

Leading Newsroom Change

Oxford Perspectives media leadership programme

20-22 February 2019



Fresh thinking and new ideas for senior media managers, editors and journalists leading change in their organisations.

Leading Newsroom Change is a two-day media leadership programme with discussions and workshops with media industry experts who specialise in business models, organisational transformation, audience development, and the latest approaches to storytelling.

The programme aims to apply the latest media research to the newsroom, replacing buzzwords and groupthink with relevant evidence-based input on current challenges and opportunities faced by news organisations.

Stay informed about the biggest issues facing the media.

Digital transformation

Innovations in audience engagement

Cultural changes in news organisations

What a successful newsroom looks like

The misinformation debate

How audiences access news online

Speakers and workshop leaders



Nic Newman

Lead author, Digital News Report, and Journalism, Media, and Technology Trends and Predictions report; Co-founder, BBC News website; Senior Research Associate, Reuters Institute



Lucy Kueng

Professor and expert on media strategy, innovation and leadership with particular emphasis on managing technology shifts; author, *Going Digital: A Roadmap to Digital Transformation*



Vivian Schiller

CEO, Civil Media Foundation; former Director, Scott Trust; former Executive Editor-in-Residence, Weber Shandwick; former Head of News, Twitter



Rasmus Kleis Nielsen

Director, Reuters Institute; Professor of Political Communication, University of Oxford; former Director of Research, Reuters Institute; former Editor-in-Chief, *International Journal of Press/Politics*



Polly Curtis

Former Editor-in-Chief, HuffPost UK; former Director of Media, British Red Cross; former Digital Editor and Deputy Editor, the Guardian



Zuzanna Ziomecka

Editor-in-Chief, NewsMavens.com, Europe's first all-female newsroom; Editor for Digital Innovations, *Gazeta Wyborcza*; former Editor-in-Chief, *Przekrój*



Alexandra Borchardt

Director of Leadership Programmes, Reuters Institute; former Managing Editor, *Süddeutsche Zeitung*; author, *Mensch 4.0*, *Frei bleiben in einer digitalen Welt* (*Freedom in a Digital World*)



Simon Kuper

Award-winning columnist, *Financial Times*; author of numerous books including *Soccernomics*, and *Football Against the Enemy*

£2,500 | 20-22 Feb 2019

Location: Reuters Institute, University of Oxford, 13 Norham Gardens, Oxford, OX2 6PS

Cost includes course materials, meals and social activities.

Accommodation and transport are not included.

To apply, email oxfordperspectives@politics.ox.ac.uk by **Monday 28 January 2019** with a short bio.

More information on our website:

<https://reutersinstitute.politics.ox.ac.uk/risj-review/leading-newsroom-change>