

# Arthur F. Burns FELLOWSHIP NEWS

A Publication for Burns Fellows, Alumni and Friends



Summer 2004 • Vol. 13, No. 1

## U.S. image problem deters visiting Germans

By Mario Scherhauser

Presidential election years usually generate record numbers of German Burns applications. This year, for the first time in its 16-year history, the Burns Fellowship received more applications from the United States than from German journalists. While the number of U.S. applications almost tripled this year, German applications dropped by more than 50 percent.

The Burns Fellowship is not alone. Other international short-term exchange programs are experiencing a similar drop in German applications and participants.

The causes of this decline, some say, are increasingly restrictive immigration regulations and the perceived aggressive, unilateral and insensitive U.S. foreign and military policy abroad. These policies and regulations are creating an image problem for America – an image problem resulting in dropping numbers of visitors, including those from Germany. The nation's once highly successful policy of open doors, which enabled exchange programs and universities to create friends among foreigners, is experiencing a period of stagnation.

Prior to Sept. 11, 2001, U.S. customs officials routinely waived journalists in without visas, many Burns Fellows included. They no longer do so.

For some journalists, the indifference on the part of immigration officers who

fingerprint and take photos at U.S. ports of entry has taken on the form of outright hostility. According to the International Press Institute in Vienna, numerous foreign journalists, including Europeans, have been seized at U.S. borders, refused entry and deported forcibly to their home countries because they did not have visas.

The unpredictable, stressful and sometimes humiliating visa process has resulted in delays

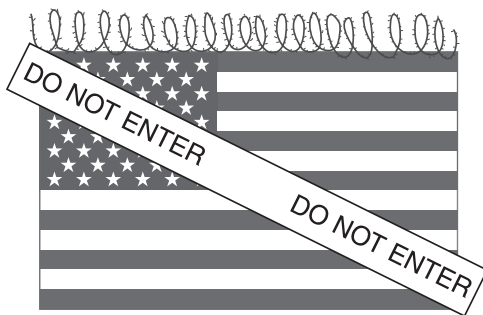
and alienation of many visitors to the United States. For example:

■ Starting Oct. 26, under the U.S. Visa Waiver Program, visitors from 27 friendly countries – including Germany – who plan to enter without a visa for less than 90 days will need to have a machine-readable passport.

■ Most citizens with passports issued after Oct. 26 will need to apply for a visa, because due to “technical challenges,” only a few countries currently meet a U.S. requirement that new passports must include biometric identifiers.

■ Starting Sept. 30, 2004, under a new Department of Homeland Security program, all visitors will have their index fingers scanned and photographs taken upon their arrival.

“Please pardon the inconvenience while we are adjusting to new circumstances,” Colin Powell wrote in an op-ed in *The Wall Street Journal* on April 21. Realizing the



## franklyspeaking

Dear Friends,

Once again, a new group of fellows from both sides of the Atlantic is getting ready to depart on their fellowships. This year is going to be especially exciting: after the European Union expansion process and the elections for the new European Parliament, the United States will follow with presidential elections in November.

Internationally, both Germany and the U.S. will play an important role on many different turfs, not always agreeable to the other side. But fellowships like Burns show the strength of the two countries' relationship in times like these, and I encourage alums to be good partners in work and even better as hosts to the new group of fellows arriving in August.

Wishing you all a great summer, no doubt brimming with national and international news. But what better can we ask for as journalists?

Yours,  
Frank-Dieter Freiling

potential implications of this unwelcoming climate for foreign visitors, U.S. officials promised their resolve to keep the country's doors open and that improvements would be made to the current visa process. “Openness is fundamental to our success as a nation, economically, culturally and politically,” Powell wrote.

Still, adding the new visa restrictions might explain why Germans and other visitors increasingly think America is not welcoming and are taking their business, talent and vacation money elsewhere.

British, French, Japanese and German tourists spent \$22.2 billion in the United

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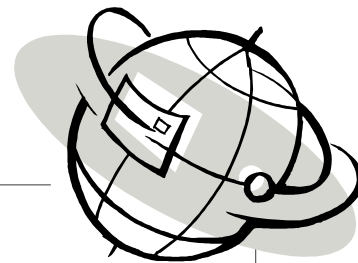
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German Burns Trustees Erik Bettermann, Director-General of Deutsche Welle, and journalist/anchor woman Sabine Christiansen



## 1988

Behforus and **Klemens Semtner** became proud parents of Shalissar Marie in May.

