



# REUTERS INSTITUTE for the STUDY of JOURNALISM

Annual Report 2009 - 2010





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# Preface

The Reuters Institute for the Study of Journalism has, in the course of 2009–10, come of age. The close working relationship between the Thomson Reuters Foundation and Oxford University has, over the past five years, built an Institute that offers timely and influential interventions in the worldwide debate over the future of journalism – its ethics, practices and business models.

The combination of our seminar series in Oxford, London and overseas, the research agenda of our publications and the contributions of the Visiting Fellows are together creating in Oxford an internationally recognised centre for the study of journalism, one that links the rigorous analysis of the academic mind to the experienced perspectives of working journalists across different cultures and media platforms.

In the past year, the Institute has been greatly strengthened by the decisions

The partnership between Thomson Reuters Foundation and the University of Oxford has produced a remarkable amount of excellent analysis on the main trends in journalism in the last year. The Reuters Institute for the Study of Journalism is firmly at the centre of the debate on the future of journalism and has strengthened its reputation not only in the UK but globally.

By renewing our funding for the next three years, and increasing it by 19 per cent to help the Institute develop even further, the TR Foundation has clearly shown how much we believe in the importance of an open debate on the challenges facing the whole media industry. This has never been more crucial than today in the face of the speed of change and the uncertainties provoked

of the trustees of the Thomson Reuters Foundation to increase significantly its core funding of the Institute. We are deeply grateful for the Foundation's confidence in our work and for the advice and supportive partnership offered by its Chief Executive, Monique Villa, and Reuters' Editor-in-Chief, David Schlesinger. The Institute has also been successful in winning a number of significant project grants and we would like to thank the following for their support: Mr Edward and Mrs Celia Atkin, Ax:son Johnson Foundation, BBC World Service, British Council, Carnegie Foundation, France 24, Green Templeton College and the Open Society Institute.

This summer, two of the figures most influential in the establishment and direction of the Reuters Institute retire from its Steering Committee. Professor Neil MacFarlane, Head of the Department of Politics and International Relations at Oxford University, whose support for the

by the new technologies, the social and digital media, and the economic crisis. In 2010, and under the direction of David Levy, the RISJ led the way in media research and challenged international debate through the release of eight publications throughout the academic year: from a very topical analysis on the role of social media in the UK election, published a few weeks after the election, to a working paper on 'Investigative Journalism and Political Power in China' and many others. At the end of the year, the important analysis of 'The Future of Foreign Correspondents' by Richard Sambrook – who took a visiting fellowship at the Institute after leaving the helm at BBC World Service – is expected with the greatest of interest.

With the transformation of the former Reuters Foundation into a global Thomson



Institute led to its being incorporated into the Department of Politics, leaves office after his five-year term. Dr Colin Bundy, Principal of Green Templeton College, which has been the home of the Journalist Fellowship programme since its inception, retires as Head of House. Their good judgement and energetic support for the Institute has been essential to its success.

**Tim Gardam, Chair of the Steering Committee**



Reuters Foundation that considers information to be a form of aid and is committed to empowering people through trusted information and legal assistance, I am particularly proud that the Institute has been core to our mission by promoting journalistic excellence.

**Monique Villa, CEO of the Thomson Reuters Foundation**

# Director's Report

The foremost piece of very welcome news this year has been the decision by the Thomson Reuters Foundation to renew and enhance our funding for the period until the end of 2013. This will allow us to invest in the Fellowship Programme, in research through the creation of a new post as Director of Research, and in our website and events. We are delighted at this vote of confidence in the Institute and in our mission to focus on the key challenges facing journalism from a global comparative perspective that links journalism research to practice and the wider policy debate.

In the past year we've engaged in that debate through our publications, events in Oxford, London and New York, and through engagement with policy-makers such as Ofcom, with our contributions to their review of local news in the UK, and with the OECD on their report on the future of news and the internet.

We have developed the international focus of our research and publications. The three-year Axess project on **comparative European journalism** concluded in 2010 and the researcher Henrik Örnebring

has presented preliminary findings at an international workshop in Oxford and at the ICA and IAMCR international academic conferences with a book due in the course of 2011. RISJ has secured funding for three new research projects. The first, on **'Changing Provision, Consumption and Trust in International Broadcasting'**, was launched with core funding from the Carnegie Corporation of New York, with further support funding from the BBC World Service and France 24. A second project on **'The Changing Business of Journalism and its Impact on Democracy'** examines the impact of the internet on news organisations and policy in several countries, building on our earlier pioneering analysis of these issues in the UK published in January 2009. This project received initial funding from Green Templeton College which allowed us to convene an international lecture and workshop in February and will lead to an edited book on this issue later in 2010. A further grant of \$200,000 from the Open Society Institute received in July 2010 will allow us to extend and deepen research on this important issue over the next two years. Finally, a further grant from the Open Society Institute



has allowed a former Reuters Journalist Fellow from Ethiopia, Abiye Megenta, to conduct research on the topic of **the impact of social media on authoritarian regimes in Africa**, an issue which is both highly topical and one on which he is personally all too qualified to write.

Our Fellowship Programme remains at the centre of our work. This year it has offered sabbaticals to twenty-two working journalists from around the world. Journalists who otherwise would have been unlikely ever to have met come together to understand the diversity of their experiences and what they hold professionally in common. We have been fortunate in the past year to have an exceptional group of fellows from nineteen different countries and are very grateful to the range of sponsors who have supported their time in Oxford. The Fellowship Programme has long been recognised as delivering a great experience to the journalist fellows who come here (there is a flavour of that on pp. 28–29). However, in the past two years, under James Painter's expert guidance, the fellows' own work and experience has started to fuel the wider work of the Institute. The quality of the fellows' research has been extremely high; work by current or former journalist fellows has led to four RISJ publications this year. Detailed work by journalist fellows this year analysing coverage of the Copenhagen Climate Change Summit, as well as several fellows' research papers on climate change,

▼ David Butler's final Media and Politics seminar



will all inform an RISJ Challenge on this topic that we will produce in late 2010. This is just one example of the multiple forms of cross-fertilisation between the fellowship programme and our research and publications.

One of the remarkable features of the Fellowship Programme has long been the Friday evening seminar on Media and Politics chaired by David Butler, together with John Lloyd, at Nuffield College. David's ability to persuade very senior politicians, civil servants, journalists and newspaper editors to come to Oxford to share their thoughts about their trade has given a rare insight into the interactions between media and politics. This year marked David's last chairing of these seminars which he has convened in various forms over more than half a century. An exceptionally high calibre of speakers joined David in his final seminar year, including Alan Rusbridger of the *Guardian*, Patience Wheatcroft of the *Wall Street Journal Europe* and Mark Thompson, Director General of the BBC, as David's last guest. A week later David was the guest, in discussion with John Lloyd and Baroness Jay, at a seminar about his life and times. We were delighted that the BBC has announced that it will support an **Annual Reuters Institute David Butler Lecture on Media and Elections** to start in early 2011. It is a fitting tribute to David's role in bringing politicians, senior journalists and academics together over the last fifty-three years. We intend to continue that tradition at Nuffield over the coming year.

RISJ's size is small but our ambitions are large. The only way we can square that circle is through the support we receive from others in many different forms. Our sponsors are crucial to our success. We have close links with Monique Villa and her team at the Thomson Reuters Foundation and were delighted the Foundation's new chair, David Binet, came



▲ Fellows' seminar

to Oxford this year. We also welcomed the chairman and entire board of the Helsingin Sanomat Foundation, the director of the Gerda Henkel Foundation and the head and several other members of the Open Society Media Program. We depend on the talent we can attract to Oxford, whether as speakers or visiting fellows and on the partnerships we can build with other centres internationally. This year we have been particularly grateful to the warm welcome from Dean Nicholas Lemann and his staff at the Columbia Graduate School of Journalism, with whom we organised successful events in Oxford and New York, and we have attracted several renowned visiting fellows to contribute to our work. We also benefit from those who give their time to advising us and supporting us in our work, from the Department of Politics and International Relations (DPIR), Green Templeton College, and through our Committees and our Advisory Board, chaired by the Chancellor, Lord Patten. I personally will be very sorry to see Neil Macfarlane and Colin Bundy step down from RISJ in their roles respectively as Chair of the DPIR and Principal of Green Templeton College. Both have offered invaluable

support over the years to RISJ. I look forward to working with their successors, Professor Stephen Whitefield as Chair of the DPIR and Sir David Watson as Principal of Green Templeton College.

