



Cherno Jobatey – From Berlin to the World of Media

Suit, sneakers and a dazzlingly broad smile – these hallmarks have made TV journalist Cherno Jobatey a brand name on German television. A media personality based not only on packaging, but more importantly on content: news competency,



show qualities, an unflappable interview style and irrepressible good humor. Germany's most well-known "early bird" has forged a career for himself – and its path was astonishingly straightforward for a TV personality....

A Native Berliner

He was born and raised in Berlin. A family of five, mostly without a father, sharing 2 ½ rooms –

optimum conditions for the development of a fighting spirit.



Sufficient amounts of pocket money would only be available if he took care to earn it: repairing bicycles, selling shoes, delivering flowers, waiting tables. He learnt soon that to achieve his goals he'd have to work harder than the rest.

Cherno studied political sciences at the Free University in Berlin, financing his studies by interpreting, teaching guitar and spending many a night as a DJ.

As the guitarist of Groove Gangster GmbH, Cherno Jobatey developed a feel for stage and audience. Once the band was even the opening act for German superstar Herbert Groenemeyer.

Dream Job: Journalist

During all that time, however, the 'news junkie' (*Die Welt*) Cherno Jobatey never forgot his dream of becoming a journalist! And life offered him a golden route to this goal: strange coincidences, happy encounters and talented cheekiness combined were key. In his fourth semester, he won a one-year DAAD grant to go study politics and music in Los Angeles.



There, Cherno Jobatey gives a lecture about Jesse Jackson – that information gets back via a circuitous route to RIAS Radio at home. An editor contacts him. Word on the street is that he is an expert for American domestic politics. Cherno Jobatey accepts the offer and works as a freelancer for the radio henceforth.

A Coincidence leading to *Der Spiegel*

Being a journalist means living from assignment to assignment, until a scoop finally comes your way. Michael Jackson performs in Berlin. Incidentally, one of Cherno Jobatey's music professors from the USA plays guitar in Jackson's band. Cherno gets an interview slot while a whole gaggle of renowned journalists are turned away. Among those waiting is the heavyweight journalist Cordt Schnibben of *DIE ZEIT*. They start talking, and before he knows it, Cherno Jobatey is writing for *DIE ZEIT* and even for *Der Spiegel* as an IT expert.

A Student TV Job

It was one of those jobs that bring you honor, but not a lot of money. On the side, the print journalist Cherno Jobatey familiarized himself with the many facets of an editorial office in television – manning the copier at the Berlin regional channel SFB, two hours, three times a week. That meant having one of his big feet – in sneakers, even then – in the door of the local ARD channel. Cherno Jobatey kept pitching himself and his ideas, accepting none of the innumerable "NOs!" he heard, and finally managing to do film reports for the evening show *Abendschau*. Whatever the weather, the local reporter Cherno Jobatey roamed the streets of Berlin with a camera team, in search of stories.

Breakthrough: Interview with Chancellor Helmut Kohl

It was the Chancellor of Germany at the time, Helmut Kohl, who helped Cherno Jobatey, the local reporter from Berlin, capture national attention – by making a spectacular remark: at the Berlin Press Ball, the young journalist asked the Chancellor about his favorite dance. "Tango," came the answer, and the reporter's

chuckle caused the massive man from the Rhineland-Palatinate to utter the equally proud and indignant remark: "I only dance to get close to women!" In the Bonn Republic, this was enough of a reason to focus on the man who had asked the question: the leading weekly magazine *Der Stern* featured a page-long portrait of Cherno Jobatey.

One year later, he finally got to moderate: it began with chaos. The show *Berlin – This Evening* was about to begin, and all its moderators were on vacation, out sick or couldn't make it. For a lark, the local journalist Cherno Jobatey, who had never stood before a camera, offered to stand in. He got the job – and kept it.



National Moderator

A TV moderator by a stroke of fortune, and then...? But once you're on the screen... people notice. Cherno Jobatey moderated the quiz show *Header* on the ARD channel, hosted local news shows and a regular youth feature "Really Cool".



He got his first whiff of entertainment shows at the IFA trade show for consumer electronics, where he led the variety show "2 at noon".

Morning News

When morning news finally made it to Germany, Cherno Jobatey hosted it from the very beginning,



and within a short time he had become the trademark of this ZDF show. The "nation's most cheerful alarm-clock" (*FAZ*) turned the mixture of news, talk and service into an audience hit. The "news junkie" (*Die Welt*) finds nothing more fascinating than politics. Success remained faithful to *Morgenmagazin* – and to TV moderator Cherno Jobatey – for 20 years!

Are you Game?

In the morning shows, his show and entertainer qualities had to take a back seat, but they were still recognized and gained Cherno Jobatey invitations to broadcasting slots later in the day. For two seasons, the TV moderator hosted the ZDF's Sunday quiz show *Memory*, and then one of his childhood dreams came true: for five years, he held the ARD Saturday evening slot with *Are you Game?*, a German version of *Candid Camera*.

