

Multi Nation Program



Zulfiani (Uni) Lubis | Jakarta, INDONESIA
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The first Indonesian woman to become editor-in-chief of an Islamic magazine, Zulfiani Lubis is a staunch advocate of investigative journalism known for her willingness to take risks to eradicate corruption and nepotism. She presently oversees all editorial and strategic decisions and activities at ANTV, which has over 130 million viewers. While on fellowship, Ms. Lubis studied media convergence issues, including U.S. perspectives on regulation of the broadcast industry and the impact of the internet and social media on news reporting.

Ms. Lubis' launched her fellowship at the annual National Association of Broadcasters' conference in Las Vegas, which provided the opportunity to explore issues of media convergence beyond the world of broadcast media. She realized that the role of innovation in the traditional world of journalism makes the difference between success and failure, noting that understanding new technologies as they become available, understanding your viewers and readers, and anticipating their interests and needs is just as important in today's media environment as the content.

The highlight of the program for Ms. Lubis was her visit to Northwestern University's renowned Medill School of Journalism. She had long admired the work and leadership of Medill's Dean, John Lavine, and the change in the school's curriculum he implemented to ensure that young, aspiring journalists are properly prepared for the rapidly changing profession they hope to enter. Dean Lavine created an Integrated Marketing and Communication track in recognition of the fact that survival for journalists and publications increasingly entails knowledge of marketing techniques in order to compel viewers and readers to pay attention to you and your telling of a particular story above a multitude of others.

In her meeting with the Federal Communications Commission to examine issues relating to broadband implementation, which will increasingly become a focus of Ms. Lubis' work in Indonesia, she realized that an important element must be included in any broadband strategy in order for it to have any impact: The public - the people who will be involved with the implementation of the technology - must not be forgotten.

The lessons learned by Ms. Lubis on her fellowship are widely applicable, and are not the sole domain of journalists. New ideas are a key component for creating any sustainable business, and being able to manage and enforce the implementation of new ideas and change is a core lesson in leadership.

She returns to Indonesia with numerous fellowship outcomes. As Head of Government Relations and Regulation Committee for the Indonesia Private TV Association, Ms. Lubis will prepare a briefing recommending media convergence laws and regulations for consideration by Indonesia's Parliament. She will provide training and support to other female journalists in Indonesia, and will offer technology trainings for journalists in cooperation with Microsoft. Additionally, Ms. Lubis will help identify candidates from Indonesia to attend Columbia University's Master's degree program in Digital Media, and will develop distance learning opportunities - in collaboration with the Indonesian Press Council - for Indonesian journalists to interact with their American counterparts.

Leaders bettering the world around them.