Finally, RISJ would not be what it is without the huge commitment and work of my colleagues here, notably John Lloyd, James Painter, Sara Kalim, Kate Hanneford-Smith, Alex Reid and Amanda Armstrong, and researchers Anne Geniets, Abiye Megenta and Rasmus Kleis Nielsen. Together they contribute to creating an environment that somehow combines being very welcoming, intellectually rigorous and highly efficient, as we increase the range of our events, the quality of our research and publications, and, we hope, our international reach and reputation.

**David Levy, Director, RISJ**

# RISJ and the Future of Journalism

At the core of the many intriguing issues with which the Institute deals, in its research, in its seminars and in the projects of its fellows, is the push and pull of belief and sentiment among journalists as to the future of their trade. Much of our work in all of these forums is about a future shaped by the new medium of media, the net – and the picture, fragmentary as it is, can be of a media ecology much richer in information and connections than any which has existed before, one which brings in the citizen as an actor in ways not previously experienced.

The work of Nic Newman, a Reuters Institute Visiting Fellow and a former Controller of Future Media at the BBC, which focussed on the rise of social media and its impact on mainstream media as well as (in a report earlier this year) on the part social media played in the British 2010 general election, has shown how much and how rapidly media, originally created to allow friends to exchange news and photographs, has become influential in the public life of the UK (and elsewhere).

At the same time, much of our discussion and findings show that the mainstream media continue to decline, that no business model has been found which can guarantee their survival in either present or net-based form and that events, processes and institutions which had received at least routine journalistic coverage no longer do. In the United States, major newspapers – as the *Boston Globe*, the *San Francisco Chronicle* and the *Los Angeles Times* – have cut back to much more basic coverage, eschewing

nearly all self-generated foreign news. The *Washington Post* no longer has any US bureaux outside of its host city area. In France, three businessmen – Pierre Bergé, Xavier Niel and Matthieu Pigasse – successfully took over *Le Monde*, a few weeks before the paper had to default on its debts, ending a more than six-decade period since the war in which the paper's staff effectively controlled it.

In Sweden, the two papers of record – *Dagens Nyheter* and *Svenska Dagbladet* – have shrunk back their distribution to the heavily populated south, and cut half their staffs. In the UK, some 200 local and regional newspapers have died in the past five years, and many more cling to tenuous life. Everywhere in the West, TV news and current affairs shrink in favour of entertainment programming: or, as at CNN – once the greatest medium of record of major events, such as the first Gulf War and the crises in Moscow in 1993 – news is becoming entertainment. Still one of the best chronicles of these trends is Andrew Currah's report for the Institute, *What's Happening to Our News*.

It is part of the condition of our existence, and its excitement, that we live between these two media poles. Our mission is the study and the encouragement of journalism, irrespective of its carrier. From that perspective, there are clearly some new developments likely to contribute to journalism's prolonged life. First, pay walls have gone up in the News International titles, and will at the *New York Times* and other titles soon. Pay walls mean that, for papers as diverse as the *Sun* and the *Wall Street Journal* (which, like the *Financial Times*, has



had a pay wall for years) readers must pay a subscription to access all or most of the content. The exercise is in its early stages, so as this is written we don't know how it is going: many observers are pessimistic, following the lines of the report earlier this year from the US Pew research centre, which forecast a widespread flight from pay-for-reading websites, and arguing that 'for online news to become a profitable enterprise, either consumer attitudes need to change or the industry must do more; that more could be developing new better-targeted products that people are willing to pay for; new forms of advertising that work better, including local search; or new forms of revenue other than display advertising, including perhaps online retailing'. Allied to this is the growth of niche or even 'private' news. In a July issue of the *Columbia Journalism Review*, the Thomson Reuters global editor-at-large argued:

"Some of the companies faring best in the news business today have built . . . what we might call *private* news . . . Their challenge is to determine the right mix of focused, professional content – sold to a relatively small client base, usually bundled with data, for extremely high rates – with consumer content, which brings in less money but reaches a bigger audience . . . [for example], in 2009, *The Wall Street Journal* introduced *The Wall Street Journal Professional Edition*, which for extra money offers search and organizing capabilities of both *Journal* articles and

*“Some of the companies faring best in the news business today have built . . . what we might call private news . . .”*

other material that is not available free on the Web . . . and in CJR's July/August 2009 issue, Michael Shapiro argued in 'Open for Business' that many daily newspapers could identify specific subjects for which readers would pay, and thus support their free general news. Think the *Detroit Free Press* on automobiles."

There is an increasing view, especially in the magazine world, that upmarket is the place to go. While the general mass magazines like *Time* and *Newsweek* have declined dramatically, more niche publications, including highly specialist journals, do well. Thus it is becoming clearer that the problem isn't journalism, or indeed, long-form, analytical, expert journalism: it is mass journalism. The old institutions aren't cutting it.

'Old institutions' doesn't just mean specific newspapers or TV channels: it means whole genres of journalism, such as investigative reporting. This, one of the most prestigious genres in the trade, is now very substantially supported by not-for-profit organisations – Pro Publica and others in the US, and the Bureau of Investigative Reporting (BIR) in the UK. Often – as with the BIR – these are affiliated with universities.

This affiliation shines some light on a separate development, now more clearly visible. It is that journalism is becoming much less definable than it has been. For much of the century and a half of its organised and professionalised existence, journalism has been more or less coterminous with the institutions created to carry it – newspapers above all, magazines, newsletters, radio and TV news and current affairs. Now, journalism can be defined much more commodiously. It includes:

- books, often written by journalists, on issues of current affairs and public concern;

*“Thus it is becoming clearer that the problem isn't journalism, or indeed, long-form, analytical, expert journalism: it is mass journalism.”*

- institutions, supported by not-for-profit or public funds (through universities or other means) which do journalism;

- citizens' journalism: pictures, copy, comment transmitted by citizens who observe, or are caught up in, significant events, as natural disasters, conflict and demonstrations;

- the product of a range of institutions (governments, local governments, universities, corporations, NGOs of various kinds) which are journalistic in their approach, even where they more or less clearly also convey the point of view and values of the originating institution.

All of these now find a home on the net: and since the preferred method of accessing information is through a search engine ('googling it'), they will come up in different patterns and implicitly present themselves as competent to answer the question posed to the search engine ('What is the Alternative Vote?'). Some of the answers to the search engine questions will be provided by journalistic sources: some by the other sources listed above. In this way, journalism loses its privileged position.

Two of the research projects now under way address some of these issues. One, on photojournalism, will inquire as to the health and possibilities of a staple of the journalists' trade for a century – now seen as in crisis because of the decline of newspapers and the availability of cheap or free images, distributed through the

net, from sources as different as people caught up in natural disasters and high-powered public relations people putting out high-quality images of their clients.

Second, a project on business journalism follows the widespread view that it has failed to adequately cover issues as diverse as the coming crash of Enron nearly ten years ago and the causes of the financial crisis of 2008. Business and financial news falls into the category of journalism from which money can be and is being made: among other issues, we will ask how far business journalists see their job as holding the corporate and financial structures they cover to account, as political reporters claim to do for governments and politicians.

**John Lloyd, Director of Journalism**

# RISJ: Impact and Influence

The purpose of all RISJ output (research, events and publications) is to influence and inform the worlds of journalism, government and the academy on media practice and policy-making decisions relating to media. It is therefore extremely satisfying to see the positive impact on the wider world of work generated from the Institute. The RISJ is increasingly recognised around the world as a provider of reliable research and original analysis. The academic year 2009–10 has seen our reach extend further than ever, with the RISJ website recording 58,700 visits from 188 countries and territories.

In this academic year the Institute created fifty-seven events that attracted nearly 3,000 attendees overall. These organised events include launches of our various publications, individually themed seminars and debates, workshops and the Annual Memorial Lecture. Among the many distinguished speakers have been Alan Rusbridger, Editor-in-Chief of the *Guardian*, and the prominent broadcasters Jon Snow, David Dimbleby and Michael Crick, Political Editor, *Newsnight* (BBC), as well as the current UK Cabinet Secretary, Sir Gus O'Donnell. Guests at

RISJ events have included Ron Neumann, former US Ambassador to Afghanistan; Giovanni Brauzzi, Deputy Head of Mission, Italian Embassy in London; Dr Jef McAllister, former London Bureau Chief of *Time Magazine*; John Witherow, Editor of *The Sunday Times*; and Julian Coman, Foreign Editor of the *Observer*.

