



Reuters Institute
for the Study of Journalism

ANNUAL REPORT 2014-15







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for the Study of Journalism

ANNUAL REPORT

'14-'15

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TIM GARDAM CHAIR OF THE STEERING COMMITTEE

THE REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM HAS IN THE PAST DECADE BECOME ONE OF THE MOST SUCCESSFUL PUBLIC POLICY RESEARCH CENTRES IN OXFORD UNIVERSITY.

The impact of its analysis, with a convening power that brings together working journalists, editors, media executives and academics from across the globe, shape the questions that dominate journalism - its practice, its business models, ethics and the relationship with governments and civic societies.

We were established to be internationally comparative in our vision and this focus has given RISJ its distinct identity. In the past year we have substantially increased our investment in research and have appointed a full time Director of Research, Dr Rasmus Kleis Nielsen. Our publications have addressed some of the most salient issues in journalism, including the contentious relationship between journalism and the PR industry, the reporting of the European Union and the challenging, much discussed lecture by Professor Emily Bell of Columbia University on the edgy relationship between Silicon Valley and journalism.

Our global perspective is underpinned by the close relationship between the Thomson Reuters Foundation and Oxford University. We are immensely indebted to the generosity of the Foundation and its CEO, Monique Villa. The Foundation has backed the Institute since its beginnings, and has sustained the Reuters Journalist Fellowship Programme in Oxford for over thirty years. This year, the Thomson Reuters Foundation has renewed our core funding; RISJ has raised as much again, reaching a total budget of just over £1 million. RISJ is now the largest research institute in the Department of Politics and International Relations. I would like to thank Dr Elizabeth Frazer, Head of the Department, for the support and advice she has given us, and congratulate RISJ Director Dr David Levy, the architect of its reputation and success. ●



MONIQUE VILLA

CEO, THOMSON REUTERS FOUNDATION

IN THE PAST DECADE, VERY FEW PROFESSIONS HAVE BEEN SUBJECT TO THE SAME LEVELS OF CHALLENGES AND TRANSFORMATIONS AS JOURNALISM. ACROSS THE MEDIA INDUSTRY NEW DISTRIBUTION CHANNELS HAVE EMERGED, AFFECTING BUSINESS MODELS, STYLES AND SOMETIMES EVEN THE VERY NATURE OF CONTENT.

In this unique context, the Reuters Institute plays a pivotal role. By bringing together the finest academics with the brightest journalists, the Institute continues to produce authoritative research to shed light on some of the most important issues shaping the journalistic profession.

A fitting example is the *Digital News Report*, the world’s largest comparative study on news consumption. The publication highlights the latest trends across 12 countries looking also at common dynamics affecting newsrooms. One that stood out for me is the innovative approach to technology. Across the world, we are increasingly seeing coders sitting in the newsroom with the aim to identify - before the stories are published - the most effective digital tools to amplify reach.

This is only one of the fascinating insights provided by the report, and I am delighted that Google has decided to increase its support for the publication over the coming three years; this is a real vote of confidence in RISJ’s pioneering work in this area.

As you will read from this report, the Institute continues to grow and expand its initiatives, such as the Editors in Chief/CEO Forum, which brought to Oxford attendees from Argentina, Canada, Ireland, Denmark, Spain, Switzerland, UK and US.

I congratulate RISJ on another year of impact. The Thomson Reuters Foundation remains deeply committed to supporting this wonderful institution. ●





THE YEAR IN REVIEW

An Aurora Borealis (Northern Lights) is seen over a mountain camp north of the Arctic Circle. REUTERS/Yannis Behrakis



DIRECTOR DAVID LEVY

THIS HAS BEEN ANOTHER VERY SUCCESSFUL YEAR FOR THE INSTITUTE BUT ALSO ONE OF GREAT CHANGE AND TRANSITION WHEN WE HAVE LAID THE FOUNDATIONS FOR WHAT I ANTICIPATE AS BEING A PERIOD OF GROWTH AND DEVELOPMENT OVER THE COMING YEARS.



we have laid the foundations for... a period of growth and development over the coming years.

Robert Picard left us as our first Director of Research in December 2014 after a productive four years, to return to the US where he has taken on the role of our North American representative (see page 30). In January 2015 we were delighted to welcome Rasmus Kleis Nielsen back to the Institute as our new full-time Director of Research. His arrival coincided with his appointment as Editor-in-Chief of the highly rated *International Journal of Press/Politics*, which will now be based with us. We were also pleased that Martin Moore joined us in January 2015 as a Research Fellow for six months to conduct exploratory work on Media and Power in the digital age.

John Lloyd moved in August 2014 to a new role as Senior Research Fellow, continuing his very significant contribution to our research and publications, with the production of two books last autumn and starting research kindly funded by David Ure for a book on journalism and national security for publication in 2016. Also in August, Caroline Lees succeeded Meera Selva as Editor of the English-language European Journalism Observatory website. The site has developed dramatically with a redesign and some exciting new writers including current and former journalist fellows (see page 36).





Our Journalism Fellowship programme has had another very strong year under James Painter's direction with an excellent group of journalists from across the globe, first-class seminars, and some strong and impactful research papers. We were particularly happy with our first journalist fellow sponsored by *Le Monde*, the renewal for a further two years of the Foundation for Broadcast Culture's two fellowships for South Korean broadcast journalists, and the great initiative by former fellow Sharon Cheung to create the Lion Rock Spirit fellowship to bring Hong Kong journalists to the Institute. I would like to salute Sharon's generosity as the first

journalist alumna to create a fellowship and her enterprise in engaging other Hong Kong donors to help expand the fellowship.

I witnessed for myself the experience, knowledge, and goodwill of so many of our journalist alumni when RISJ Administrator Kate Hanneford-Smith and I travelled to Tokyo in September. Our Japanese alumni were incredibly welcoming and helpful in facilitating visits to their news organisations (we saw 12 in four days), and we were particularly grateful to Yasuomi Sawa and the Oxford Japan office team of Alison Beale and Mayumi Azuma for ensuring that we had such a rewarding visit and learned so much.

Our meetings threw light on one of the surprises in our annual *Digital News Report (DNR)*, namely the contrast between the strength of Japanese newspapers in print and their relative weakness in translating that success online. I wrote about this for the European Journalism Observatory website (<http://en.ejo.ch/media-economics/business-models/japanese-newspapers-slow-adapt>) but it also reinforced the need to put flesh on the bones of the survey work on which our *Digital News Report* is based and we plan to do more of that next year.

This year's *DNR* was again expertly led by Nic Newman, covering 12 countries. I am very grateful to all our sponsors and the many journalist alumni who helped to make it our biggest and most impactful to date. We polled an additional six European countries with the support of Google, and will publish a supplementary report in October led by

Richard Fletcher. We were gratified that in April Google made a three-year commitment to help us expand the depth and coverage of this report within Europe, as a key plank of their Digital News Initiative. Our analysis will continue to be independent and the data and findings will be freely available, but this increased support will allow us to cover many more European countries and to build up our research capacity to understand the countries and multiple issues raised by the *DNR*.

The *DNR* is a key part both of our research and our mission to engage with industry. We have pursued that mission in multiple ways this year, through the very widely reported Reuters Memorial lecture on 'Silicon Valley and Journalism' by Emily Bell in November, a seminar for Nordic broadcast executives in February and our second very successful Editor in Chief/CEO Forum in April, as well as a path-breaking study, *Innovators in Digital News*, by Research Associate Lucy Küng, published in July.

Finally I must end on a much sadder note. We were all devastated by the untimely death of Professor Sir David Watson, Principal of Green Templeton College (GTC), in February 2015. Sir David was a tremendous supporter of the Institute both through his membership of our Committees, where his contributions were always thoughtful, wise, and supportive, and in his role as Principal, where he saw RISJ as key to GTC and made all our staff and fellows feel incredibly welcome. Our sympathy goes to his widow Betty and all his family. ●



INTERNATIONAL IMPACT AND INFLUENCE

KATE HANNEFORD-SMITH

565

ALUMNI FROM
93 COUNTRIES

68

PUBLIC EVENTS
15 RESEARCH
WORKSHOPS

15

PUBLICATIONS

-
- RISJ Directors speaking engagements covered 4 continents, 12 countries: *Belgium, France, Denmark, Finland, Germany, Italy, Portugal, UK, US, Peru, Spain, Ireland and Japan*

-
- **Arianna Huffington, Lord Inglewood and Vivian Schiller** appointed to RISJ Advisory Board

DIGITAL NEWS REPORT 2015

- Press coverage in 285 international publications in 35 countries
- 6 country reports produced by international partners (Germany, Denmark, Spain, Ireland, Finland, and Australia)
- 35,000 website visits in first month of release
- 10,000 downloads of the full report pdf
- 15,000 views of the Slideshare
- 6,300 views of the YouTube promotional video

5,594

FACEBOOK LIKES

21,000

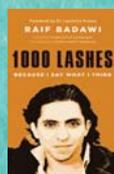
YOUTUBE VIEWS
OF 47 VIDEOS

8,165

TWITTER
FOLLOWERS

ALUMNI ACHIEVEMENTS

- Broadcast Journalism Award 2014
(Croatian Journalists' Association)
Hrvoje Krešić
(Croatia, 2012–13)
- Editor of bestselling book in Germany,
on Saudi blogger Badawi, translated
into six languages
Constantin Schreiber
(Germany, 2007–8)
- Chameli Devi Jain Award for Outstanding
Woman Journalist of the Year
Supriya Sharma
(India, 2011–12)
- Human Rights Press Award 2014
Chester Yung
(Hong Kong, 2001–2)







FELLOWSHIP PROGRAMME

IMPROVING THE STANDARDS OF
INTERNATIONAL JOURNALISM

*A Kashmiri woman walks on a footbridge as it rains in
Srinagar, June 24, 2015. REUTERS/Danish Ismail*



JOURNALISM FELLOWSHIP PROGRAMME

JAMES PAINTER



Fellows' research papers continued to receive widespread media coverage and publicity.

THIS YEAR SAW 20 JOURNALISTS FROM AROUND THE WORLD TAKING PART IN THE RISJ JOURNALISM FELLOWSHIP PROGRAMME.

As usual there was a wide selection of countries represented: Australia, Austria, China, Czech Republic, Finland, France, Germany, India, Kenya, Lebanon, Norway, Pakistan, Russia, South Korea, Spain, Syria, and the UK. Two other journalists from the Middle East were unable to take up offers, but we are hoping they will be able to come in the future.

The international nature of the programme and the chance to exchange views about the current state of journalism around the world continue to be highly treasured by the fellows.

We were particularly pleased to welcome Alexandre Léchenet, a data journalist from *Le Monde* – the first time the newspaper had sponsored one of their journalists to attend the programme.

Two journalists, Jiri Zatloukal from the Czech Republic and Alexey Eremenko from Russia, brought an end to the 20-year programme of fellowships for East European journalists sponsored by the Wincott Foundation. The Foundation has switched its attention to Africa, where they will be sponsoring a journalist from the Nation Group based in Nairobi.

The various visits to UK-based media organisations, the large number of seminars organised by the RISJ and the wider university, and the research papers remain the key components of the programme.

The papers written by many of the journalists continued to receive widespread media coverage and publicity. Ben Doherty's research on the language of migration was covered in the *Guardian* and *Observer*, while Mah-Rukh Ali, an anchor at TV2 in Norway, wrote articles for the *Sunday Times* and *Daily Mail*, and was interviewed by the BBC about her research paper on how ISIS exploits women in its propaganda material.

Major German and Austrian publications covered Sonja Gruber's paper on news embargoes. Sonja, who works for the Austrian Press Agency, concluded that the digitalisation and acceleration of news cycles put embargoes under pressure but journalists still defend this ancient press tool tooth and claw. Helen Briggs, a science correspondent at the BBC, gave a talk to the Royal Society about her findings on the role of scientists in the UK media coverage of the badger cull.

Finally, Alexandre Léchenet's study of cross-country data-based reporting was downloaded extensively from the RISJ website, in part because of the wide publicity it received in several European and international news websites.

Lack of space does not permit a fuller list of other success stories but the impact and global reach of these research papers make RISJ particularly proud.

As ever, we remain immensely grateful to our sponsors who continued to support the programme and allowed it to flourish. ●



FELLOWS' FOCUS: GLOBAL ISSUES, FRESH PERSPECTIVES

ASYLUM SEEKERS VS THE AUSTRALIAN GOVERNMENT

BENJAMIN DOHERTY



By definition, seeking asylum is a transnational issue, not one simply solvable by force by one country.

The issue of asylum seekers trying to reach Australian shores by boat has been a controversial and divisive issue in Australian political life for more than a generation. A series of 'waves' of asylum seekers seeking sanctuary in Australia has been met with an increasingly rigid suite of deterrent policies. Australia now actively intercepts boats trying to reach Australia (or even other countries) and forces them back to Indonesia or source countries. Asylum seekers who do reach Australian territory are sent to 'offshore processing centres' in poor island countries nearby where physical violence and sexual abuse of adults and children is common, health care is poor, and the rule of law is weak.