CHERNO! The RBB Talk Show

In the German Capital, the TV moderator soon added his own brand: *Cherno!The RBBTalkshow*



For five years, Cherno Jobatey presented clever, well-prepared interviews at TV primetime, 8:15 pm – reaching viewing quotas of 24%!

Political heavyweights, intellectuals, small fry and people “on the street”. It was always amusing, as with the actress Inge Meysel, the “nation’s finger-wagging mother”, sweet, as with the up-and-coming actress Yvonne Catterfeld, and highly fascinating, as when former Federal President Richard von Weizsäcker discussed responsibility.

Music was the Trigger

TV moderator, however, that was not the original dream! It was music that brought the teenage Cherno on stage for the first time, and he has never shaken that virus. Five to eight times a year,



the moderator performs on stage, at clubs and festivals, playing guitar and singing with his old combo, Groove Gangster GmbH.

So Many Stages

Of course Cherno Jobatey appears not only on TV, but on many stages, at events, political rallies and conferences, as a gala moderator, lecturer, entertainer, and talk show moderator.



Europe's largest sports paper, *Sport Bild*, described moderator Cherno Jobatey's stage show: a star was running late, “and Cherno quickly made that part of the program. General laughter and applause. That is what happens when a moderator has massive knowledge to pair with pure entertainment, all with astonishing ease. Sports champions, fresh from their triumphs and unused to appearances in the media spotlight, forget their shyness, showing their open, cheerful side.”



The News Junkie goes Online

Nevertheless, the number of people who are fans only of Cherno Jobatey's political side has grown constantly. The number of readers of his analytical press review ***JobateyJournal.de*** has grown constantly.

 A screenshot of the website ***JobateyJournal.de***. The main page features a video player showing a speech by Romney. Below the video, there are several news articles and links. One article is titled "Romney will Amerika zurück in die Vergangenheit führen. Der Polit-Akademie macht sich Sorgen". Another article is titled "Romney erinnert bei seinem Ansprach an den Präsidenten seiner Wahl". The website has a clean, modern design with a dark header and light-colored text.

The format ***UdLDigital Talkshow*** was created to make politics accessible to younger people in a different form, located where they watch TV: on the Internet.



In front of an audience, an unknown nerd debates with a well-known politician. During the second part, all those present can join the discussion.



With more than 80,000 viewers, the show ***How 'Neuland' is changing politics*** featuring Chancellor Merkel's whip Volker Kauder was the most successful episode so far.

Cherno Jobatey also regularly produces and moderates for Facebook, for example the **#facebook BerlinTalk** featuring Foreign Minister Steinmeier.



Jobatey & Nida-Rümelin is the attempt to translate philosophy into modern media.



The occasional interview format ***face time BERLIN*** gives him an opportunity to talk to artists, politicians and business leaders who stop by in the German capital.



Speaker / Lecturer

Constantly increasing audience numbers are also noticeable at his lectures, i.e. his appearances as a lecturer or speaker.



His presentations are often about politics or communication, e.g. his highly successful speech *Digital Power. The Silent Revolution.*

Print Journalist

The moderator Cherno Jobatey, who spent his Berlin childhood in a constant struggle with dyslexia, has remained faithful to paper all these years, has wrestled with words and made a name for himself as a freelance journalist and book author next to his TV career: he writes for *Wirtschaftswoche*, *Cosmopolitan*, *Welt*, *BILD*, *Tagesspiegel* and others. When the TV moderator lost more than 80 pounds in the eye of the public, he shared the secret of his newfound fitness in the self-help book *Fit wie ein Turnschuh*. His new fitness level made him a passionate runner.

Editor of the *Huffington Post*

Since its founding, Cherno Jobatey has been part of the

leading team of the German edition of the *Huffington Post* as its Editorial Director. In less than a year, the news platform has managed to get very close to the top ten of German news portals.



As an author, Jobatey writes not only for the German, but also for the US *Huffington Post*, and is a frequent interview partner for the US-based online TV offshoot *HuffPost Live*.

Charity

Despite all the galas, spotlights and television glamour, Cherno the Moderator has never forgotten where he started. "I was lucky: somebody always took care of me. I want to give that back," he says.



Cherno Jobatey's reading project "Kopf-Kino für Kinder" won a "Land of Ideas" Award presented by the German President. "There are no untalented people – only people nobody takes care of." That is why he helps many charity events and organizations.



University Lecturer

Cherno Jobatey's activism reached a new dimension when Professor Otto Altendorfer met him at the Munich Security Conference and asked him if he could imagine teaching at a university, as a mover-and-shaker and senior news presenter.



Thus, Cherno Jobatey has been passing on his knowledge for years at various universities. In seminars, lectures, workshops and presentations, he shares insights into his subjects with his students: political communication in the 21st century, the ethics of political communication, media economy, digital corporate communication, media history, journalism, rhetoric and business ethics.



He teaches as a docent at the Free University Berlin, the Leuphana University, the University of the Arts in Berlin, Mittweida University, Stuttgart Media University and the University of the Saarland.