This year the Reuters Institute hosted its first international event. A panel discussion and debate on 'The Future of News: Perspectives from the US, Europe and Emerging Economies' was held in New York on 16 April 2010 at the Thomson Reuters Headquarters. Despite coinciding with the Icelandic volcanic ash cloud, the event brought speakers together from Thomson Reuters, Columbia Journalism School and Oxford; it was well attended by representatives from the international media, from academia and from the Ford Foundation, the Carnegie Corporation and the Markle Foundation. Columbia, America's foremost School of Journalism, also partnered with the RISJ for the European launch of their report on *The Reconstruction of American Journalism*, with a lecture by Michael Schudson, co-author of the report. The

event drew key industry figures and top academics from the US, Western Europe and the UK, and representatives from the OECD and European Commission.

The Annual Memorial Lecture, 'Newspapers and Democracy in the Internet Era: The Italian Case', was given by Carlo de Benedetti, President of Gruppo Editoriale Espresso, publisher of the daily *La Repubblica*. Introduced by the Chancellor of Oxford University, this important lecture was attended by over 170 people and covered extensively in the international press, including every major Italian newspaper.

We were delighted that Google sponsored the launch of Nic Newman's rapid but thoughtful analysis of the impact of social media in the UK election at their London HQ. The very topical combination of social media, Google and the UK election just two months after the ballot boxes had closed meant that the launch had the fastest sign-up of any event held to date by RISJ.

For the first time the Institute has played a part in hosting three major international media conferences in Oxford. In November 2009 a three-day international seminar on global security, in collaboration with the Thomson Reuters Foundation, was hosted at the Institute. The Organization of News Ombudsmen held their annual international conference in association with the RISJ in May 2010. In the same month we helped to organise a one-day summit on Tablets and iPads with Visiting Fellow Juan Señor and his company Innovation Media Consulting.

RISJ takes pride in the ongoing work of its alumni and associates. In March 2010 former Visiting Fellows Tran le Thuy and Stephen Whittle organised a high-profile international conference in Hanoi which focused on discussing defamation issues in Vietnam, introducing

▼ David Levy and David Dimbleby



▼ The launch of Nic Newman's election Working Paper at Google HQ



British law concepts of privilege and how law and regulation can support public interest and 'responsible journalism'. In April 2010 RISJ research fellow, Abiye Megenta, was invited to Washington, DC, to present at a joint conference by the Council on Foreign Relations and the Center for Strategic and International Studies on elections and democracy in Ethiopia. Abiye was also interviewed by the BBC World Service on this same subject in May.

The Institute has brought out eight new publications this year. Hard copies were disseminated to over 1,400 people, with many thousands more downloaded from the RISJ website. One of our most cited publications was Nic Newman's *#UKelection2010, Mainstream Media and the Role of the Internet: How Social and Digital Media Affected the Business of Politics and Journalism*. This study has led to articles in the *Guardian* ('How the Internet Really Affected the Election'), the *Press Gazette* ('How 2010 was the Social Media General Election') and *The Economic Times* of India ('Political Face of Twitter, Facebook'). John Kelly's Challenge, *Red Kayaks and*

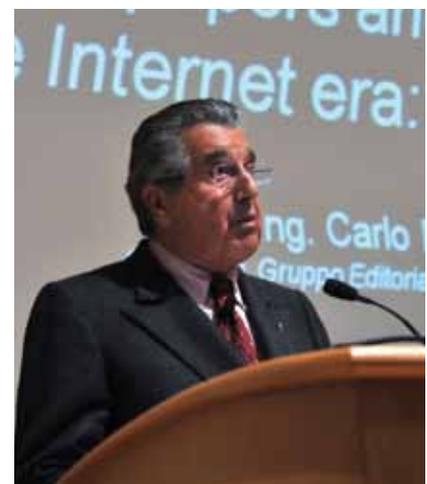
*Hidden Gold*, on citizen journalism, was cited in articles in the UK's *Guardian* newspaper ([www.guardian.co.uk/media/pda/2009/sep/18/oxford-social-media-convention-2009-journalism-blogs](http://www.guardian.co.uk/media/pda/2009/sep/18/oxford-social-media-convention-2009-journalism-blogs)) as well as in the US newswire States News Service (18 Sept. 2009).

Three RISJ working papers were produced in conjunction with Ofcom as part of its review of local media, demonstrating the Institute's close links with the world of policy. *Navigating the Crisis in Local and Regional News*, by Dr Andrew Currah, examines the current crisis and new systems of support, including charitable and other forms of organisation, for local news. *Journalism, Democracy and the Public Interest*, by Steven Barnett, looks at regulatory approaches to local media ownership and their role in achieving public interest objectives. *Press Subsidies and Local News: the Swedish Case*, by Karl-Erik Gustafsson, Henrik Örnebring and David A. L. Levy, examines the current system of press subsidies, underwriting the plurality of news supply, which characterises the Swedish local newspaper industry.

The *Nieman Journalism Lab*, in an article about NGOs and the internet, published in February 2010, made extensive reference to Andrew Currah's *What's Happening to Our News*. The OECD published their study on *News and the Internet* on 14 June 2010. The report contains recognition of the advisory role of the RISJ's Director, David Levy, and RISJ academic researcher, Rasmus Kleis Nielsen, was interviewed in connection with this on Danish television's second channel in the same month. David Levy was interviewed by Rajan Datar about the future of international broadcasting for the BBC World Service programme *Over to You* in July 2010. In a keynote Justice conference, speaking on 'Privacy and the Press: Where Are We Now?' in December 2009, Mr Justice Eady quoted from the RISJ Challenge *Privacy, Probity and Public Interest* by Stephen Whittle and Glenda Cooper.

Nik Gowing's 2009 publication, *Skyful of Lies' and Black Swans: The New Tyranny of Shifting Information Power in Crises*, continues to have significant impact in political, government, security and corporate circles at the highest levels around the world. Alistair Campbell, former Communications Director in 10 Downing Street, told a strategic

▼ Carlo de Benedetti presenting the Reuters Memorial lecture



▼ RISJ event at the Saïd Business School



▼ Jon Snow and David Butler



communications conference: 'Nik is definitely onto something'. Before being named new Head of the British Armed Forces, General Sir David Richards frequently cited '*Skyful of Lies*' and *Black Swans* to highlight the change in thinking the military must make. Quoting the work three times in one keynote policy speech, he said: 'We are way behind our opponents in understanding and exploiting this aspect of the battle for people's minds. I commend Nik Gowing's excellent book *Skyful of Lies* for those that want to understand this better.' Before being appointed to oversee both the US Iraq and Afghan operations, 4-Star General Jim Mattis wrote to Gowing: 'It is eye-opening . . . required reading

for my Admirals and General Officers in both my NATO and US commands.' One senior Whitehall figure commented: 'spot on, I am sorry to say'. Another confirmed the study's findings that the new media environment is leading to a weakening of public confidence in public institutions. The British Cabinet Office has used the *Skyful* analysis and conclusions as the basis of new recommendations for government crisis management and resilience procedures. The head of the Foreign Office, Sir Peter Ricketts, requested a lunchtime presentation for 150 senior diplomatic staff. Even a delegation from China's People's Liberation Army asked to be briefed on the study's

findings. BBC News commissioned a thirty-minute documentary on the findings and evidence which enjoyed multiple transmissions worldwide.

Building on the success of our recent events and activities, in the coming academic year the Reuters Institute will begin regular podcasting of its major events, seminars and lectures to ensure they reach the widest possible international audience.

**Sara Kalim, Institute Administrator**

▼ Panel at the 'Reconstruction of American Journalism' lecture





# The Journalism Fellowship Programme

Now in its twenty-seventh year, the Journalism Fellowship Programme enjoyed a richly diverse selection of twenty-two mid-career journalists from nineteen different countries. They came from the developed world (Australia, Austria, Finland, Italy, Japan, Singapore, South Korea and the UK), the former Soviet Union (Russia and Romania) and from the developing world (Brazil, Egypt, India, Peru, Vietnam). Africa was well-represented (Egypt, Ethiopia and Nigeria) and we were particularly delighted to welcome our first ever fellow from the Pacific Island of Samoa.

