

**re:publica**

**2-4 MAY 2016**

**STATION BERLIN**

**TEN**

## **Introducing the #rpTEN Newsroom**

**During and after the conference: our newsroom reports on the most important talks, tracks and more**

**+++ Pilot project for the re:publica 2016 newsroom +++**

**Berlin, 25 April 2016** – This year, re:publica will feature another cooperation with Munich's Deutsche Journalistenschule (DJS) and Berliner Zeitung. Over the past three years, students from the journalism school summarised re:publica highlights in form of the re:ader, the "world's fastest produced book". For re:publica's 10<sup>th</sup> anniversary we've redeveloped the cooperation format with the DJS. This year, the newsroom on the re:publica website will provide text and video coverage the conference's talks and topics, allowing journalists and participants to get a quick overview of each conference day. 15 journalism students and 4 volunteers from Bayerischer Rundfunk will be working together on location with the Fink & Fuchs public relations agency.

Supervised by the experienced editorial staff from Berliner Zeitung and Fink & Fuchs, journalism students and volunteers will be live on site at our newsroom at STATION Berlin. Each conference day will be accompanied by reports on talks and tracks from various stages. Formats will vary from classic articles to short-form portraits and video clips. re:publica's most important happenings will be covered through news articles and supported by multi-medial reports, video coverage, voice-overs and news from the Twitter-sphere. All material from the three event days will be published on the same day in German and English under the "News" section of our website, making it accessible to a global audience of journalists and enthusiasts. Reports from the newsroom will feature the "NEWS ROOM" symbol and will also be broadcast on the Berliner Fenster commuter TV on the city's subway.

**NEWS  
ROOM**

Updates and details on the newsroom will be shared via re:publica's usual social media channels.

Andreas Gebhard, founder and CEO of re:publica, explains: "The most important re:publica contents will again be covered by the students of the Deutsche Journalistenschule. I'm excited to see the new newsroom format and I hope that the integration of breaking news content on our website will inspire other journalists."

Jörg Sadrozinski, head and CEO of DJS: "The cooperation with re:publica allows young journalists to gain an insight into the various areas of our digital life and our digital future. From our work over the past years, I know that the talks, discussions and experiences are always stimulating and inspiring and I'm again convinced that DJS students will learn a lot from our continued cooperation with re:publica."

### **About re:publica**

re:publica is Europe's largest conference on internet and digital society. It attracts over 7000 participants to discuss themes and topics concerning our interconnected society and creates a space for bloggers, politicians, scientists, business people, artists and activists to come together. The 10<sup>th</sup> re:publica takes place 2 – 4 May 2016 at STATION-Berlin.

### **About Berliner Zeitung**

Berliner Zeitung is the best-selling subscription newspaper in Berlin and thus has the largest reach in Berlin-Brandenburg. The editorial staff provides competent analysis, important background and carefully researched news reports. At the same time, the most award winning daily paper is entering new territory: in 2013 it received the best mobile app award. Through its ease of use, the app guides users to the Berliner Zeitung's news coverage. Videos, photo series and text provide succinct and entertaining news. Readers can also access the full print-version in an e-format. [berliner-zeitung.de](http://berliner-zeitung.de)

### **About Deutsche Journalistenschule**

The Deutsche Journalistenschule (DJS) is one of the most recognised educational establishments for journalism in Germany. Each year, 45 young students receive free training in journalism and editorial work for print, online, TV and radio. DJS is independent, and supported and funded by over 50 media organisations, foundations, the German Federal State, the state of Bavaria, the city of Munich and numerous parties.

### **About Fink & Fuchs**

As specialists in communication of change and technological shifts, Fink & Fuchs Public Relations has been a strategic partner for businesses, associations and other clients for over 25 years. Cisco Deutschland, Computacenter, Hasbro, Mobotix, Salesforce, Schott, Sopra Steria Consulting and Techem, as well as German federal agencies and ministries are just some of its over 70-strong client-base.

### **About Bayerischen Rundfunk**

Bayrischer Rundfunk is one of the largest public media houses in Germany and is part of ARD. Since its founding in 1949, BR has achieved its reputation through responsible journalism and professional entertainment via radio, television and online formats. Educating competent journalists has been a central topic and focus for BR over the past 30 years.

Further information at:

<http://re-publica.de/presse>

<http://www.facebook.com/republica>

<http://twitter.com/republica>

<http://mediaconventionberlin.com/en>

Press images:

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Press contact:

[presse@re-publica.de](mailto:presse@re-publica.de)

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