



وكالة الغيمة الليبية للأخبار

Libyan Cloud News Agency

## PRESS RELEASE

**Go-ahead given for the first nationwide independent news agency in Libya – Press conference in Brussels on November 19.**

**Libya’s first independent news agency is due to take up its work on Thursday, November 19. The Libyan Cloud News Agency (LCNA), established by DW Akademie in cooperation with the European Commission (EC), is relying on satellite-link technology and the use of the virtual cloud platform for data storage and transmission.**

“Libyans need information about Libya, from Libyans. This is absolutely vital for a new, democratic beginning”, said Tarek Al Huni, editor-in-chief of the new agency LCNA. At a press conference in Brussels on November 19, the director of DW Akademie, Christian Gramsch, and the EU Ambassador to Libya, Nataliya Apostolova, will officially hand over the reins of the LCNA to Tarek Al Huni. “The LCNA is a very important tool to help re-establish a more objective picture of Libya. Above all it will help the Libyan people to once again receive reliable information about their own country,” said Gramsch.

The Libyan media outlets still in existence are heavily censored or can only report on a very limited local area. The civil war means that national news reporting is practically non-existent, so Libyans seldom hear about what is happening in other parts of the country. International media organizations get very little information from the country itself. This situation prompted the idea for an independent news agency with an extensive network of correspondents who put together reports from all over Libya for both national and international media. Nataliya Apostolova explained why the EC and DW Akademie decided to support the set-up of the LCNA: “For a conflict region like Libya, it is vital that we get independent, unbiased and reliable information from the country itself.”



DW Akademie organized numerous journalism workshops to help train and prepare more than 100 regional reporters and news editors for their new roles with the LCNA. The official hand-over means the end of the financial development partnership between DW Akademie and the European Commission, and the new agency. In the future the LCNA will finance itself via a system of subscriptions, and deliver reports to national and international news agencies and media outlets.

### **Developing media. Strengthening human rights. 50 years DW Akademie.**

DW Akademie is Germany's leading organization for international media development. We support the development of free and transparent media, quality journalism, and also offer programs to boost media skills. We train up-and-coming DW journalists. Our Master's degree program, "International Media Studies," combines the disciplines of media and development, journalism, communication studies and media management. We offer clients from the worlds of politics, business and civil society a broad spectrum of media training workshops. Our online courses for learning German complement DW's journalistic activities.

The press conference will take place at the Brussels Representation of the State of North Rhine-Westphalia, Rue Montoyer 47, at 11 a.m.

Contact: Deutsche Welle (DW), Vera Tellmann, T +49.228.429.2531, [vera.tellmann@dw.com](mailto:vera.tellmann@dw.com)

Contact: DW Academie (at press conference): Saskia Eversloh, T +49.228.429.2178, [saskia.eversloh@dw.com](mailto:saskia.eversloh@dw.com)



## **FACT SHEET**

### **Background – the situation in Libya**

There is no unbiased, impartial news out of Libya, most Libyan media is propaganda and all former public media institutions were dismantled in 2014, when the country was torn apart by diverse militias which aligned themselves along tribal, ethnic and regional lines. Militias occupied state-controlled stations and the government disrupted broadcasting. Only a few, basically local council-funded media outlets still function – but their work is restricted. National media is looked at as being either with one faction or with the other – but not neutral. This means that the Libyan people are not informed anymore and there is no public political communication. International media – which could be an alternative news source – is regarded as (western, eastern, Gulf...) propaganda.

### **About the Libyan Cloud News Agency**

The Libyan Cloud News Agency LCNA is the first independent Libyan news agency since 2014, specialized in reporting news and gathering information about the humanitarian and environmental conditions, together with cultural, artistic and sports activities and everything related to the Libyan situation and the political, economic and social life. It provides insights on the important facts about Libya and its people for all local and international media. LCNA is a purely Libyan approach to avoid the accusation of being part of a Western strategy. More than 100 Libyan correspondents allocated in all Libyan regions are working for LCNA. The footage provided (text, photos, sound bites and raw video material) is not edited as reports, but facts are double- and cross-checked by a virtual editorial desk. This material is uploaded onto a cloud. The servers of this cloud are outside Libya and out of the range of physical attacks. Published footage is visible as LCNA material without an individual name to ensure the safety of the correspondents. The editors know the authors and stay in touch with them for fact checking of all material. Footage can be downloaded by national and international media and if the internet link is weak, the LCNA can provide a low cost extensive satellite solution. The Libyan Cloud News Agency LCNA is a non-profit agency. It is financially independent and does not accept donations or aid. It does not accept any government or foreign investments in its activities. Its goal is to be self-sustaining and financially viable, ensuring the agency's future through a subscription system, with media outlets and news agencies as subscribers.  
*[www.libyan-cna.org](http://www.libyan-cna.org)*

### **About DW Akademie**

DW Akademie is Germany's leading organization for international media development. Founded 50 years ago, it supports the development of free and transparent media, quality journalism, and also offers programs to boost media skills. DW Akademie trains up-and-coming Deutsche Welle journalists. Its Master's degree program, "International Media Studies," combines the disciplines of media and development, journalism, communication studies and media management. DW Akademie offers clients from the worlds of politics, business and civil society a broad spectrum of media training workshops.