This diversity of experience of different media landscapes remains one of the core successes of the programme. Each fellow is asked to give an internal seminar on some aspect of the media scene in their home countries, which prompts a rich debate on the similarities and differences of their experiences. We have begun to capture this in a series of short reports for our website which the fellows write on the media situation in

their countries, comparing their own experience with the main findings of reports from organisations like Freedom House and Reporters without Borders.

Greater emphasis is now being placed on the quality of the research papers

the fellows have to write as part of the programme. Most of these are supervised by academics working at Oxford University or by visiting academic Fellows at the Institute. Many reached a high standard and some were turned into RISJ working papers. They are all now

▼ Fellows' visit to Thomson Reuters



▼ Abdalla Hassan's presentation



published and highlighted on the RISJ website. Some were immensely topical, like Leticia Sorg's analysis of the future of newsmagazines or Emma Jane Kirby's very readable account of President Sarkozy's attempts to use the media to further his image. The papers showed a remarkable range of topics, but many focused on the way new media are changing the nature of journalism, the challenges facing traditional print business models and the obstacles to more, or better, reporting of climate change in the media. A full list

can be found at <http://reutersinstitute.politics.ox.ac.uk/fellowships/journalist-fellows/journalist.html>.

The fellows took part as usual in a wide range of seminars and activities both in and outside of Oxford. The seminar programme included the chance for them to engage with leading academics and journalists about the current trends in journalism and the relationship between politics and the media. The social events and visits were more extensive than

▼ Fellows at Thomson Reuters



ever, as can be seen from the selection of photos throughout this Report. Finally, we were particularly grateful to our sponsors who continued to support the programme, and pleased to be able to add a new one, the King Edward VII Foundation, and to announce a three-year commitment from the Gerda Henkel Foundation.

#### **James Painter, Head of the Fellowship Programme**

# Events

## Events in Oxford

### Red Kayaks and Hidden Gold: The Rise, Challenges and Value of Citizen Journalism

18 September 2009, Oxford Social Media Convention, Saïd Business School

Washington Post columnist and former RISJ Visiting Fellow John Kelly launched his report *Red Kayaks and Hidden Gold: The Rise, Challenges and Value of Citizen Journalism* at the 2009 Oxford Social Media Convention. The launch was accompanied by a debate featuring John Kelly, Richard Sambrook, Director BBC Global News Division and Jonathan Ford, then Reuters Commentary Editor, moderated by Dr David Levy, Director of the Reuters Institute.

All speakers agreed on one thing: citizen journalism is here to stay. Ford predicted that citizen journalism would play a role in the 'return of the portal' – sites to help users navigate the information flow are becoming more and more essential. Kelly pointed to the wide range and diversity

of citizen journalism as proof that it is now an established field – sometimes a complement to existing journalism provision, but also sometimes an outright replacement. All speakers seemed to agree that the gatekeeping role of (mainstream) journalism would be increasing rather than decreasing in importance in the

future. With ever-intensifying information flows, having trusted organisations staffed by trained people making decisions about relevance and importance will be more important than ever.

▼ David Levy and Richard Sambrook



▼ Red Kayaks and Hidden Gold launch seminar



### Facing the Challenge of the Internet: Policy and Press Responses in Britain and France

16 October 2009, Maison Française d'Oxford

This one-day conference was organised by the Reuters Institute with the support of Cultural Service of the French Embassy and Maison Française d'Oxford. The conference examined the policy and press responses to the new challenges faced by the press. Analysts and policy-makers from both countries compared the differing economic challenges, policy responses and policy styles in the two countries.

The policy focus on the French side was on the follow-up to the États Généraux de la Presse (EGP), which reported in early

2009, and whose innovative suggestion that 18 year olds be given a year's subscription to the newspaper of their choice attracted particular international interest. On the UK side the focus was on the follow-up to the *Digital Britain* White Paper published in June, together with Ofcom's review of local news. Speakers included: Fabrice Rousselot, Managing Editor, *Libération*; Dominic Morris, Strategic Director, *Digital Britain*, Dept for Business Innovation and Skills; Bruno Patino, Director France Culture, Dean of the Journalism School at Sciences Po in Paris and chair of the

press and internet group of the EGP; Stewart Purvis, Partner for Content and Standards, Ofcom; Gabriel Tar, Direction du développement des médias, French Prime Minister's Office; Steven Barnett, University of Westminster; George Brock, City University; Raymond Kuhn, Queen Mary University of London.

## Global Security seminar

*16–18 November 2009, Reuters Institute, Oxford*

The RISJ hosted a three-day international seminar on global security in collaboration with the Thomson Reuters Foundation. 'Reporting on Terrorism' looked at many aspects of global security, and its ramifications for the media. Sessions opened with a discussion on the 'Modern Age of Terrorism', moderated by Mark Trevelyan of Reuters, with lead contributions from Dr Sajjan Gohel of the Asia-Pacific Foundation and Nigel Inkster of the International Institute for Strategic Studies. The second session centred on the question of whether terrorists and the media are in a symbiotic relationship. The exploration of how journalists should

handle their reporting of terrorism was moderated by Dr David Levy, with lead addresses from Abdel Bari Atwan, Editor-in-Chief of *al-Quds al-Arabi* newspaper, and Dr Peter Neumann of the International Centre for the Study of Radicalisation and Political Violence, Kings College, London.

The second day looked at the role G-summits can play in global security, use of the internet for militant propaganda, the role of intelligence agencies and whether loose nuclear material can be secured. This second day ended with an 'On the record Q&A' with Richard Barrett, coordinator of the United Nations

al Qaeda/Taliban monitoring team and a dinner addressed by Ambassador Ron Neumann, President of the American Academy of Diplomacy and former US Ambassador to Afghanistan.

Joint sponsors of the seminar were the Gerda Henkel Foundation, Stanley Foundation and Thomson Reuters Foundation.

## Reuters Memorial Lecture: 'Newspapers and Democracy in the Internet Era: The Italian Case'

*23 November 2009, St Anne's College, Oxford*

This year's Reuters Memorial Lecturer was Carlo de Benedetti, President of Gruppo Editoriale Espresso and publisher of the daily *La Repubblica*. He argued that the Italian Prime Minister's use of the country's television channels, which he either owns or controls politically, breaches privacy, damages citizens' right to information and reveals information held by the secret services

to destroy opponents' reputation. Calling into question Silvio Berlusconi's attachment to democratic norms, he charged him with a series of 'firsts' which damage the country's democratic structure and abuse his duty of trust.

De Benedetti's lecture was introduced by the Chancellor, Lord Patten of Barnes and was followed by a panel

discussion with Timothy Garton Ash, Professor of European Studies, St Antony's College; Paolo Mancini, of the University of Perugia and Monte dei Paschi Visiting Fellow at St Antony's College, and chaired by David Levy.

▼ The Reuters Memorial Lecture



▼ Carlo de Benedetti, Monique Villa, Lord Patten of Barnes



▼ Carlo de Benedetti, David Levy, Prof. Paolo Mancini, Prof. Timothy Garton Ash



▼ Prof. Michael Schudson



▼ Prof. Paul Starr



▼ Dean Nicholas Lemann



## The Reconstruction of American Journalism

*4 February 2010, St Antony's College, Oxford*

Professor Michael Schudson (Graduate School of Journalism, Columbia University) launched the report *The Reconstruction of American Journalism*, which he co-authored with Leonard Downie Jr, Vice President at Large, *Washington Post*.

Speaking at the Nissan Lecture Theatre, St Antony's College, in a public lecture sponsored by Green Templeton College, Professor Schudson argued that the shrinking of the commercial press had created a need to fill the gap in democratic

capacity and outlined the six key policy proposals put forward by himself and co-author Leonard Downie Jr. He reflected on the extent to which their proposal that the federal government instigate a fund for local news innovation had caused controversy in the US. In conclusion he forecast that the journalism of the future would blur across economic sources, across styles of work, across the divide between professional and amateur.

