



die tageszeitung

THE PAPER. THE CO-OP. THE PROJECT.

ENGLISH
VERSION

* 70

TAZ STAFF AT THE HOUSE IN BERLIN. THE BANNER READS:
'IN COMPARISON TO US, EVERYONE ELSE IS THE SAME'



Im Vergleich zu uns sind
alle anderen gleich.
die tageszeitung



DEAR READER

ABSAR SIMPLY VANISHED FROM ONE MOMENT TO THE NEXT. Neither his colleagues in Islamabad, nor his wife and two small children knew why he hadn't returned from this one reporting trip. He still refuses to talk about what happened during the period of his disappearance. Absar is a colleague whom I have known since 2005 when we were Nieman Fellows together at Harvard University. His stories are an ever-present reminder to me of what our profession is really about. Absar from Pakistan, Roza from Iran, Henry from South Africa and Russo from Georgia are all journalists who have sometimes put their own lives – and those of their families – on the line to get to the truth, to address issues of injustice and brutality – in other words, simply to report what is really happening.

You can't of course make direct comparisons with the situation in Germany. But you can say that press freedom in this country is also coming under increasing pressure. It's a different kind of pressure: we're talking here about economic imperatives – newspapers jostling for position on the advertising market, allowing the power of advertisers to grow beyond all proportion. And to this you have to add the insecurities that dog members of the journalistic profession. Even in the face of employer restrictions, the increasing pressure to exercise self-censorship and threats to journalistic independence, many stay in the job because they just don't have the courage to leave what they see as the safe, gilded cage of mainstream journalism.

Which is why the principles that the taz still stands by today are just as important as they were 30 years ago. Thanks to its readers and members, the taz brand is synonymous with independent journalism and real press freedom. And, coming back to Absar, what he talks about – and what he keeps to himself – encourages us to stick to our guns. We can't let up in our fight to reveal the truth. This means that the taz has to remain true to itself, whilst at the same time creating structures to keep pace with the changing habits of readers and internet users.

It goes without saying that the taz is not going to turn into another grim-faced, one-track campaigning organ. After all, the taz is here to entertain as well as to be a reliable thorn in the side of those who want to conceal the truth. The taz doesn't just incite, it excites as well.



»» **INES POHL**
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AND PROJECT LEADER AT
LE MONDE DIPLOMATIQUE



FREEDOM OF THE PRESS SINCE 1979

OBSTINACY IS THE FATHER OF SUCCESS. 'Nobody gives us a chance – but we'll grab it with both hands' was the defiant message in the first taz. With no capital and no publishing knowledge, but with the courage to engage in free enterprise, a handful of young people founded the alternative daily newspaper taz in Berlin in 1979. To this day, the paper belongs exclusively to its readers. That makes it unique in the German press landscape. With around 250 contributors, the taz still stands for committed reporting and journalistic creativity, and fundamentally opposes any concentration of the media in the hands of the few or monopolies of opinion.

THE TAZ COOPERATIVE

In the global media market of the information society, news is a commodity. The 'fourth estate' is now up for sale, and even well-known broadsheets have ambitious financial targets to meet. It is with good reason that the taz has been a cooperative since 1991.

Over 9,000 readers continue to secure the independence of their newspaper with a total capital of 9 million euros, without deriving any financial benefit themselves. What they do expect in return is a valuable commodity, but one that can't be bought: an independent press.



» » THE NEWSPAPER



» » INVEST IN IDEALS
Join the taz Cooperative Society

**INDEPENDENCE
COMES AT A COST
JOIN THE
COOPERATIVE**



WWW.TAZ.DE TAZ SHOP

Everything began with a small black rucksack. The taz gave one away for free to every reader who successfully referred the newspaper to a new subscriber. This practical bag was soon so popular that the taz not only gave it away as a prize, but also started selling it for cash. Today the taz shop at www.taz.de offers around one hundred selected individual items, from fair-trade coffee to the 'Globalisation Atlas'. Of course, the small black rucksack is also still available.

