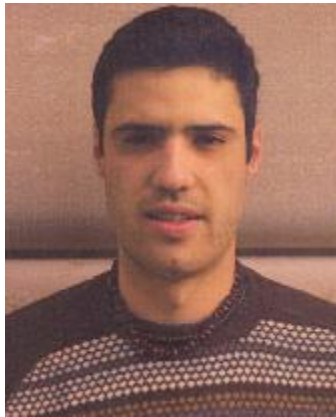


THE FUTURE OF JOURNALISM



FIRST PRIZE
ANDRÉS BERMUDEZ
LIEVANO

Andrés Bermúdez Liévano has had itchy feet since he was young. When other children dreamed of growing up to be doctors and pilots, he planned on becoming an ambassador, just so he could travel the world. His favorite books were *The Adventures of Tintin*, which would anticipate his decision of becoming a journalist.

Born and raised in Colombia, Andrés has long had an interest in literature, photography, cinema and art. He studied Latin American literature at the Universidad de los Andes, in Colombia, and is keen on languages, having spent time studying English, French, Italian and Czech.

A backpacker at heart, Andrés worked as an English literature teacher at a high school in Bogota for a year and a half, taking advantage of the seemingly tailor-made holidays to travel around South America. Although he really enjoyed teaching 15-18 year olds, he eventually grew tired of having

Continued on Page 2.



SECOND PRIZE
SIMON AKAM

I was born in Cambridge, England. After leaving the Perse School I held a British Army Gap Year Commission in The Royal Scots Dragoon Guards. I then read English Literature at Oxford University, where I edited *The Oxford Student* and traveled widely in Europe and Africa.

After graduating from Oxford I moved to the Middle East, where I studied Arabic and freelanced in the Egyptian capital Cairo. I covered stories including the dangers of unexploded Second World War land mines in the Western Desert, the decay of Egypt's European architecture, and the rehabilitation of the Sinai Peninsula.

While in Egypt I applied for and won the Fulbright Alistair Cooke Memorial Scholarship. Named after the famous BBC broadcaster, each year the award sends a British journalist to study in the United States.

I moved to New York City in July 2008 and enrolled at Columbia Univer-

Continued on Page 2.



THIRD PRIZE
DAMIANO BELTRAMI

I was born in Genoa, Italy in 1982. I studied translation (English/Spanish/Italian) at IULM University in Milan and earned my master's in English and Applied Linguistics from Cambridge University, Darwin College.

After graduating in 2005, rather than staying in academia, I moved back to Italy to treat my "journopathy", my insane love for reporting. Lucky enough, I got into the legendary Carlo De Martino journalism school in Milan, and the following summer I started collaborating with *Il Sole-24 Ore*, the leading economic newspaper. From the Milan office I covered Middle Eastern affairs and the Iraqi conflict, availing myself of multimedia information sources (blogs and video-sharing websites) and syndicated news feeds, while constantly liaising with local contributors.

After a few reports from Northern India and Eastern Europe, I applied for and won a Fulbright scholarship that

Continued on Page 2.

Continued from Page 1.

Andres Bermudez Lievano

his feet stuck in the same city for such a long time.

Andrés then embarked on a trip to South Africa to fulfil a longtime dream: to volunteer there. He soon found it was a very romantic and idealistic illusion, but it led to a life-changing experience working for three months with Ikamva Labantu, a non-profit organization in Cape Town. There he conducted the research and evaluation of a pilot project aimed to improve the quality of life of children affected by HIV/AIDS in the township of Philippi East.

He is currently finishing his master's in journalism at Columbia, and would like to work in Latin America.

Continued from Page 1.

Simon Akam

sity Graduate School of Journalism.

While at Columbia I won scholarships from the Overseas Press Club Foundation and the Hugh Fulton Byas Foundation alongside the Foreign Press Association award.

I am currently interning at the New York Times alongside my studies, and will head to Turkey and an internship with Reuters in Istanbul after finishing my course in New York.

My writing and photography have appeared in publications including the Guardian, the Financial Times, the New Statesman, and Tatler. I speak German and Arabic and enjoy riding and ski mountaineering.

Continued from Page 1.

Damiano Beltrami

enables me to study interactive journalism in the United States.

I moved to New York City in August 2008 and I am now enrolled in the City University Graduate School of Journalism. I cover New York and international stories including the U.S. elections, human trafficking, Iraqi refugees in New York, and how small businesses in the Bronx find creative solutions to deal with the economic crisis. My stories and multimedia packages have appeared in publications and websites including *The Daily News*, the website of the United Nations Association USA, I-Italy.org and *Il Sole-24Ore*.

FIRST WEDNESDAY *Best Defense in Current Crisis*

By Alan Capper

“Symbols, both positive and negative, are more important for corporations today than ever before,” said Richard Torrenzano, chairman and chief executive of The Torrenzano Group, a leading strategic communications and crisis management firm, in a speech before The Foreign Press Association’s First Wednesday gathering on April 2.