The lecture was followed by a panel discussion chaired by David Levy

with Professor Paul Starr, Professor of Sociology and Public Affairs at Princeton University, Nicholas Lemann, Dean, Graduate School of Journalism, Columbia University, and John Lloyd, Director of Journalism, Reuters Institute.

## The Changing Business of Journalism and its Impact on Democracy

*5 February 2010, St Anne's College, Oxford*

Organised by RISJ and supported by Green Templeton College, this one-day workshop aimed to identify the key pressures and opportunities facing news organisations and journalism in four European countries, USA, Brazil and India. It assessed how well news organisations and policy-makers are responding to these pressures and reviewed the implications of

these trends and responses for the role of journalism in democracy.

Speakers included Professor Daya Thussu (University of Westminster), Bruno Patino (Journalism School, Sciences Po) Dr Mauro Porto (Tulane University), Prof Hannu Nieminen (University of Helsinki), Prof Paolo Mancini (University of Perugia), Prof

Paul Starr (Princeton University), Prof Frank Esser (University of Zurich) and Sacha Wunsch-Vincent (OECD).

A publication edited by David Levy and Rasmus Kleis Nielsen based on some of the work presented at the workshop is scheduled for late 2010.

## What Next for Climate Change Reporting?

*25 February 2010, School of Geography, Oxford*

The Reuters Institute and the Environmental Change Institute jointly organised a panel debate in which four of the UK's leading environment correspondents answered questions from Fiona Fox, Director of the Science Media Centre, on the responsibility of the media in 'Climategate' (the apparent tinkering with emails at the University

of East Anglia), how scientists should engage with the media in countering sceptics, and the reasons for the public's declining trust in climate science.

Richard Black from the BBC, David Adam from the *Guardian*, the *FT*'s Fiona Harvey and Ben Jackson from the *Sun* then answered questions from the audience,

who included some top climate scientists from Oxford University keen to know what they had to do to get their message across that none of the basic science was altered by Climategate or the questioning of some of the science in the IPCC reports.

## Media and the Environment Workshop: Reporting Climate Change

*26 February 2010, Reuters Institute, Oxford*

A workshop was organised by the Reuters Institute and the Environmental Change Institute in which the Reuters Journalist Fellows and students on the ECI's MSc courses discussed how the science did – or more appropriately did not – get reported during the Copenhagen summit in December 2009. The print media in

more than twenty countries was examined for how much science they covered, even though of course the main 'story' was the negotiations. One of the many interesting preliminary findings was that NGOs often get just as much coverage on the science as scientists from top universities.

Senior journalists, researchers and scientists joined the workshop, including former BBC Environment Correspondent Alex Kirby, David Frame, deputy director at the Smith School of Enterprise and Environment, Phil Bloomer, head of Oxfam Campaigns and Policy, and Mike Shanahan, press officer at the IIED.

## Expanding the Influence of the Organization for News Ombudsmen in a Digital Age

*12–15 May 2010, St Anne's College/Reuters Institute*

A three-day conference for the Organisation of News Ombudsmen, co-organised by RISJ and hosted at 13 Norham Gardens and St Anne's College, Oxford. Presentations and speakers included:

- 'Mutualized Media', Chris Elliot, Managing Editor, Guardian News Media
- 'The Digital Revolution and the Future of Public Interest Journalism', Dr David Levy, Director, RISJ

- 'Using Social Media to Report on Iran', Blogger 'Oxfordgirl'

- 'Networked Journalism', Charlie Beckett, Director, POLIS, London School of Economics

- 'Press Councils and Ombudsmen: A New Partnership?', John Hamer, Washington (State) Press Council, John Horgan, Irish Press Ombudsman, William Gore, Press Complaints Commission, UK

Attendees at the conference came from thirteen different countries and included representatives from: *Perfil*, Argentina; ABC, Australia; *De Standaard*, Belgium; *Folha de Sao Paulo*, Brazil; Société Radio, Canada; Caracol Television, Colombia; TV2, Denmark; Estonian Public Broadcasting, Estonia; *Le Monde*, France; *De Volkskrant*, the Netherlands; Press Complaints Commission and *Guardian*, UK; PBS and Washington State Press Council, USA.

## Tablets: A Second Life for Newspapers?

*18 May 2010, St Anne's College, Oxford*

RISJ hosted a one-day summit on Tablets and iPads with RISJ Visiting Fellow Juan Señor and his company Innovation Media Consulting. Attended by 134 people from twenty-seven countries, as well as all the journalist fellows, the summit focused on how to approach the problems of falling circulation and declining revenue, what

content works best in tablets and how to design it, present it and position it.

Conclusions drawn from the many discussions and presentations were that journalism needs to be reinvented for the digital age. The market for scarce news commodities includes original storytelling,

informed comment, analytical opinion, exclusive information and 'curated' editing. In order to give audiences new content that is different to that already available online or in print, this content should be presented as news that audiences can 'read, watch and touch', with long narrative texts, unique video and world-class infographics.

## Photojournalism Workshop

*28 May 2010, Reuters Institute, Oxford*

A one-day, round-table workshop attended by local and national photojournalists, photography critics, professors of photojournalism and the Vice President of Pictures and Graphics at Reuters. The photo-opportunity is now considered as vital a part of the spin doctor's armoury as the sound bite. Should picture

editors be wary of pictures supplied by interested parties such as political parties, business organisations and PR firms?

The public is also increasingly aware of the ease with which pictures can be manipulated, and while an assertion of photography's early years was that 'the camera never lies', today's consumers

of photojournalism are more critical.

The workshop aimed to examine the role pictures play in setting today's news agenda and how the selection and presentation of pictures affects the public's understanding of issues. RISJ plans to develop these discussions into a full research project.

## Events outside Oxford

### The Future of News: Perspectives from the US, Europe and Emerging Economies

*16 April 2010, Thomson Reuters Headquarters, Times Square, New York*

The RISJ held its first international event at Thomson Reuters in New York. Nicholas Lemann (Dean of the Graduate School of Journalism, Columbia University), Tim Gardam (Principal of St Anne's College, and non-Executive Director of Ofcom), Brian Rhoads (Managing Editor for the Americas, Thomson Reuters) and Ngaire Woods (Director of the Global Economic Governance Programme, University of Oxford) gathered at Thomson Reuters' Manhattan headquarters to offer their perspectives on the different crises faced by journalism in different countries.

Nicholas Lemann spoke about the crisis in the United States and argued that, while new technologies and new business models for media might offer substitutes for much of what newspapers have historically provided, it remains unclear whether they will support newsgathering and investigative reporting. Tim Gardam argued that in the UK the newspaper industry remains competitive and relatively successful and that the central question confronting British journalism is what he called the 'public interest question'. He pointed out that the traditional role of

▼ **The Future of News Panel: Ngaire Woods, Brian Rhoads, Tim Gardam, Nicholas Lemann, David Levy**



the BBC has been to provide a broadcast platform for a shared national identity and the preconditions for collective decision-making, while print media catered to separate and often ideological or regional audiences. Brian Rhoads offered an overview of what the future of news looks like for a company like Thomson Reuters, pointing out that in many markets, such as China, the business

of journalism is still doing well even if the practice of journalism faces many other obstacles. He argued that the main problem facing media organisations today is the commoditisation of news and that a main strategic aim for companies like Thomson Reuters is to be indispensable to their customers and thus retain the ability to charge for content. Ngaire Woods closed the panel by outlining three

distinct problems that may accompany the current transformations in different countries – the fears that we will get worse quality information, that governments will be less accountable to the people and that societies will be more fragmented – and pointed out that it is by no means clear that the business problems in which many news organisations find themselves have direct bearing on all of these issues.

## #UKelection2010, Mainstream Media and the Role of the Internet: How Social and Digital Media Affected the Business of Politics and Journalism

*13 July 2010, Google Headquarters, London*

RISJ Visiting Fellow Nic Newman presented the findings of his Working Paper on the use of social media during the UK elections at Google's UK Headquarters in London. His presentation was followed by a panel discussion, chaired by David Levy,

with Emily Bell, Director of Digital Content for Guardian News and Media, and Peter Barron, Google's Head of Communications and Public Affairs for the UK, Ireland and Benelux regions. See the publications section for more information about this Working Paper.