The promise of the Australian government has been to 'stop the boats'. This has, unquestionably, been achieved and the government says this has saved thousands of lives at sea, and stopped people 'jumping



Above: Life vests and a deflated dinghy are seen on a beach on Kos island in Greece, following the arrival of Afghan immigrants, early May 30, 2015. REUTERS/Yannis Behrakis.

Below: Protesters hold flags and banners as they gather outside the Australian Embassy in Phnom Penh October 17, 2014. REUTERS/Samrang Pring. **Bottom:** Protesters hold placards at the 'Stand up for Refugees' rally held in central Sydney October 11, 2014. REUTERS/David Gray

the queue' to Australia. The policies are undoubtedly popular. They have proven electorally successful in several elections. But a substantial minority in Australia is concerned about the broader issue. By definition, seeking asylum is a transnational issue, not one simply solvable by force by one country. Boats forced back over the horizon have not been stopped, only removed from sight, and the people on them remain displaced. People are forced back to places where they have no protection, and to where they face persecution. Critics argue there is no queue for people suffering oppression to join. The treatment of people in Australia's care and custody on foreign islands remains the subject of parliamentary inquiry and (where possible) significant media investigation.

Australia is fundamentally a nation of boatpeople. The country's history is, if it is nothing else, a history of people turning up unannounced on boats: from aboriginal Australians up to 60,000 years ago, to European settlers in the 18th century, to the asylum seekers of the last 40 years. The act that has defined Australia, has shaped its character, and directed its development, is now at its most controversial, contested, and confronting. ●



FOR WHOM THE NET TROLLS? SUMIT PANDE



For Indian Prime Minister Narendra Modi, so apt at handling intra-party dissidence, it was a knotty situation. But a rebellion is a rebellion, whether online or offline and it has to be dealt with. A large section of the prime minister's online supporters, also called bhakts or disciples, were piqued. The bone of contention was that the Prime Minister had invited only a select few of his defenders in the virtual world for a meeting at his residence in early July.

The matter got out of hand with bad blood spilling onto the screen – of both smartphones and desktops – when the fortunate ones posted their pictures with the PM. Those left out took umbrage and made their displeasure apparent by lodging an online protest. Finally, one of the ministers intervened to assure the slighted ones that they too would be invited in turn. Controversy aside, the larger message from the prime minister at the meeting was clear: maintain a certain dignity while slugging it out on social media platforms.



“...the larger message was clear: maintain a certain dignity while slugging it out on social media

Ironically, all this happened around the same time a young Bollywood actress, Shruti Seth, wrote an open letter addressed to the nation. The epistle was in reaction to the trolls she was subjected to for opposing the prime minister's recent call to parents to post selfies with their daughters as a part of larger campaign against female infanticide and declining sex ratio in some provinces. The idea

articulated by Modi in his Sunday radio address, #SelfieWithDaughter, was inspired by a similar campaign in a small village in north India.

However, those on the other side of the ideological divide latched on to Seth's letter to accuse the ruling party of harbouring colonies of online right-wing reactionaries for trolling voices of dissent. To bolster the allegations, some even scavenged and uploaded the divine interventions by the venerated few who had found a place at the high table at PM's residence.

For a nation with under 20% internet penetration that's a lot of online political activity for a day! ●

Below: Hindu nationalist Narendra Modi takes a "selfie" with a mobile phone after casting his vote at a polling station during the seventh phase of India's general election in the western Indian city of Ahmedabad April 30, 2014. REUTERS/Amit Dave



MISSING NARRATIVES IN SYRIA

BASMA AL ATASSI



Drenched in blood, being swayed from side to side by a group of young men screaming 'God is great', the body of deceased Mahmoud Jawabra was the first horrifying footage to appear from Syria in decades. Jawabra is widely believed to be the first casualty of the Syrian uprising against the Assad regime in March 2011. Security forces killed him during a protest in Deraa.

In a country that was once considered one of the most stable in the Middle East, March 2011 was a historical turning point. It was when tens of thousands of Syrian people took to the streets to protest against a five-decades-old dictatorial rule, inspired by protests elsewhere in the Arab world. The regime responded with a brutal crackdown. In just the first eight weeks of the uprising, more than 1,000 protesters were killed and thousands more arrested.

The regime took several measures to control the flow of information outside the country. Bureaus of international news agencies in Damascus were forced to shut down; journalists were kicked out, while others were intimidated and arrested. Meanwhile, local media mostly under control of the state adopted a blind eye strategy. The first time Syrian TV acknowledged the presence of mass gathering in the capital was six weeks into the uprising, when the

anchor announced these were not protesters but worshippers gathering to thank God for the rainfall. It was indeed dark humour.

To fight the information blackout, dozens of ordinary civilians, mostly with little to no media experience, found themselves compelled to document the protests and the ensuing crackdown by capturing low-resolution photos and shooting shaky videos. After the uprising developed into full-scale conflict, these social actors became instrumental in shaping community relations and promoting and maintaining peace-building efforts at a grassroots level. They have been working to support community initiatives that reject political polarisation and contribute to social processes that are supportive of civil society, rather than those that support one side's military victory.

However, the fact that they did not express extreme, stereotypical, violent, or confrontational views meant that these actors were neglected by the media. As a result, crucial narratives providing deeper understanding of the intricate tapestry of various communities have been woefully missing. ●

“ To fight the information blackout, dozens of ordinary civilians...found themselves compelled to document the protests

Below: A picture of Syria's President Bashar al-Assad is displayed on a damaged structure at the entrance of al-Dukhaneya neighbourhood near Damascus. REUTERS/Omar Sanadiki





HOW TO WRITE A STORY THAT GETS SHARED

SATU VASANTOLA



We journalists have a problem: our power is diminishing. For a long time we had the power to determine society's agenda by choosing the talking points of the day. Nowadays, that power is shrinking in tandem with the growing influence of social media.

On social media the audience have more options, and they don't have to follow traditional media. Instead, they can watch videos about cute cats if they prefer to do so. And indeed they do. Fortunately, they also want to read, watch, and share content from the legacy media. But what kind of content? An analysis of the most shared articles from the BBC and two Finnish news organisations, Yleisradio and Helsingin Sanomat, reveals that the interests of the audience seem to differ from some of the traditional news values, such as objectivity and negativity.

A significant amount of the most shared articles were positive instead of negative and involved opinions instead of, or in addition to, objective facts.

Journalists have two options. We can consider the audience superficial, and think that we know better than them what is important. Or we can try to understand what really engages our audiences.

If we choose the latter, we find both good and bad news. The bad news is that basic news is not shared that much. The good news is

that people share in-depth and analytical long-form journalism. They also share funny stories and articles about awesome people they can admire. But even more than these, the audience loves the individual angle. Pure facts and figures are not enough – people want the facts served together with stories of individuals. They don't want to choose between facts and emotions, they want them both. ●

Above: A cardboard cutout of Canadian actor Ryan Gosling is seen in the BuzzFeed headquarters in New York January 9, 2014. REUTERS/Brendan McDermid. *Below:* A television monitor displaying BuzzFeed is seen inside one of their office rooms in New York February 19, 2013. REUTERS/Shannon Stapleton



JOURNALIST FELLOWS

2014-2015



MS MAH-RUKH ALI

Country of origin: Norway
Place of work: TV 2 Norway
Position: Anchor, evening news
Sponsor: Fritt Ord Foundation

Research project:
How ISIS exploits women in its propaganda

ISIS has broken new ground in the way it oppresses and manipulates women. No one remembers young girls running off to join the Taliban – an equally repressive regime – because under the Taliban women were, essentially, invisible. ISIS uses women both to recruit other women, through the picture presented of the jihadi bride (traditional womanhood fused with an almost mythological ‘warrior woman’ role of masculine power), and to recruit men – with women offered as sexual bait for fighters. ISIS exploits women in its propaganda to target different audiences. It sexualises women as part of a calculated PR strategy, and to generate headlines.



MS BASMA AL ATASSI

Country of origin: Syria
Place of work: Al-Jazeera English
Position: Journalist
Sponsor: Saïd-Asfari Foundations

Research project:
Missing narratives in Syria

Images of fighting and atrocities from all sides have dominated the coverage of Syria on TV bulletins and the front pages of newspapers and websites. But these bloody episodes have cast a shadow over the locally based initiatives that are impacting the lives of thousands of Syrians. Reconciliation initiatives only get media attention when and if there is international involvement. Local and active social actors have been powerful in their communities, but partly due to their failure to express extreme, stereotypical, violent, or confrontational views they have been neglected by both national and international media. If reported, they would have possibly provided a deeper understanding of the intricate social tapestry of various communities and the complexity of the conflict along non-religious lines.

The paper includes a case study of the Damascus district of Barzeh, which endured brutal unrest and thereafter witnessed a peace process; it provides an insight into how local, regional, and international media outlets used war framing when covering the reconciliation initiative, including through ignoring the participants in the peace deal. The paper explores the reasons that led to the media marginalisation of civil society actors and locally based initiatives, and the impact this may have had on policy-making and diplomatic efforts.



MS HELEN BRIGGS

Country of origin: UK
Place of work: BBC News
Position: Senior broadcast journalist
Sponsor: BBC

Research project:
The badgers moved the goalposts: reporting science in the British media

Controversies over GM crops, the spread of TB in cattle and MMR have put science in the headlines. The media are often accused of sensationalising science, while some scientists complain about the way scientific debates are framed. This paper analyses coverage of the culling of badgers in the English countryside to look at the voices of scientists in public policy debates.



It was a joy to spend time with other escapees from newsrooms around the world, and to gain knowledge, ideas and inspiration.

HELEN BRIGGS

JOURNALIST FELLOWS

2014-2015



MS CHENCHEN CHEN

Country of origin: China

Place of work: *The Global Times*
English Edition

Position: Director of Op-Ed

Department and Opinion Editor

Sponsor: Thomson Reuters Foundation

Research project:

Media diversification in contemporary China: does the left-right categorisation apply?

Amid China's current massive social transformation, one fundamental shift is the irreversible diversification and fragmentation of social interests. The media, as a mirror of society, are not exempt from this process of social diversification. Public discussions about different media outlets holding different visions of society are frequently heard, and labels like 'leftist media' and 'rightist media' are attached. My own journalistic experience allows me an insight into the detailed changes in the media, especially in terms of different editorial stances between different media outlets. This paper uses specific case studies to check whether the left-right categorisation is applicable to the Chinese media environment or whether it is merely a simplified illusion.



MR BENJAMIN DOHERTY

Country of origin: Australia

Place of work: *The Guardian*, Australia

Position: Immigration correspondent

Sponsor: Thomson Reuters Foundation

Research project:

Call me illegal: the semantic struggle over seeking asylum in Australia

The first asylum seekers to arrive in Australia by boat were welcomed as refugees, promised 'sanctuary' and the 'full resources' of the nation. In the 40 years since, the government and media rhetoric around boat-borne asylum seekers has changed dramatically. Asylum seekers are now referred to as 'illegals' in official government statements. They are conflated with terrorists and described as 'threats to national security' by ministers, 'jumping the queue' to come to Australia in 'waves' and 'floods'. Discussion of Australia's asylum policies are now framed, by the government and media as an issue of 'border protection' and of 'stopping the boats'. Where has this semantic change come from? What forces have driven it, and why? How has government rhetoric and media reportage impacted upon policy? What impact has this changed rhetoric had on public opinion and understanding of asylum seekers? And, finally, what responsibility rests with those who report these words and these phrases about these people?



DR ALEXEY EREMENKO

Country of origin: Russia

Place of work: NBC News

Position: Producer, Moscow bureau

Sponsor: Wincott Foundation

Research project:

Weeding out the upstarts: the Kremlin's proxy war on independent journalism

Russia's media situation resembles the ongoing war in Ukraine: in both cases, the Kremlin appears to be more involved than it admits. Despite a dismal showing on freedom of speech rankings, Russia long enjoyed a robust 'second tier' of editorially independent media outlets, tolerated as too small to make a political impact. But after they played an important role in the 2011-13 street protests, a covert clampdown began, perpetrated through mid-level bureaucrats, loyalist oligarchs, and nominally independent lawmakers, who utilised editorial takeover and 'moral outrage' campaigns to impede independent media or change their editorial policy. My study aims to 'connect the dots' in the clampdown, a classic example of modern authoritarian regimes subverting democracy instead of suppressing it.

JOURNALIST FELLOWS

2014-2015



MR CHRISTIAN ESCH

Country of origin: **Germany**

Place of work: **Berliner Zeitung**

Position: **Foreign correspondent, Moscow**

Sponsor: **Gerda Henkel Foundation**

Research project:

Echoes of empire – historical arguments in the Ukraine conflict

Two decades after the break-up of the Soviet empire, a new war broke out in Eastern Ukraine. The conflict is framed in historical terms: Russian media use WW2-terms to describe Ukraine's government, Kiev has ordered the removal of all Lenin statues, and a forgotten 18th-century toponym is artificially brought to life. I examine the use of history in the conflict, arguing that while the symbols and myths connected to the Second World War are powerful in mobilising support, it is the reinterpretation of pre-Soviet imperial history which is more significant in the long run. We are seeing the break-up of an empire much older than the Soviet Union.