“Business is under siege by government, the media and traditional anti-business activists and rabble rousers,” Mr. Torrenzano explained, “They are seizing upon the current crises --- and symbols such as corporate jets, training junkets and the like --- to forward their well-worn agendas. Consequently, business must operate with an intelligent appreciation for the symbolism of their actions and how they may be perceived by their stakeholders.”

Despite the challenges in this environment Mr. Torrenzano said companies should not retreat from public view but communicate even more. “There is wisdom in the old sports proverb that ‘the best defense is a good offense’ and companies should heed it and thoughtfully communicate more actively with their important constituents, prime among them shareholders,

employees and the media,” he said.

Mr. Torrenzano described the foreign media as increasingly influential and important given globalization. He also forecasted that due to the pervasiveness of technology in news distribution traditional media --- especially newspapers --- will likely lose their influence in delivering news but gain more prominence in providing analysis and opinion.

Mr. Torrenzano urged top corporate communications officers to step up their personal interaction with reporters and editors, and continue to build strong relationships. “More than ever the media are driving the attitudes of governments, regulators, investors, customers and the general public,” he concluded.

He also outlined for the foreign media representatives his “Top Ten Tips for Crisis Management:”

10. Understand & accept that a crisis exists or can exist.
9. Prepare for the “what ifs,” figure out what the “what ifs” are apt to be.
8. Develop and practice a crisis plan.
7. Define the messages.
6. Never speculate. Never fib!
5. Constituents are your best allies or

your worst enemies.

4. Be visible, communicative and responsive.

3. Do not lose sight of the profound effects crisis can have on the company

2. Show empathy

1. Demonstrate leadership first... then demonstrate management

Richard Torrenzano was a recognized global expert in crisis management, at the New York Stock Exchange for almost a decade. He was a member of the Management and Executive Committees. He speaks to corporate and business groups around the globe on crisis management and corporate positioning and issues.

He managed the public strategies for significant global crises including: the market crash in October 1987 and the 1998 Federal Reserve Bank directed \$4 billion recapitalization of Long-Term Capital Management (LTCM). His counsel and work helped restore confidence in the capital markets.

During the September 11 terrorist attacks he provided counsel to client executives at Merrill Lynch, Lloyd’s of London, Nasdaq Stock Market, National Association of Securities Dealers (NASD), American Stock Exchange and Security Traders Association.

RESILIENT TAIWAN

By Jan Latus

In a calendar of meetings and events offered to the members of the FPA, there are some repeated invitations. One of them comes from the Taipei Economic and Cultural Office in New York, located in a spectacular building at 1 East 42 Street. The FPA maintains friendly relations with this institution, and our members have always been treated to dinner of authentic Chinese delicacies. All these things certainly contribute to a traditionally large attendance of FPA members but there may be another reasons as well. Many of us, FPA members, come from politically struggling nations, often not as recognized as they would deserve. Sadly, the rulers and the shakers of the world tend to forgo their loyalty and alliances, only to give support to the more powerful countries. This is what happened in 1978 when U.S. President Jimmy Carter terminated diplomatic relations with Taiwan in favor of recognizing mainland China. It was China that joined the UN, the International Monetary Fund and the World Bank in that decade, and it was Taiwan that withdrew, or was expelled, from these bodies.

On Monday April 6th, Dr. Vincent Wang, chairman of the Department of Political Science at the University of Richmond, in his lecture "*The Taiwan Relations Act at 30: Enduring Framework or Accidental Success?*" explained the importance of the TRA, enacted in 1979 by the U.S.

Congress as a result of disappointment with the way the President was handling China policy. TRA enabled, in those 30 years of political limbo, when Taiwan was neither a sovereign state nor a province of mainland China, to keep close links with U.S. policymakers.

As Dr. Wang stated, in the past 30 years Taiwan evolved from a "soft authoritarian" country to a full democracy, and from a developing country to a technological and trading powerhouse. From 1980 to 2007, Taiwan's GNP increased 9.3 times and GNP per capita rose 7.2 times, approaching the levels of rich Western European countries. Taiwan is now the world's 17th largest economy, 16th largest trading nation and fifth largest foreign exchange holder, with reserves of US\$291 billion, in 2008. Certain statistics, however, may give us a pause. In 1978, the US was Taiwan's largest trading partner, and Taiwan was the eight largest trading partner of the US. Currently, it occupies the ninth place but America is not Taiwan's largest trading partner anymore, these honors now go to China.

To journalists who frequented previous events organized by TECO, the reluctant acceptance of growing cooperation between Taiwan and mainland China was a



Dr. Vincent Wang and Suzanne Adams

Photo by Jan Latus

remarkable change of tone. In the Q&A part of the evening, Dr. Wang elaborated on growing investments of Taiwanese businesses in mainland China and on large numbers of young Taiwanese studying in China.