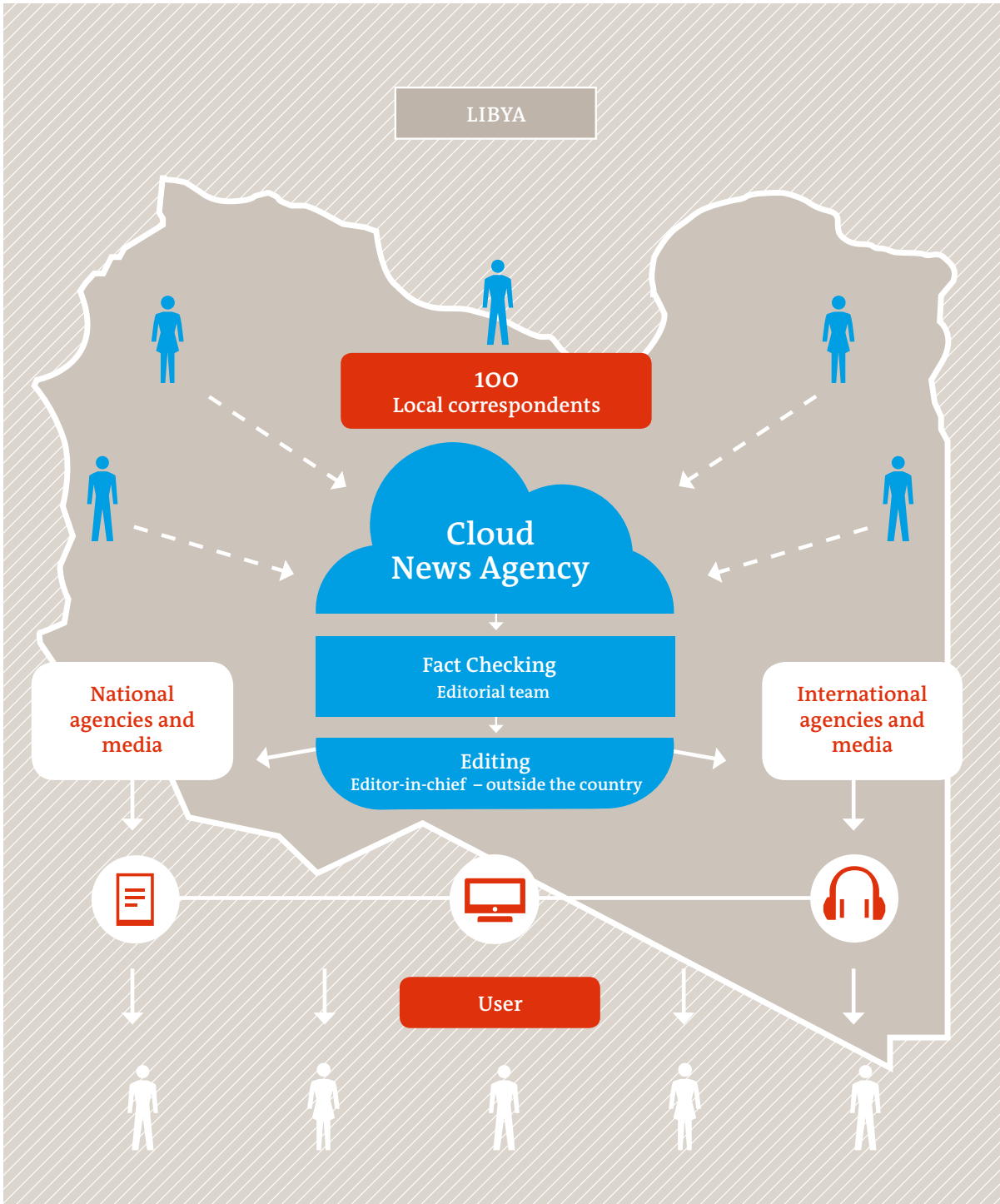
*<http://www.dw.com/en>*

### **About the EU Commission's Southern Neighbourhood cooperation**

EU bilateral and regional cooperation with the Southern Neighbourhood takes place in the framework of the European Neighbourhood Policy (ENP) and includes the following ten partner countries: Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine, Syria and Tunisia. Cooperation covers a wide range of sectors; including democratic development, rule of law and good governance; economic development; social sectors and social protection; human development and migration. EU cooperation in the region has been marked by the "Arab Spring" uprisings, which started in December 2010. The EU reacted swiftly and strategically to these events by issuing "Joint Communication of 8 March 2011" and "A New Response to a Changing Neighbourhood of 25 May 2011", which clearly stated the EU's support of this popular call for change, and for more democratic and open societies.

*[http://ec.europa.eu/enlargement/neighbourhood/southern-neighbourhood/index\\_en.htm](http://ec.europa.eu/enlargement/neighbourhood/southern-neighbourhood/index_en.htm)*

# Libyan Cloud News Agency



## SHORT PORTRAIT TAREK AL HUNI



**Tarek Abdul Salam Al Huni**, born in Tripoli, Libya, was editor-in-chief of the Libyan newspaper Business & Finance until he resigned in mid-2010. He also wrote and published several articles and investigative reports on a weekly basis. Soon after the 2011 revolution he returned to his former post at Business & Finance. In 2012 he assisted the Libyan Minister of Information and Culture in overseeing radio and TV operations at the Libyan National Channel Al Wataniya. He was appointed executive director of Al Wataniya in 2013 and resigned in mid-2014 following the armed storming of Tripoli by the "Libya Dawn" coalition, which attempted to control Al Wataniya and to interfere in its editorial policies. As of November 19, 2015, Tarek Al Huni will be editor-in-chief of the Libyan Cloud News Agency (LCNA), the first independent and virtual Libyan news agency.