MS SONJA GRUBER

Country of origin: **Austria**

Place of work: **Austrian Press Agency (APA)**

Position: **Editor, business department**

Sponsor: **Austrian Press Agency (APA)**

Research project:

News embargoes – under threat, but not extinct. How an ancient press tool survives in the modern media world

I give an overview of the present state and future prospects of the news embargo. My hypothesis is that this ancient press tool, which has not been examined in academic writings, has outlived its purpose – given the fact that the media world is constantly speeding up and fragmented. Embargoes were invented a century ago: sources provide journalists with news which should not be published until a certain date. In theory, both sides benefit from such an agreement. The ever-pressurised journalist has time to prepare the story properly, and the source is more likely to get accurate coverage of the given topic. The old days, when embargoes were timed particularly to print deadlines of newspapers, are long gone. But the embargo is still very much appreciated, as journalists as well as sources interviewed for my paper revealed.



MR PETRI JAUHAINEN

Country of origin: **Finland**

Place of work: **Finnish Broadcasting Company, News and Current Affairs**

Position: **Head of Broadcasts**

Sponsor: **Helsingin Sanomat Foundation**

Research project:

Reinventing the incumbents: how old media are creating new products

Innovative newcomers and start-ups are challenging operational modes of traditional news organisations. The rivalry compels incumbent legacy media organisations to invent new ways to retain and engage their consumers. This paper takes a closer look at three new experimental products and examine how they meet these expectations. Lessons learned from BBC Trending, Reuters TV, and BBC Taster show that big legacy media companies are not always clunky and bureaucratic by nature. In product development, the size can be turned into an advantage, if different stakeholders are agile enough and see the big picture.

FELLOWS' VOICES

“

The most precious experience was meeting fellow journalists from around the globe. Each one ... widened my perspective on the world.

CHRISTIAN



“

Precious and amusing memories
PARK



“

Diversity, debate, laughs, food, drinks, generosity and intellectual engagement – truly extraordinary.

RAZESHTA

“

An enriching experience which opened up myriad windows to the world outside and the self within.

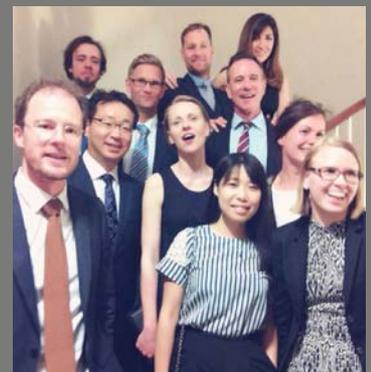
SUMIT



“

The mix of the peaceful atmosphere and Oxonian brains helps to take a step aside from daily journalism and think about the job as a whole.

ALEXANDRE





“ An opportunity to meet great thinkers and colleagues from different parts of the world who are passionate about the role of journalism in society.

JAIRO



“ Too rarely are journalists afforded the chance to read, think and write about the craft itself, or about the issues they feel passionately about.

BEN



“ My time in Oxford has unbelievably broadened my horizon – a priceless experience!

SONJA

“ The fellowship programme is a once-in-a-lifetime experience

KATI



“ RISJ is a wonderful place that brings together journalists from all over the world, all eager for a chance to reflect more deeply about their work.

RAMI



JOURNALIST FELLOWS

2014-2015



MR DAEYOUNG KIM

Country of origin: South Korea

Place of work: Korean Broadcasting System

Position: Senior Reporter

Sponsor: Foundation of Broadcast Culture

Research project:

Multi-platform strategy of PSB: how does KBS increase the number of 'likes' on Facebook?

It is very important that an integrated multi-platform approach is utilised to uphold the values of universality held by Public Service Broadcasters such as KBS and the BBC. Therefore, public broadcasters should engage with all audiences on every platform; the important aspect is that it is done in a way that relates to different audiences. KBS should embrace a total digital ecology rather than heavily focus on the prime-time news, as there is no simple way to improve 'likes' on Facebook other than creating a digital culture so that KBS can respond to new innovations in digital media. Furthermore, the BBC's innovative approaches to making the news most suitable to different platforms for different audiences should benefit KBS. The importance of integrating news gathering, production, and editing in a public service news organisation is at the forefront of preparing to take a place in the new and ever-changing online, digital, and untraditional news landscape that KBS must operate in along with all its other competitors and public service broadcasters.



MR ALEXANDRE LÉCHENET

Country of origin: France

Place of work: *Le Monde*

Position: Head of data-journalism team

Sponsor: *Le Monde*

Research project:

Global database investigations: the role of the computer-assisted reporter

SwissLeaks, Wikileaks, the Snowden documents about the NSA and Offshore Leaks . . . All these recent global investigations have proved the importance of the analysis of large databases in the process of getting a story, and the need for collaboration between journalists in different countries in order to do so. Looking at three recent cross-border investigations, this paper aimed to see what made them successful and to examine the role of computer-assisted reporters.



The unforgettable thing is seeing a thousand possibilities and perspectives.

CHENCHEN CHEN



MR JAIRO MEJIA RAMOS

Country of origin: Spain

Place of work: Efe News Agency

Position: Correspondent

Sponsor: Thomson Reuters Foundation

Research project:

Reinventing the wire: how news agencies prepare for constant disruption

For the last decade, news agencies have been adversely affected by lack of funds, clients, and personnel reduction as well as a greater competition from non-conventional media organisations. Newswire companies need to find ways to gather, structure, and disseminate news. New methods of organising reporters' work routines, new formats, and a deeper dimension for news stories can give news agencies an improved role in the news-making process. No other media outlet is better positioned to maximise the wave of new information technologies to improve their business than newswires. This research analyses examples of new approaches adopted by news agencies in their effort to connect with digital media and the ubiquitous social media.

JOURNALIST FELLOWS

2014-2015



MR CARLVINS ODERA

Country of origin: Kenya

Place of work: Freelance

Position: Reporter in South Sudan

Sponsor: Thomson Reuters Foundation

Research project:

The press in predicament in South Sudan

In 2011 independence celebrations were perceived as a new dawn for the local media, and many young, enthusiastic South Sudanese took up the profession. Thanks to the support of UN agencies and INGOs, a variety of projects and infrastructures were established. Less than four years later, the press would become one of the first casualties of poor governance in the new country. Through interviews with journalists, analysts, activists, and academics this research project investigates the factors which catalysed the deterioration of media situation and what should be done in order to build an independent, robust, objective, and trustworthy media in South Sudan.



MR SUMIT PANDE

Country of origin: India

Place of work: CNN-IBN

Position: Political Editor

Sponsor: Thomson Reuters Foundation

Research project:

Changing paradigm: social media and political communication, a situation in Delhi

Do social media disrupt political discourse in low-income economies with limited internet penetration? To answer this question, I take a deep and hard look at the shifting electoral politics in India, the world's largest democracy. The research paper challenges the notion that a low internet footprint necessarily results in low impact in political discourse. From the case study of the Delhi provincial elections held in February 2015, I have concluded that legacy and digital media do not function as watertight silos; and real-time interventions made in the digital space can influence an audience with no access to the internet in a complex hybrid media environment.



MR CHAN JUNG PARK

Country of origin: Korea

Place of work: MBC (Munwha Broadcasting Corporation)

Position: Senior Reporter

Sponsor: Foundation for Broadcast Culture

Research project:

Fairness of the regulatory bodies' decisions on TV news reports: comparative studies from the UK and South Korea

Regulatory bodies for the broadcasting environment are crucial for maintaining sound and fair journalism to benefit both journalists and wider society. If there are disputes on their operation and implementation concerning fairness and impartiality, then it is important to discuss the problems of why the disputes happened and the possible solution. My research deals with current disputes relating to the Korean regulatory body for broadcasting, and tries to find evidence of disputes and solutions for them by comparing the Korean regulatory body with the equivalent body in the UK so that implications for the future can be developed.

JOURNALIST FELLOWS

2014-2015



MR RAMI RUHAYEM

Country of origin: Lebanon

Place of work: BBC correspondent, Beirut

Position: Correspondent

Sponsor: Saïd-Asfari Foundations

Research project:

What's the story? The interplay between power and narratives in Syria and Iraq

Across the global media landscape, different stories are being told about Syria and Iraq. Beneath the surface of every story, whether it is told in print, visual sequences, tweets, or even a cartoon, lie basic assumptions about the main actors in the story and their motives, and about what causes the unfolding events. Upon close examination, it appears that the same assumptions underpin many stories that appear different on the surface. The number of distinctive narratives is a lot smaller than the number of media outlets and the items they produce. It is thus possible to identify a small number of narratives that dominate the landscape, and to analyse them comparatively. Since narratives are a multi-media phenomenon, this paper takes the story as the basic unit of analysis; it looks into Western and Arab media as well as the media of Islamic State and other jihadi groups. How do the narratives on offer relate to power, and what thought processes is a given story likely to induce or inhibit?



MS RAZESHTA SETHNA

Country of origin: Pakistan

Place of work: The Dawn Media Group

Position: Senior Assistant Editor

Sponsor: Thomson Reuters Foundation

Research project:

Caught between extremes: reporting Pakistan

This study looks at the challenges of reporting in Pakistan as the media continue to face violence from militant groups, political parties, separatists, and military and intelligence services. The paper focuses on the period after 2001 when the military regime headed by General Pervez Musharraf issued media licences for hundreds of private television and radio channels, and by doing so, created a watchful, robust media that refused to adhere to enforced press censorship. But with freedom comes responsibility. The paper critiques the role of media outlets in the aftermath of the war on terror as they outdid one another competing for profits. The study draws on over 45 interviews with key media figures, looking to identify some connections between violent politics, state violence, and harassment by the intelligence services and the media. For the purposes of researching the frequency and the types of attacks and various kinds of intimidation tactics used to control and censor the media, an accompanying survey lent an in-depth perspective. I also offer reflections on my work as a journalist in Karachi, as a presenter for Geo TV, later Dawn TV, and as an editor for the Dawn Media Group.



MS KATI TOIVANEN

Country of origin: Finland

Place of work: *Trendi* magazine

Position: Managing editor

Sponsor: Helsingin Sanomat Foundation

Research project:

From commissioners to community builders – four ways the digital age has changed the work of magazine editors

The paper classifies and examines four editorial roles that manifest different areas of changes magazine editors are going through in their daily work in the digital age: the commercial editor, the digital editor, the community editor, and the (in)visible editor. I argue that the variety of tasks and roles for editors has broadened enormously, but the core remains: editors ensure the quality and manage the recognisable voice of everything published. The more competition and brand extensions to work on, the more important it is to have a guardian of the brand.

JOURNALIST FELLOWS

2014-2015



MRS SATU VASANTOLA

Country of origin: Finland

Place of work: *Helsingin Sanomat*

Position: Features Editor

Sponsor: Helsingin Sanomat Foundation

Research project:

Do you think it's sex? You're wrong! *This* is what people share most on social media

Social media have become more important to legacy media organisations, both as a distribution channel and as a place to interact with the audience. But do we journalists really know what the audience wants? This paper aims to understand the interests of the audience by classifying and analysing the most shared articles of three news organisations: the BBC, Yleisradio, and Helsingin Sanomat. Based on this material, this paper identifies five strong trends in journalism and suggests a new concept of shareability criteria to be used, together with the traditional news criteria.



DR JIRI ZATLOUKAL

Country of origin: Czech Republic

Place of work: *Euro Weekly*

Position: Editor

Sponsor: The Wincott Foundation

Research project:

Flaws in the Czech political culture

The Czech media have recently been allied to politics and business much more closely than before. We have seen a huge slump in the advertising market mixed with a progressive increase in internet readership. These factors contributed to a decline in circulation and in profits. The most turbulent year was 2013 when three big media companies were sold. The new owners are all Czech tycoons, including Mr Babiš, currently the Minister of Finance and a member of the ruling coalition. This poses a huge risk both to the impartiality of the media and the freedom of the press in the country.



RESEARCH AND PUBLICATIONS

CONNECTING ACADEMIC
RESEARCH WITH
INDUSTRY CHALLENGES

Five-year-old Nasreen rests with her family's belongings as she plays under a flyover in Mumbai January 19, 2015. REUTERS/Danish Siddiqui



DEVELOPING RISJ RESEARCH

RASMUS KLEIS NIELSEN,
DIRECTOR OF RESEARCH

Q: YOU ASSUMED THE POSITION AS DIRECTOR OF RESEARCH IN JANUARY. WHAT IS YOUR AGENDA FOR THE INSTITUTE'S RESEARCH MOVING FORWARD?

A: I want to do two things. First, I want to work on a range of issues that in my view are central to understanding where journalism is heading, which include the growing importance of digital intermediaries like search engines and social media, the coming disruption of television news, and the importance of getting a much better understanding of where, when, and in what forms people feel that news and journalism add value to their lives. Second, I want to support the research profile the Institute already has, including our commitment to international and comparative work, our commitment to work that combines academic

rigour with the relevance that comes with addressing the substantial issues confronting journalism today, and our record of research on specific challenges confronting journalism, like covering climate change.

Q: WHAT DO YOU SEE AS THE MOST IMPORTANT ASPECTS OF YOUR JOB?

A: Really, I think of it primarily in two overlapping components. The 'Research' part of my job is about developing ideas, launching and pursuing projects, and producing research publications that address the substantial issues journalism faces today in an analytic and evidence-based fashion and in an international perspective. The 'Director' part of my job is about developing our capacity to do such research, by developing connections with



I want to work on a range of issues that in my view are central to understanding where journalism is heading

Right: A girl reads the Koran at a Koranic school during the Muslim holy fasting month of Ramadan, in Benghazi, Libya July 5, 2015. REUTERS/Esam Omran Al-Fetori.