## 1989

**Annette Dittert**, ARD correspondent in Warsaw, was awarded with the very prestigious Hajo-Friedrichs Award for her coverage of Poland. She will become ARD's New York correspondent in December.

## 1990

**Karl Doemens** left the *Frankfurter Rundschau* to cover social affairs for the daily *Handelsblatt* as Berlin correspondent.

## 1991

After seven years as *Frankfurter Allgemeine's* correspondent in London, **Christian Schubert** will move to Paris in August. He also published "Großbritannien – Insel zwischen den Welten. Die Briten – Europas ewige Außenseiter" (Olzog). **Bernd Riegert** moved to Brussels to become a correspondent for Deutsche Welle Radio.

## 1992

**Kara Swisher**, formerly of *The Washington Post* and now a technology columnist for *The Wall Street Journal*, published a new book "There Must Be a Pony in Here Somewhere" (Crown Business), which covers the AOL Time Warner debacle.



Alumni meeting in New York (from left): Markus Günther, Elizabeth Wagner, Mark Huntley, Peggy Kim, Marc Fest (all 1993)

## 1993

*International Herald Tribune* correspondent **Nicola Clark** switched posts from Hong Kong to Neuilly sur Seine in France. In the genre of American-produced movies like "Shrek" or "Finding Nemo," director **Lenard F. Krawinkel** launched his new film "Back to Gaya"—the first entirely computer-animated German movie—in many German movie theaters.

## 1994

**Robert von Rimscha** announced the publication of his new book "Die Bushs – Weltmacht als Familienerbe" (Campus-Verlag).

## 1995

In addition to being editor-in-chief for the sister publications *Die Welt* and *Berliner Morgenpost*, **Jan-Eric Peters** will become publisher of both papers by April 1, 2005.

## 1997

**Andreas Wunn** is now covering foreign affairs for ZDF in Mainz. **Anna Mulrine** was awarded a Fulbright Scholarship and she will spend a year in Germany, starting this June.

## 1998

After four years in politics as a press secretary, deputy campaign manager and legislative director in the Texas House of Representatives, **James Bernsen** returned to journalism as senior correspondent for the *Lone Star Report*—an online political newsletter covering Texas politics. **Karen Kleinwort** and her family moved from Mexico to The Hague, Netherlands.

## 1999

**Christian Buck** left *Die Welt*. London-based foreign correspondent **Guy Raz** switched from National Public Radio to Cable News Network. In May **Katja Ridderbusch** married a former navy fighter-pilot whom she met during her Burns fellowship in San Diego. **Jay Weinstein** became executive editor of monthly newsletter *Kitchen & Cook*.

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## WELCOME

Please welcome alumni of the Anna-Maria and Stephen M. Kellen Fellowship program to the Burns alumni network.

Starting this summer, the Kellen Fellowship, awarded annually since 1997 to a maximum of two journalists from Berlin each year, will be conducted in cooperation with the Burns Fellowship program in terms of participants' selection, Washington orientation and alumni networking.

The Kellen Fellowship is made possible through a generous grant by the late Mr. Kellen (2004) to the American Council on Germany and is administered by ICFJ. To find out more about the program, please visit [www.icfj.org/kellen.shtml](http://www.icfj.org/kellen.shtml) or [www.acgusa.org/kellen\\_fellowships.htm](http://www.acgusa.org/kellen_fellowships.htm)

## *2003 Arthur F. Burns Dinners held in New York & Berlin*

**F**or the first time, American Burns alumni met for a dinner lecture at Goldman Sachs in New York City on Feb. 18. Following the tradition of annual Burns alumni dinners in Berlin, program administrators added the inaugural event in New York in order to establish a closer U.S. alumni network. A few months later, Deutsche Bank hosted the annual dinner in Berlin on May 7 for former participants from Germany. Burns trustee Dr. Henry Kissinger in New York and Christian Democratic Union (CDU) Deputy Chairman Dr. Wolfgang Schäuble in Berlin spoke to former fellows about transatlantic relations in the light of the U.S.-led war in Iraq.

