

**GÜNTER  
HOLLAND**  
JOURNALISTEN  
SCHULE

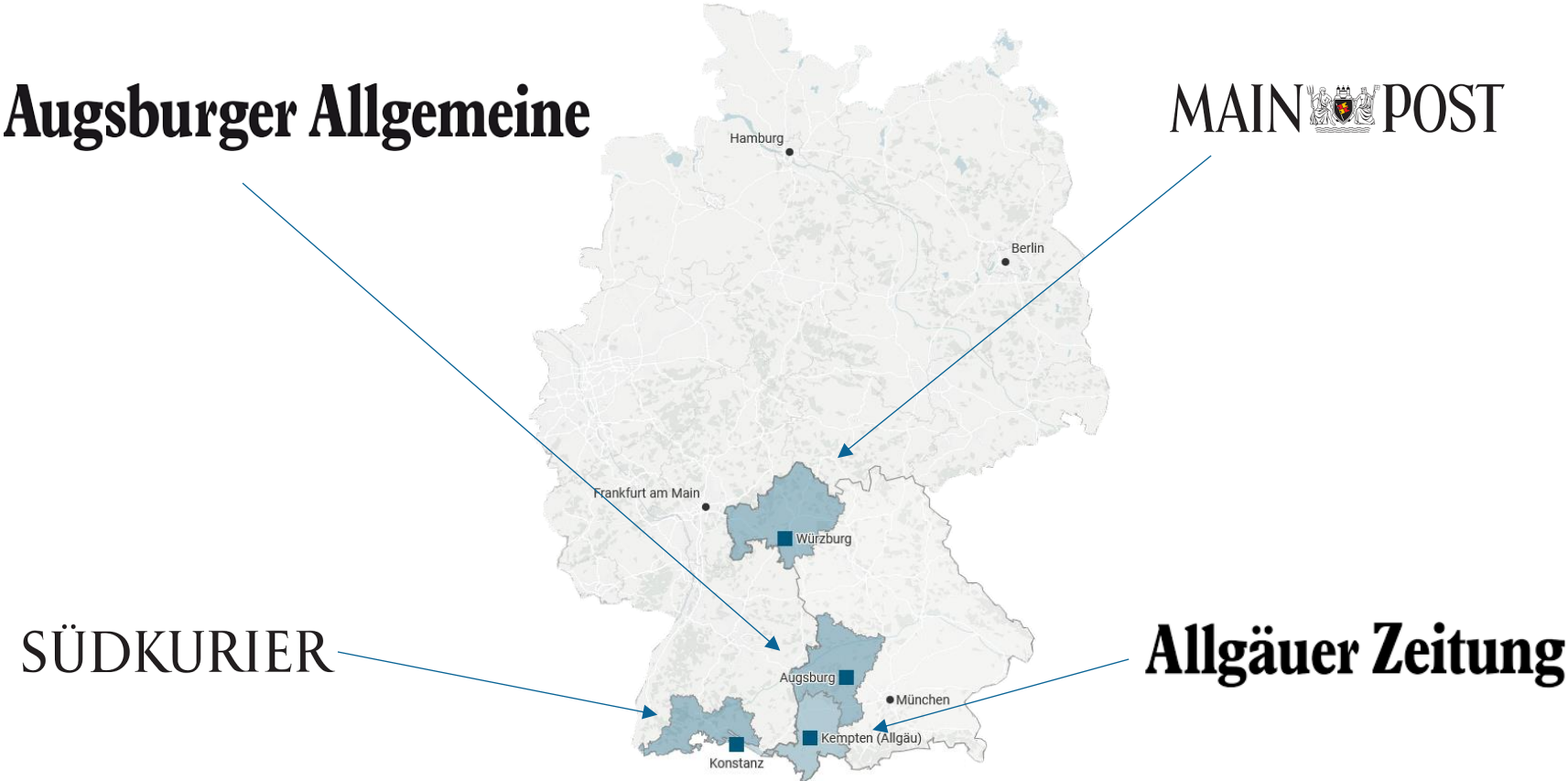


**How Augsburger Allgemeine  
futureproofs its newsrooms by  
training young, diverse journalists**

**Augsburger Allgemeine**

Alles was uns bewegt

## Mediengruppe Pressedruck: 4 big newspaper titles in one group



200

Journalists

24

Correspondents

16

local newsrooms

250.000

print-copies per day

5

newspapers publish  
our national news

**Augsburger Allgemeine**

**One of the four leading daily newspapers  
in Germany**

660.000

print-readers per day

24

Newsroom-  
Trainees  
per year

Ø 16 Mio.

visits/month on  
augsburger-allgemeine.de

38.000

Digital-Subscriptions

600.000

Follower on Social Media

35

minutes  
reading time  
per copy

96%

trust in credibility  
of the content

Ø 38,5 Mio.

views/month on  
augsburger-allgemeine.de

170.000

Newsletter-Subscriptions

## Günter Holland Journalistenschule: The Journalism School for 4 newspapers

**Augsburger Allgemeine**

**Allgäuer Zeitung**

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### **GÜNTER HOLLAND JOURNALISTEN SCHULE**

Per year:

- app. 50 Trainees
- 14 weeks with trainings
- 75 Seminares
- a lot of innovation

**MAIN  POST**

**SÜDKURIER**

## A few approaches ...

### Diversity:

- Newsroom Godchilts
- Traineeship for parents
- Internship for pupils und students
- Generation Dialogue („Lernen von den Volos“, mixed seminars)

### Participation:

- Learning by writing, filming, speaking
- Comments and editorials → young view
- 3rd page
- Content review
- Good NewsLetter

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**GÜNTER  
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### Special Skills:

- Constructive Dialogue
- Coding & AI
- Design Thinking
- Resilience-Trainings for Journalists
- Mental Health concept for the newsrooms
- Networking
- Psychology of research
- Class Learning → Teamwork, Feedback

### Content:

- Digital Project
- Good NewsLetter
- Constructive Journalism
- Master-Project
- Live-Reportings

## **We think ...**

- One-size-fits-all-education is yesterday. What's your **talent**, baby?
- Journalism is more than writing, filming, speaking – **we teach more**.
- **Soft skills** make the difference.
- Journalism needs **interesting, courageous people** more than perfect writers.
- It's the **teamwork**, stupid!
- More **diversity is a treasure** for every newsroom.
- **Culture** is eating strategy for breakfast - yes, Mr Drucker.
- It's the **best time** to become a journalist.

## Lea Thies

Newsroom-Digital-Native  
and Natural Born Creative



- 1997 **Freelance** at Deister- und Weserzeitung in Hamelin
- 1999 **Trainee** at Deister- und Weserzeitung
- since 2001 **Reporter** at Augsburger Allgemeine
- 2009/10 **Master in Global Politics** Birkbeck College/University of London
- 2010-2022 **Chief-Kids-Page-Officer** at Augsburger Allgemeine
- since 2015 **Mother and Beekeeper**
- since 2021 **Head of Günter Holland Journalistenschule**

# WE



# JOURNALISM

**GÜNTER  
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Thank you for your attention. Any questions?

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