

THE ROAD TO RHODES

Rhodes University is based in the city of Grahamstown, a destination that is well-known in South Africa as host of the country's National Arts Festival (www.nafest.co.za) which has more than 40 000 attendees over its ten day duration. As such, the city is well adjusted to hosting large numbers of visitors arriving in the town, and it provides many accommodation options that range from bed-&-breakfast establishments, township home stays, guest houses, quality university residences, hotels and nearby safari ranch chalets.

Accommodation (including breakfast) in 2010 would range between \$35 (€30) and \$120 (€100) per night. Registration for a three day WJEC would be \$400 (€300), and would cover ground transportation as well as teas and luncheons.

Grahamstown is safe in terms of personal security, and its region as a whole is also malaria-free. The town (population circa 110 000) is small in size. That means that most restaurants, museums, accommodation and conference venue sites can be easily reached through 5 to 15 minute walks, or transportation with private and university providers. Temperatures in July (winter) are average high: 19°C (66°F); average low: 7°C (45°F).

As the original British frontier garrison (founded in 1812), Grahamstown offers interesting historical points of reference as well as local museums. The city is served by the Port Elizabeth airport, 90 minutes away. Flights from Johannesburg to Port Elizabeth are 90 minutes, and Cape Town is only an hour's air-travel time. Beautiful beaches and "Big Five" game reserves are within 45 minutes drive from Grahamstown.