Opposite page, top: German Chancellor Angela Merkel and Greek Prime Minister Alexis Tsipras leave after addressing a news conference following talks at the Chancellery in Berlin March 23, 2015. REUTERS/Hannibal Hanschke





partners, securing resources to support work here at the Institute itself as well as by people elsewhere that we work with, and helping our Oxford-based team develop and pursue their own relevant research ideas.

Q: WHAT ARE THE MOST EXCITING RESEARCH ACTIVITIES LINED UP FOR THE NEXT YEAR?

A: In terms of the research we do at the Institute, we are launching two major research projects this autumn, one focused on the relationship between digital intermediaries and news media organisations, and one focused on significantly increasing our understanding of similarities and differences in how news media across Europe have responded to the challenges and opportunities of digital developments.

In addition to that, we are supporting a range of exciting research projects pursued with external partners, including work on the implications of the European Court of Justice's 'Right to Be Forgotten' ruling for news, on the relationship between journalists and secret

services in an age of intensified surveillance and secrecy surrounding how security agencies work to counter internal and external threats, as well as work on how the NSA-revelations enabled by Edward Snowden's leak have been covered across the world. We will also be hosting several major research conferences with academics from all over the world, including one on the relationship between media and politics, and one on how news organisations work to integrate legacy and digital culture and manage change.

Both the work we do with outside partners and the conferences we organise and host are important examples of the convening power of the Reuters Institute. That is a power we use to connect academic research with professional practice when we bring people from both of these worlds together, but also a power we use to bring together researchers from many different fields and from many different parts of the world to shed light on the issues facing journalism today. Some of these issues are tied to the rapid and constant development of technology – the rise of search, of social, of mobile media. Others are long-running ones concerning the independence, quality, and societal role of journalism.

“

I want to support the research profile the Institute already has, including our commitment to international and comparative work



RISJ LAUNCHES NORTH AMERICAN INITIATIVE

ROBERT G. PICARD
NORTH AMERICAN
REPRESENTATIVE

THE INSTITUTE HAS BEEN DEVELOPING CLOSER TIES WITH JOURNALISTS, JOURNALIST ASSOCIATIONS, MEDIA COMPANIES AND ASSOCIATIONS, AND SELECTED UNIVERSITIES IN THE US AND CANADA THIS YEAR.



The general objectives for the North American activities are to increase knowledge and awareness of RISJ activities, fellowships, and publications

The aim is to improve dissemination of the Institute's perspectives on contemporary issues, to sponsor panel presentations at various conventions, and to develop cooperative research activities.

The general objectives for the North American activities are to increase knowledge and awareness of RISJ activities, fellowships, and publications; develop collaborative research and joint funding applications; establish North American events; and improve relationships with media/journalism associations with similar interests.

The project has developed contacts with alumni of the Institute's fellowship programmes this year and with organisations such as the American Society of New Editors, Associated Press Managing Editors Association, the Radio and Television News

Directors Association, Newspaper Association of America, Newspapers Canada, American Press Institute, Association for Education in Journalism and Mass Communication, the Canadian Communication Association, and foundations in Canada and the US.

It established a joint comparative research project on charities and tax laws and not-for-profit media with the Information Society Project at Yale University Law School. The project involves partners in Canada, Ireland, and Australia and is comparing developments in those nations, as well as the UK and US. It is designed to identify good practice and challenges in existing legislation and regulations and to suggest policy alternatives supportive of new forms of news provision.

The initiative completed a joint study with the Society of Professional Journalists on journalists' perceptions of the future of journalist work, which surveyed their views on the work of journalists, the organisation and compensation for labour, and professional identity and training. That study resulted in the publication of the report, 'Journalists' Perceptions of the Future of Journalistic Work', that is available on the Institute's website.



Left: The White House is illuminated in rainbow colors after today's historic Supreme Court ruling legalizing gay marriage in Washington June 26, 2015. REUTERS/Gary Cameron. **Opposite:** A staff member removes the Iranian flag from the stage after a group picture with foreign ministers and representatives of Unites States, Iran, China, Russia, Britain, Germany, France and the European Union during the Iran nuclear talks at the Vienna International Center in Vienna, Austria July 14, 2015. REUTERS/Carlos Barria.





DIGITAL NEWS REPORT 2015

NIC NEWMAN

THIS REPORT MARKS THE INSTITUTE'S MOST AMBITIOUS ATTEMPT YET TO TRACK AND COMPARE CHANGES IN ONLINE NEWS CONSUMPTION ACROSS COUNTRIES AND OVER TIME. WORKING WITH POLLING AGENCY YOUNG, WE SURVEYED OVER 20,000 PEOPLE IN 12 COUNTRIES - THE US, UK, FRANCE, GERMANY, DENMARK, ITALY, SPAIN, BRAZIL, JAPAN, FINLAND, AS WELL AS AUSTRALIA AND IRELAND FOR THE FIRST TIME THIS YEAR.



This year we find more compelling evidence about the central role being played by smartphones and a sharp increase in the use of social media for finding, sharing, and discussing the news. We see significant growth in the use of online video and new visual formats and track the global rise of BuzzFeed and Huffington Post, companies that have become masters at creating and distributing content in a social and mobile world.

Four years' worth of data show online now rivalling television as the most important news source in many countries, with print readership falling and social media growing in influence year on year as a source of news (see fig 1).

There is increased focus on the business problems facing the news industry which we argue are becoming more critical with the move to mobile and the rise of ad-blockers. Sales of printed newspapers have continued to fall in most countries but this year's data show no discernible increase in paid online content – or in willingness to pay (see fig 2).

The report also includes detailed new research into consumer attitudes to sponsored and branded content (so-called native advertising). It points to widespread confusion over labelling and suggests news companies have more to lose than advertisers in terms of trust and integrity.

Finally, the report finds significant differences in people's trust in news across countries, with over two-thirds (68%) agreeing that they trust the media in Finland, compared with only one-

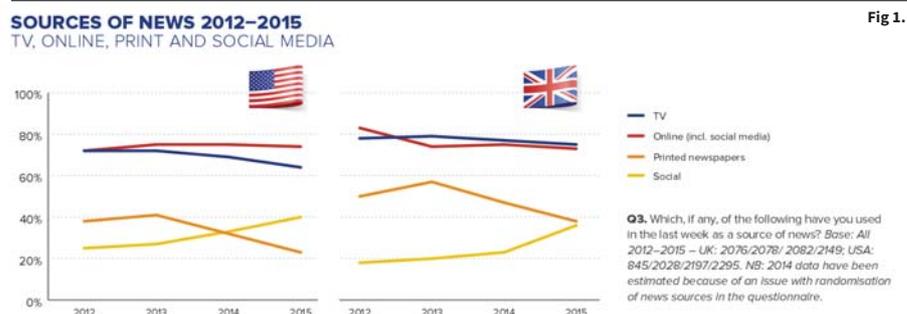


Fig 1.

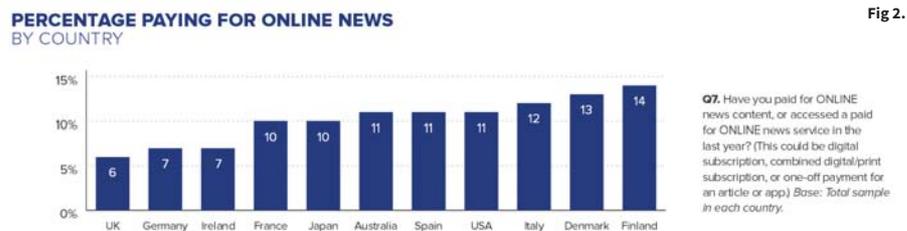


Fig 2.

third in the United States (32%), Spain (34%), and Italy (35%).

While people everywhere trust the news sources they personally 'use most of the time' more than 'news in general', the discrepancy between those two figures seems greatest in countries with the most partisan, and hence polarised, media.

Our academic partnerships continue to deepen. Joining the project this year were the Tow Center at Columbia University in the United States, the News and Media Research Centre at Canberra University in Australia, and the School of Communications at Dublin City University, Ireland. This active research community also includes our longstanding partners the Hans Bredow Institute in Hamburg, Roskilde

University in Denmark, and the School of Communication at the University of Navarra in Spain. Ireland, Spain, Australia, Finland, Germany, and Denmark are producing their own country reports, with many organising their own events. These partnerships have considerably increased the impact of this research, which is widely used and cited by industry, regulators, and academics. Visits to our website have doubled compared with the same period last year (35,000 in the first month), with over 10,000 downloads of the full report pdf, 15,000 views of the Slideshare, and 6,300 views the promotional video on YouTube. International media coverage was extensive and included the BBC, *Washington Post*, *Financial Times*, *The Times*, *Guardian*, *Columbian Journalism Review*, *Nieman Lab*, *Fortune*, and many others.

TRUST IN THE NEWS
ALL COUNTRIES





INNOVATORS IN DIGITAL NEWS: KEY FINDINGS

LUCY KÜNG

WE ARE NOW TWO DECADES INTO THE INTERNET. A NEW LANDSCAPE OF DIGITAL MEDIA PRODUCTS, PLATFORMS, CONSUMPTION DEVICES, AND CONSUMPTION PATTERNS HAS EMERGED AND CONTINUES TO EVOLVE.

These changes have brought challenges for all established media organisations, from Hollywood movie studios to public service broadcasters, from the publishers of books and scientific journals, from music producers to advertising agencies.

Below: BuzzFeed employees work at the company's headquarters in New York January 9, 2014. REUTERS/Brendan McDermid. *Opposite page:* BuzzFeed employees work at the company's headquarters in New York January 9, 2014. REUTERS/Brendan McDermid

This book focuses on one segment of the many sectors that make up the media industry, digital news organisations. Within that segment it focuses further on just five players; the *Guardian*, the *New York Times*, Quartz, BuzzFeed and Vice. These players have been chosen because they are all to different degrees and in different ways successful with digital news, even though in the



current disrupted and increasingly divergent state of the news industry, the term 'success' can only be used in a qualified way: there are profound differences between digital and analogue revenues, between legacy and clean-sheet status, between public ownership, trust ownership, and venture capital backing. So while these are not the only successful actors in the field, they are all recognised to different and disputed extents as leaders, successes, and perhaps role models. The goal of the research was to explore whether common elements underlie the success of these organisations, and whether their prowess provides pointers for how all players, legacy and clean-sheet, can seize the growth potential that digital markets present.

How do they Operate? How do they Innovate?

Based on first-hand research, the book's case studies explore how these organisations approach digital news. How do they approach digital journalism? How are these activities anchored in the larger organisation? What corporate strategies, cultures and competencies do they have?

Seven Elements Integral to Success with Digital News

The final chapter of the book sifts through the detail of the case studies to identify factors common to these organisations that contribute to their success. It highlights a set of interlinked elements which need to be viewed systemically: their power lies in their combination, in the virtuous circle that is created when all are present and function together.

At the core of these are three inter-related elements which are standard practice for high-performing organisations – a singularity of purpose about the role of the organisation and the 'value' (in management terms) it creates for its users, high-calibre leadership from smart individuals who have developed a viable strategic path forward and have credibility with the culture of the organisation, and a clear and unequivocal strategy that sets boundaries, allows prioritisation, and avoids distractions.

Then come two elements specific to some to the emerging digital news industry and to the nature of competition and consumption within it. The first is a blending of journalistic,

technological, and commercial competencies, involving a deep integration of tech into editorial processes, the presence of digital editorial thinkers, and content creation processes that are response and data driven. Second comes a 'pro-digital culture' that views the digital news arena as an opportunity (albeit a highly competitive field), that is not particularly nostalgic about the old legacy days, and which is open-minded about using the functionalities of digital technology to reinvent quality news.

The final two common elements are not easy to acquire or replicate. The first is an early start. The longer a news organisation has been active in the digital field, the more it has learned about how this functions, and the more attuned it is to the pace of the industry and how innovation is best approached. The final element involves autonomy – the ability to innovate and respond as directly as possible to opportunities and threats in the digital news market. This is directly influenced by ownership arrangements (and the priorities of those stakeholders) and by the financial resources available, both elements that a digital news organisation has limited opportunity to influence.





THE EUROPEAN JOURNALISM OBSERVATORY

CAROLINE LEES



THE EJO IS AN INTERNATIONAL NETWORK ESTABLISHED TO DISSEMINATE THE RESULTS OF RESEARCH INTO JOURNALISM AND MEDIA ISSUES TO ACADEMICS AND JOURNALISTS.



The English EJO has published articles by well-known journalists, professional media analysts, and respected academics, including Nick Diakopoulos, Assistant Professor at the College of Journalism, University of Maryland (and member of the Human Computer Interaction Lab); Wolfgang Blau, director of digital at the *Guardian* newspaper; Mark Blach-Oersten, Professor of Journalism at Roskilde University; and Alice Antheaume, Deputy Director of the School of Journalism at Sciences Po, Paris.