Each event was attended by approximately 60-80 alumni, trustees and sponsors. Alumni of the Anna-Maria and Stephen M. Kellen Fellowship program also were welcomed at the Berlin event, and two 2004 Kellen Fellows and nine of 10 of the 2004 German Burns Fellows had a chance to discuss their upcoming fellowships with former participants. Also in Berlin, 2003 Burns Award winners were announced by Foreign Office State Secretary and former Burns Patron Jürgen Chrobog (see story on opposite page). Further U.S. alumni events are planned for the future, possibly rotating the location among major U.S. East and West Coast cities.



Parting ICFJ President and Burns trustee David Anable speaking with alumni at the New York dinner.



From left: Dr. Frank-Dieter Freiling and Burns alumni Cherno Jobatey (ZDF, 1997) and Dr. Mathias Döpfner (CEO of Axel Springer Verlag, 1988) at the Berlin dinner.



Germany's Ambassador Wolfgang Ischinger (left) and NY Consul General Uwe-Karsten Heye at the New York dinner.



Burns dinner speaker Dr. Henry Kissinger in New York.



Burns dinner speaker Dr. Wolfgang Schäuble, deputy chairman of the CDU, at the Berlin dinner.

## And the 'Burnsie' goes to...

Steven Zeitchik's "Fondly recalling the bad old days" and Steffi Kammerer's "Die Columbia ist sicher gelandet (Columbia has landed safely)" were awarded the **2003 Arthur F. Burns Award**.

Both authors received the EURO 1,000 prize from Germany's foreign minister at the annual Burns dinner and lecture on May 7 in Berlin. Each year, this award goes to one

American and one German Burns alum for outstanding journalistic work in regards to the political, economic or cultural situation in each other's country, or to the transatlantic relationship in general.

New York-based Zeitchik (2003) published his engaging article on Germany's trend toward "Ostalgie" (the concept of East Germany's nostalgia for the times prior to the fall of the Berlin Wall) in the *International Herald Tribune* on Oct. 7, 2003. His conclusion was that Germany is together, but hardly unified.

Kammerer's (2002) two-part article about the tragic crash of the space shuttle "Columbia" was published in *Stern* magazine last year. She meticulously reconstructed the last days before the catastrophe in the control center and in space. She not only tells the story of the space shuttle's crash, but also analyzes the burst of an American utopia.

Sascha Lehnartz (2003) received an honorable mention for "Wie ein staunendes Tier (Like an astonished animal)," a sensitive portrait of New Orleans-based businessman Clay Shaw, whose life was ruined 40 years ago after he was wrongfully named as the main suspect in the assassination of U.S. President John F. Kennedy.



German Federal Foreign Office State Secretary and former Burns patron Jürgen Chrobog with the winners of the 2003 German-American Commentary Award: Stefan Kornelius (left) and Clemens Wergin (2003 Burns alumus)

The other honorable mention was awarded to Sigrid Auferbeck (2003), who reported on her personal impressions and observations at an emotional funeral of a 20-year-old U.S. soldier who died in Iraq.

The 1,000 Euro **German-American Commentary Award** was split between two German journalists this year.

In "Die Kunst der Kriegsvermeidung (The art of avoiding war)," Stefan Kornelius, foreign politics desk editor at *Süddeutsche Zeitung*, wrote about the pros and cons of military intervention by allied troops in Iraq in his editorial on Feb. 8, 2003. Carefully avoiding clichés and bias, Kornelius tried to explain the failure of political negotiations prior to the war by using strategic hindsight and eloquence, using examples of Chinese philosopher and military tactician Sun Tzu.

Kornelius shared the prize with Clemens Wergin (2003), opinion page editor of *Tagesspiegel*. Wergin was not awarded for one article, but for more than 20 editorials about the transatlantic relationship during his Burns Fellowship for his host, the *Chicago Tribune*, and for his German publication. The jury rewarded Wergin for his editorial bilingual writing skills and the ability to work with in two languages with two editorial boards simultaneously. ★

HIS EXCELLENCY WOLFGANG ISCHINGER, AMBASSADOR OF THE FEDERAL REPUBLIC OF GERMANY, AND THE ARTHUR F. BURNS TRUSTEES CORDIALLY INVITE YOU TO THE

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## 2003 Arthur F. Burns Journalism Award