▼ #UKelection2010 launch at Google HQ



## Seminars

### Wednesday Seminar Series

#### *Michaelmas term 2009*

14 Oct. 'What's Happening to Our News?': Dr Andrew Currah (former RISJ Visiting Fellow, author of *What's Happening to Our News*)

21 Oct. 'Why it's So Hard for Media Companies to Change': Professor Robert Picard (Jönköping International Business School and Visiting Fellow RISJ)

28 Oct. 'Press Councils and the Regulation of the Print Media in Sub-Saharan Africa': Dr Adrian Hadland

(Human Sciences Research Council, South Africa and Visiting Fellow RISJ)

4 Nov. 'The Rights and Responsibilities of Journalists': Dr Damian Tambini (LSE and Visiting Fellow RISJ)

11 Nov. 'Science and Health in the Media': Ben Goldacre (*Guardian* columnist and Nuffield College Guardian Research Fellow)

18 Nov. 'Broadcasting and the Internet': Zoe Smith (Freelance broadcaster, former online broadcast journalist at ITN News)

25 Nov. 'Comparing Media Systems': Professor Paolo Mancini (University of Perugia and Visiting Fellow, St Antony's)

2 Dec. 'Using the BBC College of Journalism Website': Kevin Marsh (BBC College of Journalism)

#### *Hilary term 2010*

20 Jan. 'Comparing French and British Press Policy': Professor Raymond Kuhn (Queen Mary, London and Visiting Fellow, RISJ)

27 Jan. 'Journalism in the Middle East in General and in Jordan in Particular': Manar al-Rashwani (Senior Editor at the Jordan paper *al-Ghad*)

3 Feb. 'New Media and Mainstream Media': Richard Sambrook (former head of BBC's Global News Division, and Visiting Fellow RISJ)

10 Feb. 'Photojournalism: Its Relevance in Today's Media': Robin Laurance (photojournalist)

17 Feb. 'Running the BBC': Caroline Thomson (Chief Operating Officer, BBC)

24 Feb. '*Novaya Gazeta*: Journalism, Murder and Reporting the Truth on Russia's Bravest Newspaper': Luke Harding (*Guardian* Moscow correspondent and former RISJ fellow)

3 March 'Room for Debate: Running an Op-Ed Page': Caroline Daniel (Op-ed Editor, *Financial Times*)

10 March 'Crime Reporting: The First and Purest Form of Journalism and Why it is Under Threat': Duncan Campbell (former *Guardian* Crime Correspondent)

### ***Trinity term 2010***

28 April 'The UK Elections and Beyond: The Challenges of the Digital Revolution for Media Companies': Nic Newman (former Future Media Controller, Journalism, at the BBC)

5 May 'The Decline of International Coverage in the UK and US Media': Dr Martin Moore (Media Standards Trust and Visiting Fellow RISJ)

12 May 'The Watchdog's New Bark: The Changing Face of Investigative Journalism': Donald Matheson (University of Canterbury, New Zealand, and Visiting Fellow RISJ)

19 May 'Professional Journalists, Citizen Journalists, Militaries and

Protesters: Telling the Story, Setting the Context and Staying Safe': David Schlesinger (Editor-in-Chief, Reuters)

26 May 'Reporting Iran': Lindsey Hilsum (International Editor, *Channel 4 News*)

2 June 'Tell it to the Birds . . . Why the Twitter Revolution is Falling on Deaf Ears': Joy Lodico (freelance writer on books, the media and culture and contributing editor to *Prospect* magazine)

9 June 'Power without Responsibility': Jean Seaton (Professor of Media History, University of Westminster)

16 June 'How to Make Money in News and Current Affairs TV': Alex Connock (Chief Executive, Ten Alps)

## **'Journalism and Public Responsibility' seminar series at Christ Church College**

***Convened by John Lloyd, RISJ and Professor Nigel Biggar, the McDonald Centre for Theology, Ethics & Public Life, Christ Church***

3 Feb. 'Journalism and Extremism: how to report on terror': James Brandon (Senior Research Fellow, The Quilliam Foundation)

10 Feb. 'Journalism and trust: eight years after the Reith Lectures': Onora O'Neill (Professor of Philosophy, University of Cambridge; former President, British Academy)

24 Feb. 'Appearance and reality: what Plato can teach journalists and the media': David Oderberg (Professor of Philosophy, University of Reading)

3 March 'What ethic should journalism have?': John Cornwell (Journalist, and Director of the Science and Human Dimension Project, University of Cambridge)

10 March '"We don't do God": journalism and the coverage of faith': Brian Moynahan (Author of *A History of Christianity*; former Foreign Correspondent, *Sunday Times*)

26 May 'Trust, responsibility and the internet': Professor Raphael Cohen-Almagore (Head, Department of Politics, University of Hull)

## 'Media and Politics' Seminar Series at Nuffield College

### *Michaelmas term 2009*

16 Oct. 'Muckraking?': Michael Crick (Political Editor, *BBC Newsnight* and author)

23 Oct. 'Polls and the Media': Peter Kellner (President, YouGov)

6 Nov. 'Managing Newspapers in UK and USA': George Brock (Head of Department of Journalism, City University; formerly International Editor, *The Times*)

13 Nov. 'BBC and the World': Chris Westcott (Director of BBC Monitoring)

27 Nov. 'The Media and the Public Service': Sir Gus O'Donnell (Cabinet Secretary and Head of the Home Civil Service)

2 Dec. 'The Media and Political Reality': Tony Benn (MP 1950–2001; Cabinet Minister 1965–70, 1974–9; and diarist)

### *Hilary term 2010*

22 Jan. 'Politics and the Popular Press': Trevor Kavanagh (Associate Editor, *Sun*)

29 Jan. 'Reporting and Anchoring': David Dimbleby (BBC)

5 Feb. 'The Influence of the Press in Westminster and Washington': Peter Riddell (Political Commentator and Assistant Editor, *The Times*)

12 Feb. 'Getting TV News Right?': Jon Snow (*Channel 4 News*)

19 Feb. 'Financial Reporting': Patience Wheatcroft (Editor-in-Chief, *Wall Street Journal Europe*)

26 Feb. 'The Internet and the Media': Stephen Coleman (Professor of Political Communication, University of Leeds)

5 March 'Being an Editor': Alan Rusbridger (Editor, *Guardian*)

### *Trinity term 2010*

30 April 'The Best Trade? Academic, Journalist or Politician': David Marquand (University of Oxford)

14 May 'The Impact of 24/7 on Broadcast Reporting': Adam Boulton (Political Editor, *Sky News*)

21 May 'The Coverage of Politics in the UK and USA': Baroness Williams of Crosby

28 May 'The BBC and the Future of Public Service Broadcasting': Mark Thompson (Director General, BBC)

## Fifty-Three Years of Media and Politics

### *4 June 2010, Nuffield College, Oxford*

A special seminar to mark Dr David Butler's retirement – after fifty-three years – from his legendary Media and Politics seminar series at Nuffield College, Oxford. David Butler brought his seminar series to a final conclusion by answering questions instead of asking them. John Lloyd (Reuters Institute) and Baroness Margaret Jay (a former student of Dr Butler) shared the role of chair. Butler reminisced about his encounters with Winston Churchill and explained why he introduced the off-the-record rule for the seminars – so that the civil service mandarins, leading politicians and journalists could speak freely and share their real-life experiences and anecdotes with the audience. This created an extraordinarily intimate ambience in the seminar room.

Many of the guest speakers of the series have been towering figures of both British public life and media; over the years the seminar has played host to the former Prime Ministers Winston Churchill, Harold Wilson, Jim Callaghan, Edward Heath, John Major and Tony Blair.

Butler is one of Britain's first and still most renowned psephologists. British television audiences know him best as a commentator on the BBC's election night programmes from the early 1950s until 1979. He launched the concept of "swing" in elections and pioneered the swingometer, first used on screen in 1959. Butler was involved in authoring or co-authoring every edition of the Nuffield studies on British elections from 1945 to 2005 and completed his final edition of *British Political Facts* in August 2010.

#### ▼ David Butler



#### ▼ David Butler's swingometer cake



# Research

## The Axess Programme on Comparative European Journalism

This research programme entered its third and final year in 2009–10. With data-gathering finished (the project data are made up of a cross-national email survey with around 2,200 respondents as well as sixty-two interviews with journalists across the six nations studied), the final year of the project has been taken with writing up the results of the project, preparing a book manuscript and presenting the results at leading international conferences.