The site has increased its reach, particularly by building an extensive and active presence on social media and by having its articles regularly picked up and shared by popular international media research and news websites. These include Thomson Reuters, Nieman Lab, journalism.co.uk, and the Pew Research Center.

A number of RISJ journalist fellows have contributed articles about their original research to the site. These include the findings into whether impartiality matters in the internet age, by Kellie Riordan; a discussion about the role of press embargoes by Sonja Gruber; and a timely article based on his research into data journalism and cross-border journalism, by Alexandre Léchenet.

The RISJ aims to build on the EJO's growing audience. The website will continue to publish the latest research into the rapidly changing media industry, issues around press freedom, and professional concerns, both in Europe and beyond. It hopes to reach more practising journalists and to attract well-known contributors from the profession, as well as from academia.



The website will continue to publish the latest research into the rapidly changing media industry, issues around press freedom, and professional concerns, both in Europe and beyond.

The network aims to foster professionalism, press freedom, and collaboration, but also to promote communication between Eastern European media researchers and the English-speaking world.

RISJ works with 14 research institutes in 10 countries, including the Università della Svizzera italiana, Lugano; the Erich-Brost-Institut, University of Dortmund; the National University of Kyiv-Mohyla Academy, Kiev; Charles University, Prague; and the School of Journalism and Communication, University of Oregon, Eugene.

The EJO publishes its work in 10 languages, through websites based in Albania, Czech Republic, Germany, Italy, Latvia, Poland, Portugal, Romania, UK, and Ukraine.

Articles shared and translated by EJO network partners have reached increasingly larger audiences via the English EJO site.

Above: A man cycles by fresh anti-EU graffiti in Athens, Greece June 28, 2015. REUTERS/Alkis Konstantinidis.

Opposite page: Molten lava erupts from the Piton de la Fournaise, one of the world's most active volcanoes, in this picture taken July 31, 2015, on the French Indian Ocean Reunion Island. REUTERS/Gilles Adt

RESEARCH PROJECTS

THE EURO CRISIS, MEDIA COVERAGE, AND PERCEPTIONS OF EUROPE WITHIN THE EU

Sponsors: John Fell Oxford University Press (OUP) Research Fund

Lead author: Robert G. Picard **Researcher:** Susana Salgado

This project examined how Europeans understand the challenges facing the euro and workings of the European Union and European Central Bank through the news media of their countries. It explored how the euro crisis has been portrayed in media in EU countries and how differences in coverage and journalistic practices have affected perceptions of the crisis and Europe. It was a large-scale project directed by the RISJ with partners studying coverage in Belgium, Finland, France, Germany, Greece, Italy, the Netherlands, Poland, Spain, and the UK. More than 10,000 articles from 40 newspapers in 10 countries were analysed in the project.



Political Influence Index Project

Sponsors: The John Fell Oxford University Press (OUP) Research Fund
Project director: Robert G. Picard

The Political Influence Index project is producing a method and assessment instrument for comparative national measurements of the influence of media on politics/government and the influence of politics/government on media. This index will capture the relationships and interactions of media and politics and the distribution of power between media and political actors. Implementation of the index will create a dataset for use in a variety of media, political, and political communication research settings. It will be far more focused and precise than existing transparency, corruption, and free press indices that are widely used in a variety of media, political, and policy research. The index was developed in 2013–14 and a pilot test is currently under way assessing its applicability in a variety of media, political, and cultural settings. The test implementation is being made in Germany, France, Italy, Hungary, India, Russia, UK, and US. Once that is evaluated, and the instrument adjusted to account for any issues identified, the Institute hopes to implement it more widely, making evaluations around the world, probably starting with the OECD and BRIC countries. ●

Media Pluralism Monitor Pilot Test: United Kingdom

Sponsors: Centre for Media Pluralism and Media Freedom, European University Institute, Florence, Italy
Project director: Robert G. Picard
Lead researcher: Jelena Dzakula

RISJ produced the UK results based on implementation of the EU Media Pluralism Monitor pilot project. The monitor is a risk-based assessment tool developed for the European Commission in response to concerns by the European Parliament and the Council of the European Union about media pluralism in member states and across Europe. The method does not determine whether pluralism exists or the extent to which it exists but rather uses risk-based analysis to identify areas on which policy-makers should focus attention, consider mitigating factors, and determine whether policy action is warranted. The study revealed that the UK does well overall, but identified some deficiencies in political, economic, and socio-political indicators that may deserve attention from policy-makers. The results were released on 21 October 2014 at a seminar in London for policy-makers, media companies, scholars, and media organisations. ●

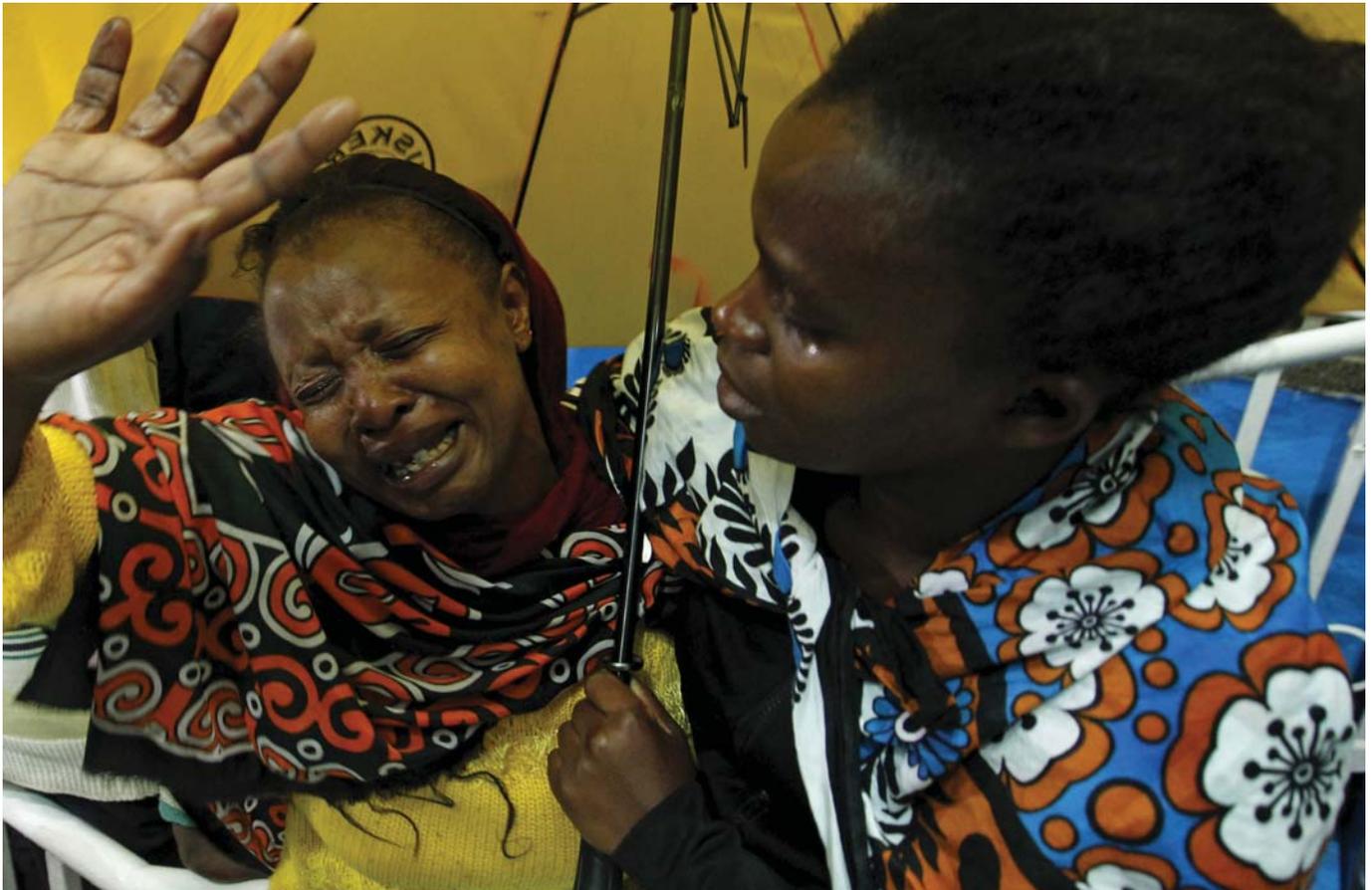
Measuring Online News Consumption and Supply

Sponsors: A project commissioned by Oliver & Ohlbaum Associates for Ofcom with input from RISJ and the Oxford Internet Institute.

Project director for RISJ: Robert G. Picard

Lead researchers for RISJ: Nic Newman and Rasmus Kleis Nielsen

This study explores how audiences for news are measured across digital platforms (web, tablets, and smartphones) and how data can better be used for understanding where and how news is accessed and shared in society. The study reviews the tools and methods used in digital audience measurement in industry and universities, their strengths and limitations, the kinds of data various measurements produce, and the difficulties involved in measuring across platforms. It focuses on measurements of uses, loyalty, and engagement and key performance indicators. ●



The Impact of Charity and Tax Law/Regulation on Not-For-Profit News Organisations

Sponsors: RISJ and the Information Society Project, Yale Law School, Yale University

Project directors: Robert G. Picard and Valerie Belair-Gagnon

This collaborative research project is exploring the impact of national charity and tax laws and regulation on efforts to establish and operate not-for-profit news organisations. It focuses on UK, US, Canada, Australia, and Ireland, all developed countries with Anglo-based legal systems. The project will be completed in late 2015 with publication of results expected in early 2016. ●



Visualisation of Academic Research

Sponsors: RISJ with the support of the University of Oxford's ESRC Impact Acceleration Account in partnership with Nesta and the Alliance for Useful Evidence

Project directors: Robert G. Picard and David Levy

Lead researcher: Malu A. C. Gatto

Professor Robert G. Picard convened a series of workshops with journalists, policy organisations, the business community, and civil society organisations to address issues surrounding the visual presentation of academic research results and academic knowledge. The project aimed to cultivate better understanding amongst academics of the nature of the demand for visualised research and the ways in which it can improve media coverage, public understanding of complex issues, and use of academic research in practice. ●

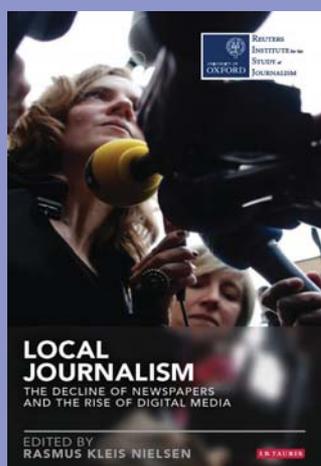
Opposite page, bottom: A woman reacts after seeing her son, who was rescued from the Garissa University attack in Kenya's capital Nairobi April 4, 2015, following Thursday's seige by gunmen in their campus in Garissa. REUTERS/Thomas Mukoya. *This page, above:* An elderly protester yells as she is blocked by a barricade of policemen while marching down the street during a rally in central Seoul, South Korea, April 24, 2015. REUTERS/Kim Hong-Ji.

Left: Libyan women celebrate after the Supreme Court invalidated the country's parliament, at Martyrs' Square in Tripoli November 6, 2014. REUTERS/Ismail Zitouny.

2014-2015 PUBLICATIONS

MANY RISJ PUBLICATIONS ARE AVAILABLE FOR FREE DOWNLOAD FROM OUR WEBSITE. HARD COPIES CAN BE PURCHASED VIA OUR PARTNER PUBLISHER I. B. TAURIS, AMAZON, OR THE UNIVERSITY OF OXFORD ONLINE STORE.

EDITED BOOKS



**Local Journalism:
The Decline of Newspapers and
the Rise of Digital Media**
Edited by
Rasmus Kleis Nielsen

Sponsor: Reuters Institute for the
Study of Journalism

For more than a century, local journalism has been taken almost for granted. But the 21st century has brought major challenges. The newspaper industry that has historically provided most local coverage is in decline and it is not yet clear whether digital media will sustain new forms of local journalism. This book provides an international overview of the challenges facing changing forms of local journalism today. It identifies the central role that diminished newspapers still play in local media ecosystems, analyses relations between local journalists and politicians, government officials, community activists and ordinary citizens, and examines the uneven rise of new forms of digital local journalism. Together, the chapters present a multi-faceted portrait of the precarious present and uncertain future of local journalism in the Western world.



**The Euro Crisis in the Media:
Journalistic Coverage of
Economic Crisis and
European Institutions**
Edited by Robert G. Picard

Sponsor: John Fell Oxford University Press
(OUP) Research Fund

The euro crisis produced the most significant challenge to European integration in 60 years, testing the structures and powers of the European Union and the Eurozone and threatening the common currency. This book explores how the financial and political crisis was portrayed in the European press and the implications of that coverage on public understanding of the developments, their causes, responsibilities for addressing the crisis, the roles and effectiveness of European institutions, and the implications for European integration and identity. It addresses factors that shaped news and analysis, the roles of European leaders, and the extent to which national and pan-European debates over the crisis occurred. In doing so, it provides a clear and readable explanation of what the portrayals tell us about Europe and European integration in the early 21st century.