The Boards of Trustees in Germany and the United States proudly salute the recipients of the 2003 Arthur F. Burns Journalism Award sponsored by:

**Joschka Fischer**

Minister

Federal Foreign Office of Germany

### Award Recipients

★ **Steven Zeitchik** (2003)

News Editor

*Publishers Weekly*

★ **Steffi Kammerer** (2002)

Freelance Reporter

*Stern* magazine

### Honorable Mentions

**Sascha Lehnartz** (2003)

Reporter

*Süddeutsche Zeitung* magazin

**Sigrid Auferbeck** (2003)

Corporation Editor

*Handelsblatt*

*Wall Street Journal*

### Awards for Best Commentary on U.S.-German Relations:

★ **Stefan Kornelius**

Foreign Desk Editor

*Süddeutsche Zeitung*

★ **Clemens Wergin** (2003)

Opinion Page Editor

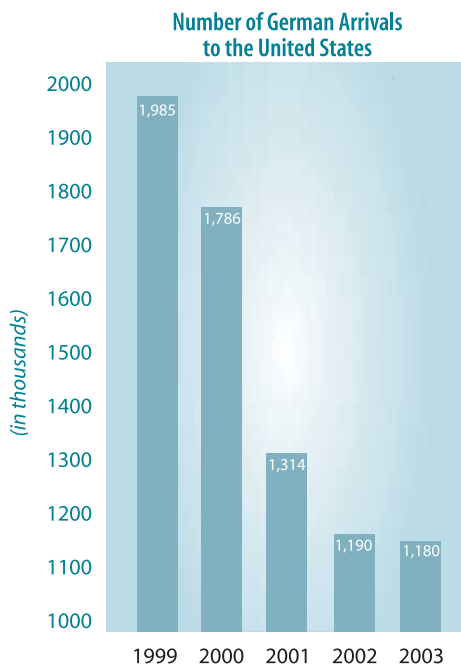
*Der Tagesspiegel*

For more information, see [www.icjf.org/burns](http://www.icjf.org/burns).

## U.S. Borders (from p. 1)

States in 2002, accounting for roughly one third of spending by all overseas visitors, according to the Travel Industry Association of America.

However, their numbers are dropping. The U.S. Department of Commerce reported 1.18 million Germans visited the United States in 2003, a drop of 805,000 visitors (40 percent) from 1999 (see chart).



(Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis, Publication Date: April 2004)

Numbering more than 580,000 last year, international students in the United States are an estimated \$11-13 billion business for the U.S. economy, and these students mostly pay out-of-state tuition with their own funds.

Germany provides a small slice of this money and brain power, a slice that is getting smaller still. Last year, 9,302 Germans studied at U.S. colleges and universities – this was a 3 percent decline from the year before. Over a two-year period, Germany’s number of exchange students to the U.S. has dropped by more than 8 percent, according to the Institute of International Education.

Despite improved promotion, ICXchange-Deutschland, a 30-year old German organization for international students’ exchange programs, has experi-

enced “a perceptible decline in the number of students for our U.S. high school/homestay program since the turn of the century,” according to its director Hans-Heinrich Ziebell. In addition to new visa restrictions, he lists the tragic events of Sept. 11 and the Iraq war as the main reasons for a decline in interest.

“We feel that we have reached the bottom,” Ziebell said. “Compared with the good years in the second half of the previous decade, we have to cope with a drop of almost 50 percent in the number of our participants for the U.S. In 2002-2003 alone, the drop was 21 percent compared to 2001-2002.”

Michael Pahl of AFS Interkulturelle Begegnungen acknowledges a small decrease in the interest of going to the U.S. However, he is yet uncertain about the reasons why more German students pick different destinations for their experience abroad.

“Short-term visitors are more easily deterred by the increased visa fees and procedures,” said Vanessa Chang, membership director at the Virginia-based Council on Standards for International Educational Travel. CSIET reported 180 young Germans coming to the United States on short-term programs in 2003-2004, down from 870 in 2002-2003 and 888 in 2001-2002. However, Chang also reported an increase in CSIET’s number of long-term exchanges for this year.

Germany’s most prestigious and well-known exchange programs do not seem to be affected by this downward trend.