The main results of the programme were presented in draft form at a workshop in January at the Institute where feedback was sought from top researchers in the field. Attendees included Professors Philip Schlesinger (University of Glasgow), Wolfgang Donsbach (Technische Universität Dresden), Paolo Mancini (University of Perugia), Epp Lauk (University of Jyväskylä/University of Tartu), Terhi Rantanen (LSE), Stuart Allan (Bournemouth University), George Brock (City University) and others. The feedback received at this workshop has been immensely useful in preparing the final book manuscript (to be finished later this year and published some time in 2011). In conjunction with the workshop Dr Örnebring also presented some of the key results of the programme in a public lecture.

Dr Örnebring has also presented results from the programme at several leading international conferences, including Future of Journalism (Cardiff, 9–10 Sept. 2009), ICA (Singapore, 21–26 June 2010), IAMCR (Braga, Portugal, 18–22 July 2010), with plans to present at ECREA (Hamburg, 12–15 Oct.

2010). These conferences are all highly competitive and the fact that the Axess programme has a presence at all of them will contribute significantly to the visibility and impact of the programme within academia. Dr Örnebring has also presented the programme results at an invitation-only conference on comparative journalism research in Eichstätt, Germany (9–12 July 2010), and participated in panels and delivered keynote addresses based on the programme research at international conferences in Wrocław, Poland, and Ottawa, Canada, in 2011.

In 2009–10 two pieces of work from the programme have been published: the article ‘Technology and Journalism-as-Labour: Historical Perspectives,’ *Journalism: Theory, Practice, Criticism*, 11(1) (Feb. 2010), and the book chapter ‘Reassessing Journalism as a Profession,’ in Stuart Allan (ed.), *The Routledge Companion to News and Journalism* (2010). Another article, co-authored with Dr Anna Maria Jönsson at Södertörn University College, Sweden, ‘User-Generated Content and the News: Empowerment of Citizens or Interactive Illusion?’ (drawing upon programme research for a comparison of online newspapers in the UK and Sweden) has been accepted for publication in *Journalism Practice* and will be published during 2011. As noted, the book summarising the programme research will be published in 2011.

**Dr Henrik Örnebring** was Axess Research Fellow in Comparative European Journalism at the Reuters Institute, Oxford (2007–10), and is now a Research Associate at RISJ. He is currently Senior



Research Fellow at the European Studies Centre, St Antony's College, Oxford, working on the ERC-funded project ‘Media and Democracy in Central and Eastern Europe’ (see <http://mde.politics.ox.ac.uk/>). He has published numerous articles and book chapters on journalism, particularly on comparative journalism research, the relationship between journalism and new technology, as well as the history of journalism, and was guest editor of an issue of *Journalism Studies* (‘Questioning European Journalism’, vol. 10(1), Feb. 2009).

## International News in Africa, India and Pakistan: Provision, Consumption and Trust in a Rapidly Changing Broadcasting Environment

Sponsored by the Carnegie Corporation of New York, BBC World Service and France 24, this ambitious one-year project focuses on three core areas: (1) the changing provision, (2) the changing consumption patterns and (3) the changing trust in international providers of news in six African countries (Senegal, Cameroon, Algeria, Egypt, Kenya and Nigeria), India and Pakistan. The main focus of the study is the role of international media and news flows in globalisation, mapping the changing provision of international news, assessing the evidence for changing patterns of consumption and reviewing how attitudes to trust in global media sources may be changing. Against the background of decreased investment in global reporting and the increasing attractiveness of international news with a different view – whether from avowedly ‘counter-hegemonic’ providers such as Al Jazeera, or other state-backed foreign broadcasters such as Russia Today, Chinese CCTV or Telesur – the project investigates whether more traditional broadcast TV and radio news providers (state or commercially funded) find themselves confronted by audiences who may respond to increased choice by seeking out news that reinforces their own worldview or news from sources closer to home. The research is based on the content analysis of both national and international broadcasts in the eight countries investigated, the

quantitative data analysis of media consumption patterns in those countries, and focus group and immersion interviews with consumers in Kenya, Egypt, Senegal, India and Pakistan.

The UK-based project team comprises Dr David Levy, Dr Brian Rotheray (first phase of research) and Dr Anne Geniets.

**Dr Brian Rotheray** worked as a postdoctoral research fellow from January to May 2010 on the project. He holds a BA and Ph.D. in Modern Languages (Leeds University) and an MBA (Bradford University), with periods of study in Russia, Germany and the USA. He worked for BBC Monitoring as a monitor and senior editor, as well as on the development of the organisation’s online services on the media worldwide. His research interests are in the impact of international broadcasters on public perceptions and public policy. Recent publications include *The History of BBC Monitoring* (BBC, 2009).

**Dr Anne Geniets** holds an MA in Developmental Psychology and Psychology of Developmental Disorders, with minors in Media Psychology and Psychopathology (University of Bern, Switzerland), and an M.Sc. in Research Methods in Psychology (Oxon). Her D.Phil. was completed at the Department of Education, University of Oxford,



and investigated the political online participation of young women in Britain. Dr Geniets’s research interests include: uses of media in developing countries; media, social innovation and change (including microfinance, microjustice and microdemocracy projects); communicative competencies and civic engagement amongst young people; trust and political efficacy; political performance and rhetoric; and media and popular culture.

## The Business of Journalism and its Role in Democracy

Sponsored by the Green Templeton College, College Based Academic Initiatives Fund, this first phase of this project examines current developments in the business of journalism and its role in democracy in a range of different developed and developing countries. Across the world, the combination of the rise of the internet and the global recession of 2008–9 has seriously challenged the news industry and its capacity to hold power to account. But despite increasingly widespread fatalism in much of the English-speaking world, the business of journalism remains robust in several developed democracies, and continues to experience rapid growth in some emerging economies. To capture and characterise the complex situation contemporary commercial journalism confronts, our postdoctoral research fellow, Rasmus Kleis Nielsen, will work with RISJ Director David Levy and a network of leading international experts on a comparative project identifying the main challenges and opportunities for the business of news in seven countries, including both developed Western

democracies like Finland, France, Germany, the United Kingdom, the United States and emerging economies like Brazil, and India. Rasmus will be working in Oxford on analysing the impact of the internet and the recession on commercially supported journalism across the world, differing policy responses and the implications of these for democracy and accountability in the target countries. The initial aim of the project is to produce a publication late in 2010 that presents an overview of the issues facing journalism in different countries, and highlights options for a way forward. We are fortunate to have secured funding from the Open Society Institute to develop this important project over the next two years.

**Dr Rasmus Kleis Nielsen** is a postdoctoral research fellow doing cross-national comparative research on the business of journalism and its role in democracy. He holds a BA and an MA in Political Science from the University of Copenhagen, an MA (with distinction) in Political Theory from the University



of Essex, and a Ph.D. (with distinction) in Communications from Columbia University. His dissertation dealt with political campaigns in the United States.

Most of his research concerns political communication, campaign practices, and media institutions and their ongoing transformations, especially at the intersection between old organisations and new technologies. His broader interests include media participation, civic engagement and social theory. His research has appeared in several journals, including *New Media and Society*, *Journalism*, and the *Journal of Information Technology and Politics*.

## Can it Tweet its Way to Democracy? The Promise of Participatory Media in Africa

Sponsored by the Open Society Institute this study aims to show how the internet is democratising public spheres and political cultures in authoritarian regimes without necessarily threatening the regimes' power in the short term. The project seeks to cover developments in Ethiopia, Egypt, Uganda, Zimbabwe, Tunisia, Eritrea and Rwanda. Each of these countries shows authoritarian characteristics and has increasingly active online communities. But they also differ in the extent of their authoritarianism, political stability, history of press freedom, relationships with the

West, ICT development models, internet diffusion and media control approaches. Given that all these factors affect the nature and extent of online participation, a bigger sample of country-specific studies will provide a more authoritative account of the democratization effects of participatory media in Africa.

African online media remains largely unmapped. This study will provide a picture of participatory media in the sample countries. As one of the very few studies on African participatory media,



it is hoped that it will contribute to the understanding of the new media in Africa and their links to democratisation. It is

also intended that the study will be used as a source material for future research.