CHALLENGES IN MODERN JOURNALISM

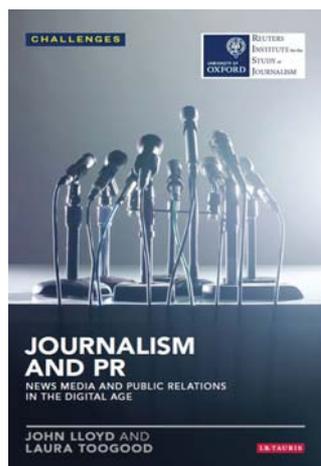


Reporting the EU: News, Media, and the European Institutions

John Lloyd and Cristina Marconi

Sponsor: John Fell Oxford University Press (OUP) Research Fund.

In recent years, media coverage of the European Union has faced its most serious test. The crisis in the euro currency has thrown into sharp relief the shortcomings of a style of reporting too often unable to engage the interest of audiences broader than political, academic, and diplomatic elites. Also under the spotlight is a method of journalism geared largely towards reporting on relations between the EU and the country that the news organisation serves. This book, based on extensive interviews with EU correspondents, editors, and public relations and other EU executives, reveals for the first time how the powerful group of institutions at the heart of the Union are covered – or not covered. Exploring the difficulties in reporting on a multinational institution, the authors highlight the struggle to develop a modern, engaging journalism capable of fully holding the EU system to account. ●



Journalism and PR: News Media and Public Relations in the Digital Age

John Lloyd and Laura Toogood

Sponsor: David Ure

Public relations and journalism have had a difficult relationship for over a century, characterised by mutual dependence and, often, mutual distrust. In recent years, developments in corporate PR and in political communications mean that the news media outlets are less and less important to the persuaders. The communications business is often able to bypass the gatekeepers. The internet, especially social media, has made reputation more precarious – but it has also given companies, governments, and public figures channels of communication of their own. The need to proclaim and protect the brand, personal, corporate, or political, means that public relations is now a top-table profession whilst journalism struggles for survival. This unique study illuminates and analyses a new media age. ●



Innovators in Digital News

Lucy Küng

Sponsor: Reuters Institute for the Study of Journalism

News organisations are struggling with technology transitions and fearful for their future. Yet a cadre of these institutions – some new, some old – has emerged who are succeeding with digital news. Why are Vice and BuzzFeed investing in journalism and why are pedigree journalists joining them? Why are established news organisations letting experienced journalists go but recruiting technologists? This book looks at several key players in the digital news industry – including the *Guardian*, the *New York Times*, Quartz, BuzzFeed, and Vice – and draws on extensive first-hand research inside the organisations. How do they operate? How do they innovate? Lucy Küng identifies and discusses the common elements that underlie their success, and provides valuable pointers for how all players, legacy and clean-sheet, can seize the growth potential that digital markets present. ●

REPORTS



Disaster Averted? Television Coverage of the 2013/14 IPCC's Climate Change Reports James Painter

Sponsors: Grantham Research Institute on Climate Change and the Environment at London School of Economics and Political Science; and the Norwegian Environment Agency

A new study on the television coverage of the 2013/4 blockbuster reports by the Intergovernmental Panel on Climate Change (IPCC) shows similarities and differences between countries in the way they cover climate change. Six countries were examined – Australia, Brazil, China, Germany, India, and the UK. In those countries which covered the IPCC reports, the reporting shared a strong emphasis on portraying the adverse impacts or 'disaster' elements of the climate change story. ●



Big Data for Media Martha L. Stone

Sponsor: Reuters Institute for the Study of Journalism

News and media companies are rapidly developing 'Big Data' strategies to effectively use the growing amount of user data available from internet and mobile communications. Most are overwhelmed by the amount of data and struggling to create strategies and techniques to improve data analysis and its application for editorial and business uses. This report explores the opportunities and challenges of big data and best practices that are emerging in media and other digital firms. It includes case studies from companies such as Huffington Post, BuzzFeed, the *Financial Times*, and CNN that reveal different ways to utilise data and why it becomes a powerful tool in managing engagements with audiences. ●



Journalists' Perceptions of the Future of Journalistic Work Robert G. Picard

Sponsors: Reuters Institute for the Study of Journalism in cooperation with the Society of Professional Journalists

Journalists believe journalism will be a harder job with less institutional support in the future, according to a survey conducted

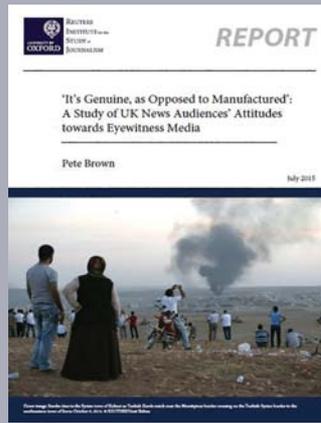
by the Reuters Institute and the Society of Professional Journalists. The research found journalists are concerned they will have to work harder, engage in personal branding and entrepreneurship, and cannot count on stable employment, full-time jobs, or indeed life-long journalistic careers. Nevertheless, they do not fundamentally believe journalism will be less satisfying or less independent and generally see journalism as a relatively stable collection of fundamental practices and techniques that is not dependent on medium or existentially threatened. ●



Making Research Useful: Current Challenges and Best Practice in Data Visualisation Malu A. C. Gatto

Sponsors: Reuters Institute for the Study of Journalism with the support of the University of Oxford's ESRC Impact Acceleration Account in partnership with Nesta and the Alliance for Useful Evidence

This report advocates for the increased use of data visualisation techniques to illuminate research findings and provides suggestions to overcome some of the challenges academics currently face in using them. ●



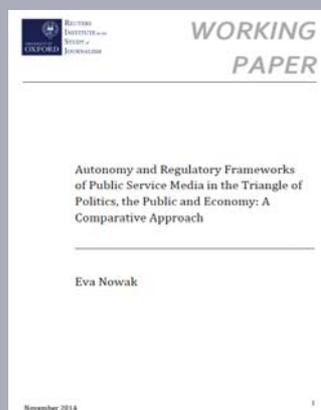
'It's Genuine, as Opposed to Manufactured': A Study of UK News Audiences' Attitudes towards Eyewitness Media

Pete Brown

Sponsors: Reuters Institute for the Study of Journalism and Eyewitness Media Hub

This report explores news audiences' awareness of and attitudes towards the manner in which eyewitness media are gathered, verified, and used by journalists, based on the findings of 10 focus groups, conducted in a variety of locations around the UK. The author argues that while immediacy is very highly valued by news audiences of all backgrounds, there appears to be minimal appetite for unverified content and audience members are far more likely to endorse waiting for eyewitness media to be vetted than being served content that could be inaccurate or misleading.

WORKING PAPERS



Autonomy and Regulatory Frameworks of Public Service Media in the Triangle of Politics, the Public, and Economy: A Comparative Approach

Eva Nowak

Sponsor: Reuters Institute for the Study of Journalism

Traditional regulatory frameworks for public service broadcasters in Europe are challenged by developments in media technology, media use, and media economy. European states react in very different ways to these challenges, emphasising political, public, or economic objectives in their regulation. This study analyses the influencing factors on PSM regulatory frameworks in France, Germany, Italy, Poland, Spain, Sweden, and the UK. ●



Political Parallelism and Media Coalitions in Western Europe

Juan Pablo Artero

Sponsor: Reuters Institute for the Study of Journalism

This paper reviews previous studies and introduces the new concept of media coalitions, defined as the 'assortment of media outlets explicitly or implicitly supporting a particular political party, candidate or ideology'. That phenomenon is analysed regarding recent general elections in five Western European democracies: Britain, France, Germany, Spain, and Italy. ●



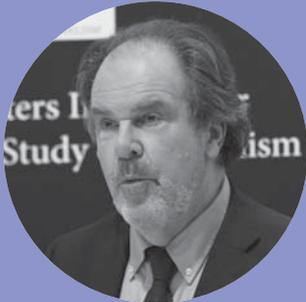
Reuters Institute Digital News Report 2015: Tracking the Future of News

Edited by Nic Newman, David A. L. Levy & Rasmus Kleis Nielsen

Sponsors: Google; BBC; Ofcom; Broadcasting Authority of Ireland (BAI); France Télévisions; L'Espresso Group, Italy; Media Industry Research Foundation of Finland; Edelman UK; Roskilde University; Hans Bredow Institute; University of Navarra; Tow Center at Columbia University's Graduate School of Journalism; University of Canberra

The *Digital News Report 2015* reveals new insights about digital news consumption based on a representative survey of online news consumers conducted by YouGov. The 2015 report includes 12 countries; the UK, US, Germany, France, Ireland, Italy, Spain, Denmark, Finland, Urban Brazil, Japan and Australia. It contains unique data and analysis about the move to mobile, the rise of video, the growth of social discovery, and the prospects for native advertising. ●

RESEARCH ASSOCIATES



JOHN LLOYD

John Lloyd is a co-founder and Senior Research Fellow at the Reuters Institute. He is a Contributing Editor to the *Financial Times*, a columnist for reuters.com and *La Repubblica* of Rome and chairman of the Advisory Council of the Moscow School of Civic Education (though, having been declared a 'Foreign Agent', is presently unable to work within Russia). His book, *The Big Story: Journalism in the World* will be published by Atlantic Books in 2016. He is presently working on a book for the Institute on journalism and security: a project which was prompted by the leaks from the National Security Agency in the US. The researcher on the project is James Dawson of Kings College, London. The aim of the project is to examine the relationship between journalism and the security services in France, Germany, the UK, and the US in order to determine how far and in what ways it has changed; how far both journalism and the intelligence services are in a new world following the advent of the Net; and whether or not journalism must change to reflect a new reality in a world where mass monitoring of activities and communications has become routine.



LARA FIELDEN

Lara Fielden has had an association with the Reuters Institute since 2011, as a Research Associate and as a Visiting Fellow. Building on her RISJ publications on media regulation she has published numerous articles and contributed to academic conferences and Select Committee inquiries. In October 2014 she was a panellist at King's College London's Chevening Fellowship debate on media regulation and freedom of speech in the UK. From autumn 2014 she has served on the Complaints Committee of the Independent Press Standards Organisation (IPSO) adjudicating on press complaints and building on her RISJ report for the Leveson Inquiry on comparative global press regulation.



ANNE GENIETS

Anne Geniets is a post-doctoral researcher at the Department of Education, University of Oxford, researching mobile health interventions and media production and consumption in low-income settings both in the UK and in low-income countries. Currently, she works on the ESRC-DFID funded mCHW project (www.mchw.org) and co-directs the IT project `go_girl:code+create` (www.gogirloxford.org), funded by the Oxford University IT Innovation Seed Fund, and the project "'Hidden" Children and the Politics of Poverty: Addressing Child Abuse in the Context of Disability in Kenya' at the University of Oxford, funded by the OUP Fell Fund. In 2014/2015, based on her research on International News Provision, Consumption and Trust at the RISJ and the resulting book *The Global News Challenge* (Routledge, 2013), Anne presented her updated research at the University of Bilbao and at Northwestern University in Qatar (February 2015) and contributed to *Active Audiences and Journalism*, ed. Koldobika Meso, Irati Agirreazkuenaga and Ainara Larrondo (2015).



LUCY KÜNG

Lucy Küng splits her time between researching, advising, and lecturing on strategy, innovation, and leadership in the media, with particular emphasis on mastering technology shifts. She is based in Zurich and Oxford. In addition to her role at the Reuters Institute, she is Visiting Professor of Media Innovation at the University of Oslo and Professor of Media Economics at the University of Jönköping, Sweden. She is also Non-Executive Board Member of SRG SSR (the Swiss public service broadcasting company) and of Vizrt, a media technology provider. She holds a PhD and Habilitation from the University of St Gallen, Switzerland and an MBA from City University London/Ashridge. She is author of numerous books, including *Innovators in Digital News* (2015), *Strategic Management in the Media: From Theory to Practice* (winner of the AEMJM Media Management Book Award), *Inside the BBC and CNN – Managing Media Organizations*, and *When Innovation Fails to Disrupt, the Case of BBC News Online*.



GEERT LINNEBANK

Geert Linnebank was Editor-in-Chief of Reuters from 2000 to 2006. He started his career as a reporter in Brussels with Agence Europe and AP-Dow Jones before joining Reuters in 1983, where he held reporting and editing positions in Belgium, the Netherlands, and, latterly, at the Reuters London head office. Geert is a non-executive director at Independent Television News (ITN) and at CO2benchmark.com, a member of the RISJ Steering Committee, and a Trustee of the Thomson Reuters Foundation, which he chaired until 2008.



NIC NEWMAN

Nic Newman is a journalist and digital strategist who played a key role in shaping the BBC's internet services over more than a decade. He was a founding member of the BBC News Website, leading international coverage as World Editor (1997–2001). As Head of Product Development he led digital teams, developing websites, mobile, and interactive TV applications for all BBC Journalism sites. Nic is lead editor of the Reuters Institute *Digital News Report* and has also been researching online audience metrics and techniques for audience engagement. He is a consultant on digital media, working actively with news companies on product and business strategies for digital transition.