Approximately 300 German Fulbright scholars study and teach each year at U.S. colleges and universities. According to the Fulbright Commission’s Deputy Director Reiner Rohr, there was “some irritation” with the new visa process initially, both for U.S. educational institutes and for German administrators of student exchange programs, but this has not resulted in a downturn for the Fulbright program.

Similarly, Gabriele Knieps, coordinator for U.S. programs at the German Academic Exchange Service (DAAD), said that while new U.S. visa regulations do not enjoy great popularity among German students, their numbers are constant. ★

## A Letter from the Ambassador

Dear Alumni and friends of the Burns Program,



The recent decline in the number of German applicants to the Burns Program is critical. Security measures in the United States after the 9/11 terror attacks

appear to be the decisive factor in this regrettable development. Since the U.S. government tightened up its security and visa procedures, the United States may seem less welcoming from the outside. To err on the side of caution results in—hopefully temporary—hardships for visitors.

I know that U.S. authorities are fully aware of the potential political, economic and scientific consequences of reduced international exchange of academic, professional and business leaders.

Nothing equals real-life experience to change perceptions of others. My first visit to the United States came as part of a high school exchange program. This experience has had a profound impact on me. In fact, it laid the foundation for what I do today.

For more than 15 years, the Burns Fellowship program has enabled young German and American reporters to avoid reinforcing common stereotypes when reporting about America and vice versa. It has been a privilege and a pleasure to support the program, to encourage its growth and to work with the fellows.

Security requirements must not deter us from continuing on the path of exchange and cooperation. The German-American friendship is too strong for that. I hope you will all join me in working to obtain solutions, which will allow and encourage continued growth of the Burns Program.

Sincerely yours,

Wolfgang Ischinger  
German Ambassador to the United States of America

# 2004 BURNS FELLOWS

**Dr. Eva Busse**  
correspondent  
*Financial Times Deutschland*, London

**Ms. Andrea Crawford**  
freelance journalist  
*Independent*, New York University magazine, New York

**Mr. Justin Ewers**  
senior editor  
*U.S. News & World Report*, Washington, D.C.

**Ms. Allison S. Frost**  
senior producer / host  
"Oregon Considered," Oregon Public Broadcasting, Portland

**Mr. Henning Hertel**  
editor  
N24/Sat 1, Berlin

**Mr. Thilo Knott**  
editor  
*die tageszeitung*, Berlin

**Ms. Jennifer Kho**  
education reporter  
*The Argus*, Fremont, CA

**Mr. Max von Klitzing**  
reporter  
NDR (TV, Panorama), Hamburg

**Ms. Nicola Leske**  
editor  
Reuters, Frankfurt

**Mr. Brendan McGarry**  
education and general assignment reporter  
*The Saratogian*, Saratoga Springs, N.Y.

**Mr. Ulf Meyer**  
freelance journalist  
Berlin

**Dr. Robin Mishra**  
correspondent  
*Rheinischer Merkur*, Berlin

**Ms. Noelle Anne Phillips**  
business reporter  
*The State*, Columbia, S.C.

**Mr. Lennart Paul**  
editor  
*Welt/Berliner Morgenpost*, Berlin

**Mr. Sebastian Rudolph**  
trainee  
n-tv, Berlin

**Mr. Benjamin Shors**  
social issues reporter  
*The Spokesman-Review*, Spokane, Wash.



Seven of 10 German 2004 Burns fellows: from left – Henning Hertel, Thilo Knott, Nicola Leske, Sebastian Rudolph, Lennart Paul, Eva Busse, Robin Mishra

**Ms. Julie Siple**  
associate producer  
"Morning Edition," Minnesota Public Radio, St. Paul, Minn.

**Mr. Bernd Steinle**  
reporter  
*Frankfurter Allgemeine Zeitung*, Frankfurt

**Mr. Paul Stinson**  
editor/writer  
*Pazifische Rundschau*, Seattle

**Mr. Andrew Wallmeyer**  
reporter  
Dow Jones newswires, Jersey City, N.J.

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**2000**

**Oliver Becker** finished a major TV documentary on ritual killings in Africa, called "Muti murders." It will be broadcast in August on Arte, the German-French channel. After a 6-month stint at the ARD studio in Washington, **Jens Eberl** moved back to Cologne last year to work as editor and reporter for ARD's Morgenmagazin in addition to his work for Bayerischer Rundfunk.