LE MONDE DIPLOMATIQUE

The taz is more than just a newspaper. Once a month it also features a complete monthly magazine: since 1995, the publishers of the taz have been responsible for the publication of the German-language edition of the French magazine 'Le Monde diplomatique'. And this special edition of the taz only costs one euro more than usual – more than that, for subscribers to the taz, this journalistically top-class extra is completely free. The German editorial department of the 'diplo' has already edited three separate issues of the comprehensive 'Globalisation Atlas'.



» » **WWW.TAZ.DE**
Online daily. Since 1994



» » **LE MONDE DIPLOMATIQUE**
Every month. Since 1995

**FOR
EDITORIAL INDEPENDENCE
AGAINST
MONOPOLIES OVER PUBLIC OPINION**



THE TAZ FIGURES - DATA - FACTS

- **PUBLISHER** taz, die tageszeitung. Verlagsgenossenschaft eG, Tel +49 (0) 30 25 90 2-0
- **PUBLISHING COMPANY** taz Verlags- und Vertriebs GmbH, Rudi-Dutschke-Str. 23, 10969 Berlin, Germany
- **Published daily since April 17th 1979**

- **DATES OF PUBLICATION** Mondays to Saturdays
- **CIRCULATION (IVW IV/2009, Mo to Sa)** copies printed: 84,258 -- copies sold: 57,735 -- subscriptions: 46,149

- **COVERAGE (acc. MA 2009)** 274,000 readers per edition

- **REGIONAL DAILY EDITIONS** tazberlin, taznord (inc. tazhamburg, tazbremen)
- **MONTHLY SUPPLEMENTS** *Le Monde diplomatique* (German edition)

- **SOCIETY'S CAPITAL (as of 31.12.2009)** 8.8 million €
- **TOTAL MEMBERSHIP (as of 25.03.2010)** 9,358
- **THE COOPERATIVE SOCIETY** Tel +49 (0) 30 2 59 02-2 13 -- Fax +49 (0) 30 2 59 02-5 16 -- geno@taz.de



- **TAZ ON THE INTERNET** www.taz.de -- **TAZ ARCHIVE** www.taz.de/archiv
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Fax +49 (0)30 25 90 2-6 84 -- recherche@taz.de -- please note: the taz research service is not free of charge

- **TAZ SHOP** Tel +49 (0) 30 25 90 2-1 38, Mondays to Fridays 10am to 6pm

- **REDUCED PRICE** 22.90 € * -- **STANDARD PRICE** 35.90 € * -- **POLITICAL PRICE** 43.90 € *



250 STAFF
9,000 MEMBERS
50,000 SUBSCRIBERS



20TH APRIL 2005



5TH JUNE 2008



9TH NOVEMBER 2007



11TH OCTOBER 2005

20TH APRIL 2005

'WE ARE THE POPE' READS THE HEADLINE OF THE BILDZEITUNG ON THE ELECTION OF JOSEPH RATZINGER AS POPE. 'OH MY GOD!' IS THE TAZ' PREFERRED CHOICE.

5TH JUNE 2008

'UNCLE BARACK'S CABIN'. SATIRICAL OR RACIST? THIS PROVOCATIVE TAZ COVER STORY ON PRESIDENTIAL CANDIDATE BARACK OBAMA SPARKED A FIERCE DEBATE WITHIN THE TAZ READERSHIP.

9TH NOVEMBER 2007

THE FILM 'THE LIVES OF OTHERS' WON AN OSCAR FOR ITS PORTRAYAL OF THE COMMUNIST EAST GERMAN SECRET POLICE. HOWEVER, SIMILAR PLAUDITS FOR THE NEW LAW ON DATA STORAGE PROPOSED IN TODAY'S GERMANY WILL NOT BE FORTHCOMING FROM THE TAZ.

11TH OCTOBER 2005

'IT'S A GIRL!'. ANGELA MERKEL ELECTED AS GERMANY'S FIRST FEMALE CHANCELLOR.

DO YOU STILL HAVE QUESTIONS?

THE TAZ WILL ANSWER THEM. YOU CAN CONTACT US MONDAY TO FRIDAY FROM 9AM TO 5PM.

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