Taiwan and China are still bragging over their rights to be named Republic of China and are keeping their weapons (American-made in the case of Taiwan) directed against each other. It seems, however, that they are heading towards closer cooperation and the reunification prospects sound less improbable than ever. For now, Taiwanese ingeniously pumps up its economy, builds the prosperity of its citizens and tries to retain their independence. With their resilience against all odds, they've won the FPA members again.

LETTER FROM AFGHANISTAN

Suzanne,

I hope this finds you well. I don't know whether you'll remember me, but I was the recipient of the Foreign Press Association of New York's scholarship back in 2004. It's something for which I'll be eternally grateful.

After graduating from Columbia University in May 2004, I studied Arabic in Syria for a year, which was entirely made possible by the scholarship. After leaving Syria, I then began freelancing in Jerusalem for USA Today, The Times

(London), and the Sunday Herald (my native Glasgow.) It was in Jerusalem where I got my big break: I landed a job at the BBC.

From Jan 2006 – March 2008, I was the BBC online correspondent in Jerusalem, covering the Middle East. I was in Lebanon for the 2006 war, and traveled to Egypt, Syria, Jordan, as well more locally, across Israel, and more times than I can remember to Gaza and the West Bank.

And now, I'm the BBC's correspondent in Afghanistan – doing radio/TV/ online. I've been here for ten months now, and will be staying for at least another year and a half. It's a stunningly beautiful country, a momentous story, and I really wouldn't want to be anywhere else.

From a cold, snowy Kabul, I thought I would just drop you a line to say thank you and say, as I'm sure you have always known, the scholarships really can make an enormous difference.

Best wishes,

Martin Patience, Kabul BBC Reporter

MEMBERS IN PRINT

FRIENDLYVISION

Fred Friendly and the Rise and Fall of Television Journalism

Written by Ralph Engelman

Friendlyvision is the first comprehensive account of the life of Fred Friendly (1915-1998), the most important innovator in news and public affairs programming during the first four decades of American television. Ralph Engelman recounts Friendly's unparalleled influence as producer, policymaker and teacher, inventing the TV documentary at CBS, establishing public television at the Ford Foundation, and training a generation of journalists at Columbia University. He also high-

lights Friendly's central role in television's response to McCarthyism, Watergate and the Vietnam War.

Engelman traces Friendly's enduring legacy and shows how the battles he fought continue to resonate. At the same time, he offers a fascinating psychological portrait of this "wild man" of broadcast journalism. He draws on Friendly's private papers and interviews with colleagues and family members, making the book essential reading for anyone interested in the development and future of American journalism.

Ralph Engelman chairs the Department of Journalism at the Brooklyn campus of Long Island University. He is a member of the FPA.

ITALIAN WINE, CIPRIANI, AND THE PRESS

By Alan Capper

"You can give me a little more, fill it up, I'm a journalist." This was from a member of the press to one of the ladies manning a stand at Sensofwine New York, a grand wine tasting of Italian wine from some of Italy's top wine producers. In the splendid surroundings of Cipriani on 42nd Street, the former Bowery Bank, obviously built at a time when banks had a great deal of money.

It was February 2nd, but the sun shone through the stained glass windows onto the pyramids of glasses and thousands of bottles of wine. Everyone seemed to be very happy, and FPA members greeted on another and found quiet drinking corners to spend time

together, and sample some of the best wines in the world. Organized by Italian wine expert and author Luca Maroni as a trade and media event, there was also a magnificent buffet of Italian cheese, prosciutto, ham and other delicacies. If you closed your eyes you could have been in Italy.

For serious wine and life-style writers there was much to engage them. The magnificent wines from Tuscany, and Umbria to a new rose' Prosecca about to go on sale in New York for \$12 a bottle. "A perfect wine for the Summer," said the gentleman serving it, and for the afternoon you really could believe that Summer was just around the corner.

AWARDS DINNER

The Annual Awards Dinner will take place on Thursday, May 7th, 2009 at the Roosevelt Hotel. We are delighted to report that Brian Ross, ABC News' Chief Investigative Correspondent will be the keynote speaker.

DID YOU KNOW?

FPA membership offers

- **Health Insurance**
- **Restaurant Discounts**
Alfredo's of Rome 15%
Samalita's 10%
- **COHEN's Vision Savings**
- **FPA Membership Card**
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Let's Travel Radio/International

SAVE THESE DATES

April 23rd

Permanent Mission of Cyprus to the UN Discussion on International Aggression and Violation of Human Rights. Reception to follow. See your invitation for details.

May 7th

Scholarship Awards Dinner

May 19th

Program and reception with Finnish Consul General

REMINDER

If you have not paid your dues for the current year, we urge you to do so. Your membership is the strength of our organization.

IMPRESSUM

FPA NEWS is a publication by the Foreign Press Association of New York, Inc., 333 East 46th Street, New York, NY 10017 Tel (212) 370-1054 Fax (212) 370-1058 The cover of \$1 per issue is included in the \$95 Annual Membership dues. Copyright FPA NY, Inc. (ISSN 1077-0232).

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