VISITING FELLOWS



COLIN BYRNE

Colin is CEO, UK, and EMEA of Weber Shandwick, one of the world's largest PR and digital communications firms. Prior roles have included Head of Press for the British Labour Party and international communications director for the Prince of Wales Business Leaders Forum. He is a blogger and regular commentator on political communications and marketing. At a time of declining turnout in elections, widespread disengagement and lack of trust in politics, reputational issues and declining traditional media audiences, and social media innovation, his research paper in preparation for RISJ studies how the media used their social media channels and initiatives to engage voters in the issues and debates around the 2015 UK general election. He focuses on examples of good practice by media organisations and their impact on voter engagement and turnout.



MAYA EVEN

Maya was a broadcaster at ITN, Channel Four, and at the BBC where she presented the *Money Programme*. Prior to this, she completed a DPhil at St Antony's College, Oxford, in 1986.

Her current research updates her doctoral thesis on television and UK election campaigns since 1945. It looks at how television has both created the modern campaign and defined the election for viewers, and how politicians and parties have dramatically shaped their methods of communication and campaign strategies to suit TV's demands. It follows the broadcasters' path from the periphery of contests in the 1950s to the very heart of the campaign in a relatively short time, and traces the growing complexity of their relationship with campaigning politicians. She has presented research papers on the recent 2015 election and television's role in and impact upon the campaign.



KATJA LEHTISAARI

(sponsors: Helsingin Sanomat Foundation, Ella and Georg Ehmrooth Foundation)

Katja is a postdoctoral researcher at the Aleksanteri Institute, University of Helsinki, Finland, and the editor-in-chief of *Idäntutkimus*, the Finnish Review of East European Studies. Her research interests include e.g. Russian and Finnish media and comparative media studies and questions like the development of the press market structures and media convergence. Whilst at RISJ, she was working on a research project on Russian media, focusing on the latest developments in the dichotomised media market which is a mixture of marketisation and increasing manoeuvring by the state. The forces shaping the Russian media field include at the same time obstacles for media freedom and challenges with economy and media convergence. During her stay, she also published on changes in TV advertising market in Russia, on the development of Russian business journalism, and on the crossing points of media economics and policy research as well as presented at conferences in UK and abroad.



JULIANE A. LISCHKA

Juliane is a Senior Research and Teaching Assistant at the University of Zurich. She holds a PhD from the Institute of Mass Communication and Media Research (IPMZ), University of Zurich, and has been working at IPMZ as a postdoctoral researcher since completing her PhD in 2014. While at RISJ, Juliane investigated differences in UK and Swiss news organisations' responses to challenges and opportunities of the digital age.

Her further research areas include (1) media effects on society, i.e. the role of economic news in private and corporate economic expectations, and (2) effects of the internet usage on society, i.e. the role of digital surveillance, big data, and online social network algorithms for journalism and audiences. Juliane's latest studies were published in *Digital Journalism*, *Journalism & Mass Communication Quarterly*, *European Journal of Communication*, and *Journal of Media Business Studies*.



ALEJO MIRO QUESADA

Alejo is the President of Editorial Letras e Imágenes. Whilst at RISJ he continued to work on his forthcoming publication *What a Director Expects from Journalists and from the Owners* drawing on his experience of 50 years of practice. The book is aimed at journalists, students in the final years of study (preferably with a certain degree of professional activity), directors, and media owners, especially in Latin America, and follows the sequence of the Virtuous Circle of Quality Journalism, which was developed by Miro Quesada. It also includes chapters about the newspaper business, the dilemma of internet, and the future of newspapers.



FRANÇOIS NEL

François is the founding Director of the Journalism Leaders' Programme at the University of Central Lancashire in Preston and convenor of Digital Editors Network. While at RISJ, François pursued his interest in news media innovation and entrepreneurship in several ways, including convening the UK's first Journalism Entrepreneurship Summit hosted by Google Campus London. The research workshop for the first time brought together entrepreneurs, funders, support agencies, policy-makers, educators, and researchers to consider the overall state of the country's journalism entrepreneurship ecosystem. Interim findings from the study were published for discussion, which will further inform a final report to be published next year. François also spent time analysing more than 2,000 responses to a global study into news media innovation which has been conducted in 10 languages since 2010.



JONATHAN STONEMAN

Formerly an Editor of BBC Language Services (Croatian and Macedonian) and latterly Head of Training at BBC World Service, Jonathan is now a freelance trainer specialising in data journalism. His research project asked 'Does open data need journalism?' and examined the impact of open data initiatives in various countries, including Burkina Faso, Kenya, the US, and the UK. As well as tracing stories which were derived in some way from open data, Jonathan looked at the degree to which openness corresponds with factors such as the perception of corruption. At the time of writing, his research findings were suggesting that, although open data initiatives rarely, if ever, mention journalists as end users, open data initiatives will not make a significant impact unless journalists are seen to make use of them, and to publicise them.



EVENTS

A LEADING FORUM FOR
ENGAGEMENT AND
EXCHANGE

A goat takes a leap from one cart to another as a vendor watches at a wholesale vegetable market in the old quarters of Delhi February 19, 2015. REUTERS/Adnan Abidi

2014-2015 RISJ EVENTS

SPECIAL EVENTS

The Challenge for News Presentation

11 September 2014
The British Chamber of
Commerce, Japan

Report authors **Nic Newman** and **David Levy** presented the findings of the 2014 *Digital News Report* at a breakfast meeting.

Digital News Report 2014 Presentation

11 September 2014
Waseda University Journalism
School, Tokyo

Nic Newman and **David Levy** presented the findings of the 2014 *Digital News Report*. This event was hosted by **Shiro Segawa** (Professor, Waseda University Journalism School) and **Yasuomi Sawa** (Deputy Editor, Investigative and In-Depth Reporting, Kyodo News and former Reuters Fellow).

'Not the questions you fool, the answers': The Future of Political Interviewing

17 October 2014
St Peter's College, Oxford

David Dimbleby (chair of BBC Question Time) delivered this lecture to mark Sir David Butler's 90th Birthday. This event was jointly organised with Nuffield College, University of Oxford.

Reuters Memorial Lecture: Silicon Valley and Journalism: Make up or Break up?

21 November 2014
St Anne's College, Oxford

Introduced by **Lord Patten of Barnes**, Chancellor of the University of Oxford, the annual Reuters Memorial Lecture was delivered by **Emily Bell** (Director at the TOW Center for Digital Journalism at Columbia Journalism School). The panel discussion included

Alan Rusbridger (Editor-in-Chief, *Guardian*), **Vivian Schiller** (Former Global Chair of News, Twitter), **Madhav Chinnappa** (Head of News Partnerships, International, Google).

The New News Environment: Nordic PSB Executive Seminar Programme

23 Feb 2015
St Anne's College, Oxford

This high-level seminar brought together the Heads of News and the senior teams from public broadcasters in Denmark, Sweden, Norway, and Finland for two days of discussion and debate on key issues in the digital transition with RISJ colleagues **Rasmus Kleis Nielsen**, **David Levy**, and **Nic Newman**, together with **Richard Sambrook** (Director, Centre for Journalism, Cardiff University) and **Steve Herrmann** (Editor, BBC News Online).

The World since Snowden

6 March 2015
Nuffield College, Oxford

Alan Rusbridger (Editor-in-Chief, *Guardian*) delivered this lecture. This event was jointly organised with Nuffield College.

Oxford Editor-in-Chief and CEO Forum

16-17 April 2015, RISJ, Oxford

The one-day forum gathered together a very distinguished group of news industry leaders, Editors-in-Chief and CEOs from eight countries for 24 hours to learn from RISJ research and to share, off the record, their ideas and experience about how their organisations are confronting the key challenges of digital transformation. The forum was led by **David Levy**, **Rasmus Kleis Nielsen**, **Lucy Küng**, and **Nic Newman** and included participants from **Latin America** (*La Nación* from Argentina), **North America** (Huffington Post, *Washington Post*, and *Globe and Mail* from Canada) but with the majority from **Europe** (*Irish Times*, *Berlingske*, *El País*, *Neue Zürcher Zeitung*, *Guardian*, and *Financial Times*).

1 British Chamber of Commerce, Japan; 2 David Dimpleby introducing Sir David Butler's 90th Birthday lecture; 3 Sir David Butler; 4 Emily Bell; 5 Madhav Chinnappa; 6 Oxford Editor-in-Chief and ECO Forum; 7 Vivian Schiller; 8 Alan Rusbridger; 9 James Lamont and Monique Villa



- 1 David Levy, 2 Panel for "Public Relations: The Master Now";
- 3 Julia Massey-Stewart, The Mango Lab;
- 4 Lucy Küng, ©Julia Massey-Stewart, The Mango Lab;
- 5 Aron Pilhofer and Fran Unsworth, ©Elyse Marks;
- 6 Digital News Report 2015 Launch, ©Elyse Marks;
- 7 Trish Evans, ©Julia Massey-Stewart, The Mango Lab;
- 8 Nic Newman; 9 Jo Geary and Robert Shrimpsley, ©Elyse Marks;



PUBLICATION LAUNCHES

Reporting the EU

14 October 2014

European Council on Foreign Relations (ECFR), London

Around 45 people attended this breakfast launch event. Authors **John Lloyd** and **Cristina Marconi** (freelance journalist and former Journalist Fellow) presented their key findings, followed by a response from **Sara Hobolt** (European Institute, LSE). **Hans Kundnani** (Director of Research, ECFR) chaired the discussion and debate. This event was jointly organised with the ECFR.

Reporting the EU

14 October 2014

Thomson Reuters, Brussels

Authors **John Lloyd** and **Cristina Marconi** (freelance journalist and former Journalist Fellow) presented their findings at an event chaired by **Paul Taylor** (European Affairs Editor, Reuters). This event was hosted by Thomson Reuters Brussels Office.

Public Relations: The Master Now

2 December 2014

Royal Society of Arts, London

Hosted by the RSA and organised by RISJ this event launched *Journalism and PR: News Media and Public Relations in the Digital Age* by **John Lloyd** and **Laura Toogood**. **John Lloyd** presented the main findings followed by a discussion chaired by **Matthew Taylor** (RSA Chief Executive) including **Ed Williams** (CEO, Edelman UK) and **Trish Evans** (Senior Lecturer in Public Relations, University of Westminster). Over 150 people attended this event.

Reuters Institute Digital News Report 2015

16 June 2015

Edelman, London

Report authors **Nic Newman** and **David Levy** presented the findings of the 2015 *Digital News Report* followed by a panel discussion chaired by **Ed Williams** (Edelman UK CEO) featuring: **Jo Geary** (Head of UK News & Government Partnerships, Twitter), **Aron Pilhofer** (Executive Editor of Digital, the *Guardian*), **Robert Shrimley** (Managing Editor FT.com) and **Fran Unsworth** (Director, BBC World Service Group and Deputy Director of News and Current Affairs).

Reuters Institute Digital News Report 2015

18 June 2015

Global Editors Network Summit, Barcelona

Nic Newman and **David Levy** presented the findings of the 2015 *Digital News Report* at a session moderated by **Tom Kent** (Standards Editor, the Associated Press). The session was LIVE streamed via the GEN YouTube Channel. Over 400 people attended the summit.

VOCER Innovation Day Der Spiegel

20 June 2015

Der Spiegel, Hamburg

Rasmus Kleis Nielsen presented the findings of the 2015 *Digital News Report* at a session.

Reuters Institute Digital News Report 2015

23 June 2015

Broadcasting Authority of Ireland (BAI), Dublin

David Levy presented the findings of the 2015 *Digital News Report* to a group from the Irish Parliament.

'It's Genuine, as Opposed to Manufactured': A Study of UK News Audiences' Attitudes towards Eyewitness Media

15 July 2015

Covent Garden, London

Author **Pete Brown** (Co-founder, Eyewitness Media Hub) presented the report findings, integrated with discussion with attendees led by **Claire Wardle** (Eyewitness Media Hub and Director of Research, TOW Center).

Innovators in Digital News

23 July 2015

Google UK, London

Author **Lucy Küng** presented key findings followed by a panel discussion including **Aron Pilhofer** (Executive Editor of Digital, the *Guardian*); **James Lamont** (Managing Editor, *Financial Times*) and **Kevin Sutcliffe** (Head of News Programming EU, VICE News). This was followed by Q&A chaired by **David Levy**.

PARTNERED EVENTS

Presentation of Digital News Report 2014

17 September 2014

Sciences Po Journalism School, Paris

Report editors **David Levy** and **Nic Newman** presented the 2014 *Digital News Report* with opening remarks from **Bruno Patino** (Director of the Sciences Po Journalism School, and Director of Digital and TV Channels at France Télévisions).

Global Muckraking Discussion: 100 Years of Investigative Journalism from around the World

13 October 2014

Blavatnik School of Government, Oxford

Anya Schiffrin (editor, *Global Muckraking: 100 Years of Investigative Journalism from around the World*, New Press, 2014) was in discussion with **Professor Ngaire Woods** (Dean of Blavatnik School of Government) and **David Levy**. This event was jointly organised with Blavatnik School of Government.

Selling Politics in the Digital Age

5 February 2015

Institute for Government, London

This roundtable event brought together members of the Institute for Government (IfG), the Reuters Institute and a range of journalists, policy-makers, and public relations professionals. The purpose of the discussion was to establish an understanding of current shifts in the relationship between public relations, journalism, and politics in the digital age. This event was co-organised with the IfG.