**2001**

**Kimberly Bradley** moved from the States back to Berlin and is working as freelance correspondent for various art magazines. **Robert Jacobi** will leave his job as Berlin-based parliamentary correspondent for *Süddeutsche Zeitung* this summer to pursue a two-year master's of public administration program as a McCloy Scholar at Harvard University's John F. Kennedy School of Government. After a year of maternity leave, **Sabine am Orde** returned to *Tageszeitung*, to cover education, migration and health. **Susanna Ray** now works for Dow Jones Newswires out of Frankfurt. **Cordula Tutt** and husband Andreas Medinger became proud parents of Oskar Lovis in January. Meanwhile Tutt left London-based *Financial Times* to work once again for *Financial Times Deutschland*, covering politics from Berlin.

**2002**

**Markus Feldenkirchen** left *Tagesspiegel* to join *Der Spiegel*, covering the parliament from Berlin. **Cornelia Stolze** has been writing for health magazine *Stern Spezial Gesund Leben* since April.



Thomas Reichart ('03) and son Philip

**2003**

Inspired by her Burns Fellowship, **Joellen Perry** returned to Berlin in June but this time on a year-long Bosch Fellowship. **Frank**

**Hessenland** announced the birth of his son Noah Balthasar in April. He beat **Thomas Reichart's** newborn son Philip by just a few weeks. **Markus Verbeet** joined *Der Spiegel* as a staff writer for national affairs.

**2004**

Following her selection as a 2004 Burns Fellows, **Noelle Phillips** switched from *Savannah Morning News* to *The State* daily newspaper in Columbia, S.C. ★

The *Arthur F. Burns Fellowship News* is published twice a year by the International Center for Journalists.

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Mario Scherhauer, Program Officer, ICJF

Newsletter Layout: Jill Gallagher, freelance designer

## About the Arthur F. Burns Fellowship

Named in honor of the late former U.S. ambassador to the Federal Republic of Germany and former Federal Reserve Board chairman, the Arthur F. Burns Fellowship Program fosters greater understanding of German-U.S. relations among future leaders of the news media.

The Burns program was established in 1988 in Germany by the Internationale Journalisten-Programme (formerly the Initiative Jugendpresse) and was originally designed for young German journalists. In 1990, the fellowship expanded to include American journalists, making it a true exchange.

Each year 20 outstanding journalists from the United States and Germany are awarded an opportunity to report from and travel in each other's countries. The program offers 10 young print and broadcast journalists from each country the opportunity to share professional expertise with their colleagues across the Atlantic while working as "foreign correspondents" for their hometown news organizations.

Fellows work as part-time staff members at host newspapers, magazines and radio and television stations. In addition to covering local news, fellows report on events for their employers back home, while learning more about their host country and its media.

This competitive program is open to U.S. and German journalists who are employed by a newspaper, news magazine, broadcast station or news agency, and to freelancers. Applicants must have demonstrated journalistic talent and a strong interest in U.S.-European affairs. German language proficiency is not required, but it is encouraged. The Burns program is administered jointly by:

### International Center for Journalists

1616 H Street, NW • Third Floor • Washington, DC 20006  
Tel: (202) 737-3700 • Fax: (202) 737-0530  
E-mail: burns@icjf.org • www.icjf.org • www.ijnet.org



**ICJF**, a nonprofit organization dedicated to improving journalism worldwide, solicits U.S. applicants for the program, organizes the selection process, helps participants prepare for the fellowship, arranges the U.S. attachments for the German participants, and organizes a joint meeting in Washington with the German journalists. Interested U.S. journalists should contact ICJF for program information or an application (deadline: March 1, 2005).

### Internationale Journalisten-Programme

(International Journalists' Program)  
Postfach 1565 • 61455 Königstein/Ts. • GERMANY  
Telephone: (06 174) 7707 • Telefax: (06 174) 4123  
E-mail: Freiling.F@zdf.de • www.ijp.org/afburs



**IJP** is a nonprofit organization of German journalists founded in 1981 and dedicated to advancing the interests of media professionals and the public they serve. IJP supports promising young talent, furthering the international exchange of ideas among opinionmakers and encouraging the flow of information between people in key positions and the media. IJP runs eight fellowship programs similar to the Burns Fellowship. German journalists should contact IJP for information or an application (deadline: Feb. 1, 2005).