards that we must lend a sense of commitment. And as I am in Germany I'll quote from the little bit of Goethe I was taught when I was in school in Ireland: "Whatever you can do, or dream you can, begin it. Boldness has genius, magic and power in it." So let's begin again. Thank you very much.



The brevity of my closing remarks does not reflect the enormous sense of gratitude to all who made this occasion, this event such a great success. Of course, Bob Geldof gave us a remarkable message to take home. And may I say in a modest way that we, the organisers, will reflect very carefully what he said and in fact, build around what he said another event here at Potsdam in the future.

May I now also say thank all of you who contributed to this remarkable event, to the long list of speakers, the chair persons, to the distinguished Mayor of Potsdam and his staff, who've been so wonderful and so cooperative. I am very, very moved to know, that Wolfgang Schäuble was here. He is a great statesman and now in the eye of a storm. And we owe him and his staff a great deal of thanks as far as the security of this country and Europe is concerned.

**Conclusions by  
LORD WEIDENFELD**

And I would like just to mention two or three names who played a very particular part. Mister Khaled Hroub, who was very important in helping us to find these distinguished people from the Arab world. Dennis Marks, Bridget Kendall and Jasim Al-Azzawi for their wonderful contribution, the video clips at the beginning. You set a very high standard with your presentation. And once again thank you for coming and thank you for making this, the third M100 Sanssouci Colloquium a resounding success.



## EXCERPT OF THE GUEST LIST

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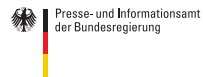


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Imprint

**Editorial team** Sabine Sasse, Brit Felmberg, Hella Pick, Sasha Havlicek, Carsten Vogel

**Photography** Kai Bienert, Ulf Büschleb, Ido Liven, Jakub Gomicki

**Film** Kira Herbrand and Julia Camerer

**Design** www.naroska.de

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M100 is a project by Potsdam 2010 GmbH i.L. and Potsdam Media International e.V.  
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