JFK and LBJ: The Last Two Great Presidents

22 May 2015

Rothermere American Institute, Oxford

Godfrey Hodgson (former Director of the Reuters' Foundation Programme) gave this seminar to mark the launch of his new publication *JFK and LBJ: The Last Two Great Presidents* (Yale University Press, 2015). This seminar was jointly organised with the Rothermere American Institute.

Is the American Century Over?

2 June 2015

Blavatnik School of Government, Oxford

Professor Ngaire Woods (Dean, Blavatnik School of Government) was in conversation with **Professor Joseph Nye** (American political scientist and former Dean of the John F. Kennedy School of Government). Discussion focused on and around his recent book: *Is the American Century Over?* (Polity Press, 2015). This event was jointly organised with Blavatnik School of Government.

News Impact Summit London: The Social Impact of Digital Storytelling

5 June 2015, LSE, London

This event brought together leading journalists and media experts from diverse backgrounds, including international and UK media, and featured some of the best practices in digital news reporting, data-driven storytelling, and user-generated content (UGC) investigation from all around the world. RISJ partnered on this event, organised by the European Journalism Centre with the help of the News Lab at Google and the LSE's Polis think-tank.

Shaping the Future of Journalism

23 June 2015

Dublin City University

David Levy presented the findings from the international 2015 *Digital News Report* at the launch event for Dublin City University's Institute for Future Media and Journalism where **Niamh Kirk** (Researcher and PhD candidate, School of Communications, Dublin City University) presented the Irish edition of the *Digital News Report* (Dublin City University). The event was chaired by **John Mulholland** (Editor, *Observer*) and included **Kevin O'Sullivan** (Editor-in-Chief, *Irish Times*) and **Alex White** (Minister of Communications in Ireland). This event was jointly organised with the Broadcasting Authority of Ireland.

RESEARCH WORKSHOPS

Making Research Useful via Visualisation: The Current Challenges and Best Practices in Policy-Oriented and Political Visualisation

17 October 2014

Department of Politics and International Relations, Oxford

This workshop brought together researchers and students from the University of Oxford to explore what data visualisation is, how it is being done, and current challenges. Presentations were given by **Robert G. Picard**, **Kate Day** (Director of Digital Content, the *Telegraph*), and **Andrew Steele** (Science Communicator and co-founder of Scienceogram). This workshop was co-organised with the Dept. of Politics and International Relations and the Alliance for Useful Evidence.

Discussions on Developments in Analysing Electoral Behaviour and in the Televising of Election Coverage over the Last Half Century

17 October 2014
Nuffield College, Oxford

This afternoon research workshop was part of the celebrations for Sir David Butler's 90th birthday. It brought together academics and practitioners from the worlds of journalism, polling, and public policy to discuss some of the key developments in these two fields. This event was jointly organised with Nuffield College.

Presentation of UK Results from the Implementation of the EU Media Pluralism Monitor

21 October 2014
University of Westminster, London

Robert G. Picard and **Jelena Dzakula** (Researcher, University of Westminster) presented the UK results from the implementation of the EU Media Pluralism Monitor pilot project. Attendees included policy-makers, media companies, and scholars. This event was jointly organised with the University of Westminster.

Making Research Useful via Visualisation: The Current Trends in Social, Relational and Human Behavioural Visualisation

14 November 2014
Department of Politics and International Relations, Oxford

This workshop brought together researchers and students from the University of Oxford to focus on trends visualisation, how to illustrate social trends. Presentations were given by

Robert G. Picard, **William Allen** (Research Officer, Migration Observatory), **John Walton** (Senior Broadcast Journalist, BBC Visual Journalism Unit), and **Félix Krawatzek** (DPhil Student in Politics, University of Oxford).

Measuring Online News Consumption and Supply

9 December 2014, Ofcom, London

This roundtable event brought together experts from the field, both practitioners and academics, to share ideas and hear others' perspectives on this topic. Discussion covered the recently published report for Ofcom; *Measuring Online News Consumption and Supply* prepared by O&O, RISJ, and OII.

Policy Responses to Media Power

16 March 2015
RISJ, Oxford

This seminar, led by Martin Moore (Research Associate, RISJ) and moderated by Rasmus Kleis Nielsen, explored what issues the increasing importance of US-based digital intermediaries (notably Google, Facebook, Apple, and Amazon) raises in terms of media policy, especially with regards to core issues of media and power, plurality, and the public interest in a democratic society.

The European Court of Justice 'Right to Be Forgotten' Judgment and its Implications

24 April 2015
St Anne's College, Oxford

This roundtable event, led by George Brock (Professor of Journalism, City University London) explored the longer-term implications of the judgment of May 2014 which has provoked heated debate as well as a large number of applications to have information 'delinked' from Google searches.

Communicating Probabilistic Event Attribution (PEA)

14 May 2015
Science Media Centre, Wellcome Trust, London

This one-day research seminar, facilitated by James Painter and Tom Sheldon (Science Media Centre), brought together scientists and journalists to discuss and debate the opportunities and barriers to effective communication of PEA. This event was jointly organised with the Dept. of Politics and International Relations, Environmental Change Institute, and the Science Media Centre.

How International Journalists Deal with the Post Snowden World

18 May 2015
Nuffield College, Oxford

This closed seminar led by John Lloyd brought together journalists from France, Germany, the UK, and the US, to reflect on how, in the wake of the leaks from the NSA by Edward Snowden, journalism dealt with the issue of security. Participants included Ewan MacAskill (Defence and Security Correspondent, *Guardian*) and Luke Harding (Foreign Correspondent, *Guardian*) who are the *Guardian* Fellows at Nuffield College for 2014–15. This event was jointly organised with Nuffield College. Attendees included Steven Erlanger (London Bureau Chief, *New York Times*), Jacques Follorou (Journalist, *Le Monde*), and Marcel Rosenbach (Journalist, *Der Spiegel*).



2014-2015 RISJ SEMINAR SERIES

THE BUSINESS AND PRACTICE OF JOURNALISM

GREEN TEMPLETON COLLEGE

MICHAELMAS TERM 2014

The Unfinished Media Revolution

Dr Rasmus Kleis Nielsen, RISJ

Gatekeepers No More: Public Relations Gets the Better of Journalism in the Digital Ages

John Lloyd, RISJ

How Journalism Faces a Second Wave of Disruption from Technology and Changing Audience Behaviour

Nic Newman, RISJ

How New Media Became Now Media

Carla Buzasi, founding editor of the Huffington Post UK, and currently Global Chief Content Officer at trend forecasters WGSN

Visual Journalism at the BBC – Where the Web Meets TV

Amanda Farnsworth, editor, Visual Journalism Unit, BBC

Leadership and Innovation in Media Organisations

Lucy Küng, RISJ, and Professor of Media Management at Jönköping International Business School

Social Media in the Newsroom

Sarah Laitner, communities editor, *Financial Times*

Snowden and the Debate on Surveillance versus Privacy

Ewen MacAskill, defence and security correspondent, *Guardian*

HILARY TERM 2015

Reporting the Unreported

Belinda Goldsmith, editor-in-chief, and Timothy Large, director of journalism and media training, Thomson Reuters Foundation

Innovation in News Media – a Look at the Latest Innovations Shaping the Future of News

Juan Señor, partner at Innovations Media

The Top Five Dilemmas of News Aggregation

Andrew Jack, editor at FirstFT, head of aggregation/chief curator

A Little Piracy Can Be a Good Thing: What the Press Can Learn from Hollywood

Tom Thomson, managing editor, Grant Gibson, digital innovation manager, Herald & Times Group, Glasgow

The Future of Television News

Richard Sambrook, Professor of Journalism and Director of the Centre for Journalism at Cardiff School of Journalism

Environmental Journalism and Sustainable Development in China

Dr Sam Geall, University of Sussex and author of *China and the Environment: The Green Revolution*

Beyond Borders: Which News Stories Resonate for an International Audience?

Gill Penlington, Director of Programming, London and Europe, Middle East and Africa, CNN

Creativity and Change in Public Service Broadcasting – Managing the Tough Times

Helen Boaden, Director, Radio, BBC

TRINITY TERM 2015

The Spread of News in the Age of Social Media

Jonathan Bright, research fellow, Oxford Internet Institute

New Publishing Models for a Modern World: A Legacy Brand Reinvents itself

Laurie Benson, chief executive of Upnexxt

The Battle for Authenticity: The Future of News, Current Affairs, and Documentary

Kevin Sutcliffe, head of news programmes for Europe, Vice News

News in the Digital Age, and How *The Economist* Fits in

Tom Standage, digital editor, *The Economist*

Making News for Young Adults?

Anna Doble, assistant editor, Newsbeat, BBC Radio 1

How to Make Serious Magazine Journalism Pay

Bronwen Maddox, editor, *Prospect* magazine

Cross-Border Journalism – A New Method of Collaborative Reporting

Brigitte Alfter, journalist, lecturer and author of handbook on cross-border journalism



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MEDIA AND POLITICS SEMINARS

NUFFIELD COLLEGE

MICHAELMAS TERM 2014

EU Renegotiation and Reform: A UK Perspective

Andrea Leadsom, Economic Secretary to the Treasury and MP for South Northamptonshire

Media and Politics: A French Perspective

Natalie Nougayrede, foreign affairs columnist, *Guardian* and former executive editor, *Le Monde*

England, Scotland, Wales, Northern Ireland – and Europe... What is the Future?

Christopher Heaton-Harris, Conservative MP for Daventry

US Journalism: Front Line of the Digital Revolution

Martin Dickson, former *Financial Times* managing editor in North America

In Praise of Mess

Tim Harford, author, columnist for the *Financial Times* and presenter of Radio 4's *More or Less*

The 2015 UK Elections and the Role of Leader Writing

Martin Kettle, associate editor, *Guardian*



HILARY TERM 2015

The General Election – How is Voting Going to Change?

Professor Jane Green, British Election Survey and University of Manchester

The Challenges of Reporting the Russia/Ukraine Conflict

Bridget Kendall, BBC diplomatic editor

Time Present and Time Past: How Everyone Wants Journalists to See History their Way

Lindsey Hilsum, international editor, Channel 4 News

Media Freedom in 2015 – the Aftermath of Leveson and Beyond

Lord Guy Black, *Telegraph* director and board member of Ipso, the new press standards body

Nothing is True: The Kremlin's Global Information War and the Russian Media

Luke Harding, foreign correspondent, *Guardian*

Jest, Japes, and Jihad – Satirists and Salafists in the Wake of the Charlie Hebdo Attacks

Emma Jane Kirby, former BBC Paris correspondent and former RISJ journalist fellow

Parliament and the Media

Andrew Tyrie, MP and chair of Treasury Select Committee

What Impact will UKIP have at the 2015 General Election?

Dr Matthew Goodwin, Nottingham University, co-author (with Robert Ford) of *Revolt on the Right: Explaining Public Support for the Radical Right in Britain* (Routledge, 2014)

TRINITY TERM 2015

Reflections on the General Election and the Media: Two Perspectives

Professor Ivor Gaber, University of Sussex, **Dr Maya Even**, visiting fellow, RISJ

New Forms of Media, New Forms of democracy? Some Reflections on New Media and the Election Drawing on the Experience of openDemocracy

Anthony Barnett, founder of openDemocracy

Politicians and the Media – a 40 Year View

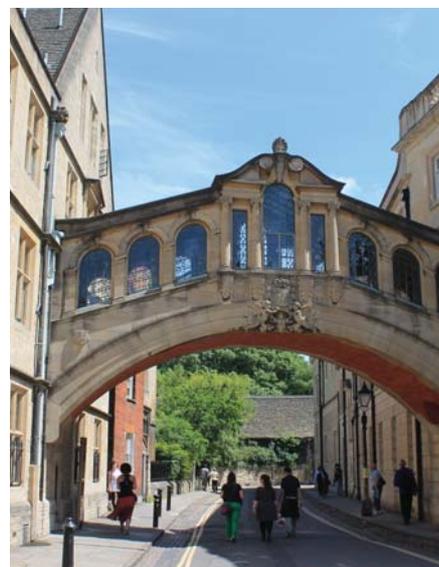
Dame Margaret Beckett, MP for Derby South and former foreign secretary

The UK Post the Election – What does it Mean for the Treasury?

Sir Nicholas Macpherson, permanent secretary to the Treasury

The Changing Face of Elections and Television

Michael Crick, political editor, Channel 4 News



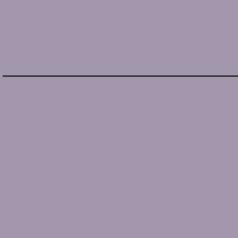




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*Boys walk behind patrolling soldiers in Bujumbura, Burundi,
May 15, 2015. REUTERS/Goran Tomasevic*

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Cover image: A man holds a giant pencil as he takes part in a hundreds of thousands of French citizens solidarity march (Marche Republicaine) in the streets of Paris January 11, 2015. French citizens will be joined by dozens of foreign leaders, among them Arab and Muslim representatives, in a march on Sunday in an unprecedented tribute to this week's victims following the shootings by gunmen at the offices of the satirical weekly newspaper Charlie Hebdo, the killing of a police woman in Montrouge, and the hostage taking at a kosher supermarket at the Porte de Vincennes. REUTERS/Stephane Mahe