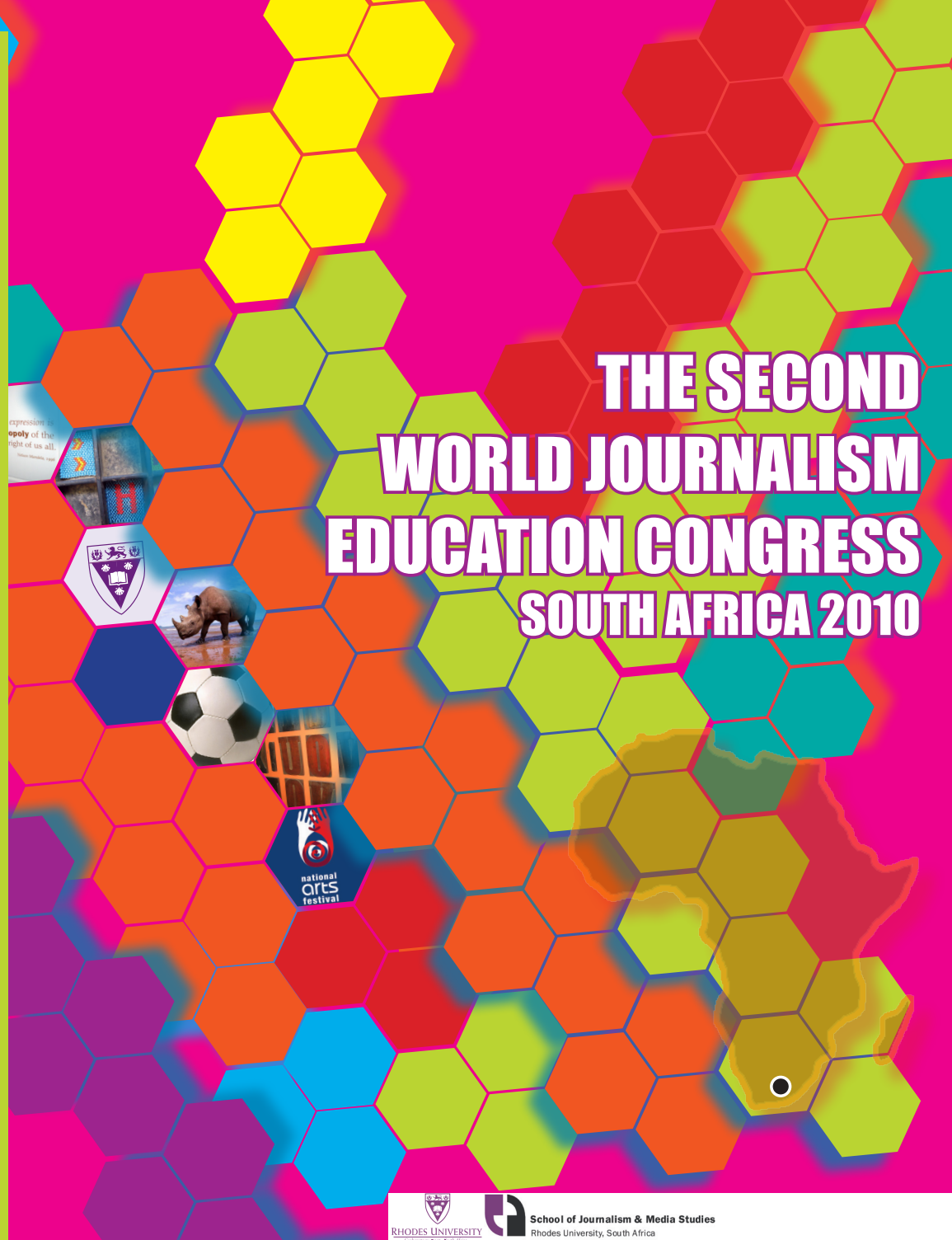


A target figure for attendees at WJEC-2 in South Africa is a minimum of 150 journalism educators (and some accompanying students), numbering as follows:

- South Africa: 15
- Rest of Africa: 20 (+ potentially another 50, depending on funding)
- USA and Canada: 35
- South America: 5
- UK and Europe: 30
- India, China, rest of Asia: 20
- Australia and NZ: 25

At least 200 Highway Africa participants are envisaged over the period of 7-9 July 2010.

THE SECOND WORLD JOURNALISM EDUCATION CONGRESS SOUTH AFRICA 2010



THE SECOND WORLD JOURNALISM EDUCATION CONGRESS

5 - 7 JULY 2010, GRAHAMSTOWN, EASTERN CAPE, SOUTH AFRICA

CONTEXT AND BACKGROUND

The first-ever global gathering of journalism educators took place in Singapore in July 2007.

WJEC-1 was the first comprehensive international attempt to compare a vast range of different national experiences, and to find consensus on common principles.

Now steps are underway to convene the second WJEC in South Africa and all journalism educators are encouraged to share in this experience.

The event coincides with the 2010 World Cup hosted in SA, which offers a common focus for journalism educators to debate carbon footprints and media mega-events, the rise of new media, changing business models and copyright issues, representations of race and gender, media globalisation, etc.

EXECUTIVE SUMMARY

The School of Journalism and Media Studies (JMS) at Rhodes University in South Africa is excited to play host to the 2nd World Journalism Education Congress (WJEC-2) in 2010. These are the benefits:

- To international journalism educators: a chance to take forward the momentum of WJEC-1 Singapore 2007, and to visit and network with African colleagues during a unique historical moment – the FIFA World Cup – with extensive media attention focused on this event and its context.

- To African and South African journalism educators: an opportunity to network on a pan-African scale, and to gain from – and contribute to – global journalism education discussions.

- To all participants, a time to:

- network with the world's biggest annual gathering of African journalists (the parallel Highway Africa conference), and
- give close-range attention to global issues (from finance to football) as regards their relevance to journalism education worldwide.

- To the media and society: richer journalism education in the countries from which participants come.

AN AFRICAN-FLAVOURED WJEC

Convening the second WJEC at Rhodes University in Grahamstown 2010 offers synergies with three Africa-based events:

- The proposed dates (5-7 July) fall in the second half of the World Soccer Cup being staged in South Africa at that time. The nearby city of Port Elizabeth is a host city for FIFA matches. Grahamstown itself will have spectator parks.

- The WJEC event will also come on the heels of South Africa's internationally renowned National Arts Festival, which showcases a full range of cultural activity and entertainment. Participants could arrive a day or two earlier in order to absorb some of this experience. (see <http://www.nafest.co.za/>)

- Overlapping for two-thirds of the WJEC is the Highway Africa conference, celebrating its 14th year in 2010, and continuing to draw hundreds of working journalists from more than 40 of Africa's 54 countries. (see <http://www.highwayafrica.com>)

KEY FEATURES

The 2nd WJEC is supported by a range of communication education organizations including UNESCO, the World Association of Newspapers and World Editors Forum.

The conference will offer opportunities to present peer reviewed research papers on journalism education issues.

There will be scheduled joint sessions with the parallel Highway Africa Conference 2010, master classes in various new media technologies, and debates and exhibitions.

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WJEC:
<http://wjec.ou.edu/congress.html>

Rhodes Journalism School:
<http://www.ru.ac.za/jms>