**Abiye Megenta** is an Ethiopian journalist and political commentator. Trained in law, he started writing for Ethiopian newspapers in 1999 on issues of politics, law and economics. He is a founding editor of *Addis Neger* which was Ethiopia's leading dissident

newspaper until it announced its closure in December 2009, citing persecution of its editors. From 2006 to 2007 he wrote for *seminawork.blogspot.com*, a popular political blog, under the alias *Ethio-Zagol*. His research on the democratisation impact of the internet in authoritarian countries mixes his in-depth observation of the online media ecosystem with surveys and interviews.

Abiye Megenta also taught Business Law at Addis Ababa Commercial College which is now part of Addis Ababa University. His research interest is the intersection of political theory, law and the media. His book *The Possibility of Democracy in Ethiopia* will be published in September 2010.

## Research Associates

**Dr Galina Miazhevich** has a Ph.D. in Development Studies from Manchester University. Currently, she is the Gorbachev Media Research Fellow at Christ Church, Oxford. She is also an associate of the Rothermere American Institute and of the RISJ. Galina is working on several projects dealing with (i) mass-media representations of terrorism and discourse of 'security threat', (ii) the interaction between the 'new' and 'old' media in

post-communist societies and (iii) issues of press freedom in the post-Soviet media (using the treatment of inter-ethnic cohesion as a case study). In particular Galina's postdoctoral research focuses on the dramatic rise in post-communist xenophobia and explores the state media's treatment of extremists in the hitherto under-researched Republic of Belarus.



**Dr Henrik Örnebring** is currently a Senior Research Fellow at St Antony's College and a Research Associate at the RISJ. He is working on a four-year project funded by the European Research Council on Media and Democracy in Central and Eastern Europe. This project studies the media–democracy relationship in the ten post-communist nations that have joined the EU since 2004 (Bulgaria, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Poland,

Romania, Slovakia and Slovenia), and his particular area of research is journalism and journalistic professionalism in a comparative perspective. He also has a particular responsibility for data-gathering in the Baltic countries.

Previous to this appointment, Dr Örnebring was Axess Research Fellow in Comparative European Journalism at the RISJ (see above).



# Visiting Fellows

The Institute was delighted to welcome a number of distinguished senior journalists and academics from Britain and abroad who contributed their expertise and knowledge to the Institute's portfolio of research and activities.

**Dr Adrian Hadland** spent the first fifteen years of his career as a journalist covering South Africa's transition from apartheid to democracy for a range of local and international publications, broadcast outlets and wire services. He was parliamentary correspondent for *Business Day* newspaper and then Political Editor of the *Cape Argus*. Adrian completed a Masters degree at the University of Oxford in 1991 to add to his BA from the University of Cape Town and an Honours degree in comparative and African literature from the University of the Witwatersrand. Adrian joined South Africa's statutory research agency, the Human Sciences Research Council (HSRC), in 2002 and went on to become director of the HSRC's Democracy and Governance Research

Programme. He achieved his Ph.D. in 2007 and has since joined the University of Nottingham Ningbo in China as Associate Professor of Journalism.

While a Visiting Fellow at the Reuters Institute, Adrian worked on a book, based on his Ph.D., which examined the relationship between the media and the state in emerging democracies. In particular, Adrian focused on the literature concerning the formation and delineation of the state, an area he hadn't dealt with in any detail for the Ph.D. As a result of this research, he has developed a new hypothesis of media-state relations based on the notion of an 'acquisitive state'. Adrian also presented a number of papers and seminars at Oxford and at various other UK universities on his work.



**Professor Raymond Kuhn** is Professor of Politics at Queen Mary, University of London, where he has been a teacher and researcher for over thirty years. He has twice been Head of the Department of Politics (1992-6 and 2004-8) and was also Dean of the Faculty of Arts (1996-9). He has published several pieces on political communication in Britain, including chapters in *Blair's Britain, 1997-2007* (Cambridge: CUP, 2007), *The Blair Effect 2001-5* (Cambridge: CUP, 2005), *Developments in British Politics 7* (Basingstoke: Palgrave Macmillan, 2003) and *Political Journalism: New Challenges, New Practices* (London: Routledge, 2002), of which he was also one of the editors. A second edition of his single-authored book, *Politics and the Media in Britain* (Palgrave Macmillan,

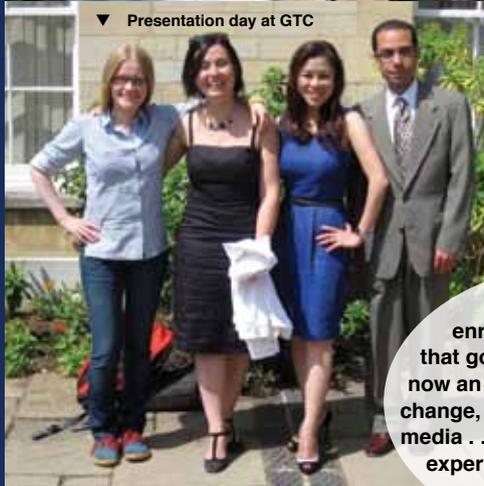
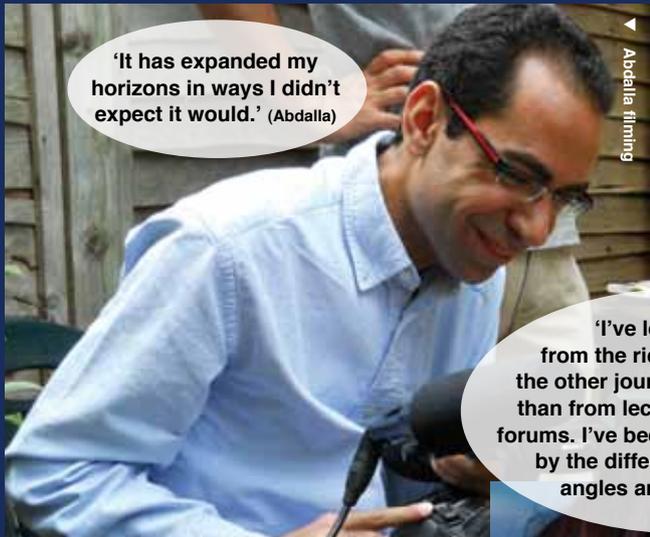
2007), will be published in 2011. Raymond is also one of the leading UK authorities on the French media. His book *Media in France* (London: Routledge, 1995) has established itself as the key English-language work on this topic.

During the period of his Fellowship at the Institute Raymond completed the writing of a book, *The Media in Contemporary France*, to be published by Open University Press in 2011. He presented a paper on the newspaper press in Britain and France to the Institute's weekly seminar series. He also supervised the projects of two of the Institute's Journalist Fellows: the first on French newspaper coverage of the burqa affair and the second on Sarkozy and the media.



# Fellows' Quotes

RISJ isn't only about influence on governments and think tanks, about notable work leading to significant publications and about newsworthy events. It is also about the impact on individuals of experiencing the Journalism Fellowship Programme and of the time spent in Oxford. Several of our alumni from this year have expressed how they have benefited personally and professionally from their time at RISJ.





‘From my time here I’ve met courageous people . . . some of the most courageous journalists I have ever met.’ (Lilisa)

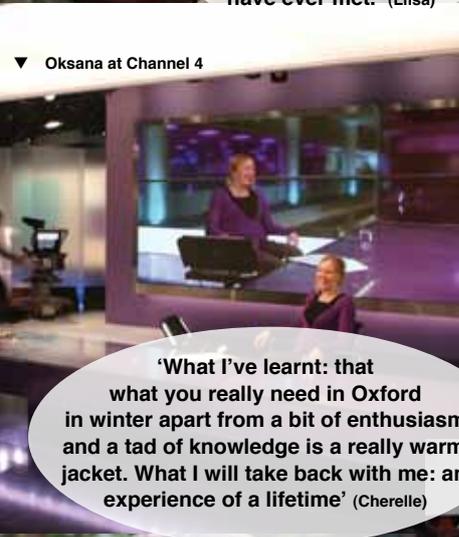


▼ Fellows outside 13 Northam Gardens

‘Before arriving, I mentally prepared for the challenge and rigour expected from the Institute and demanded of my research, but it was a surprise to discover that my fellow fellows insisted on the same whether debating working practices, cultural differences or which pub to go to – it was a wonderful, thought-provoking and exciting experience’ (Michelle)

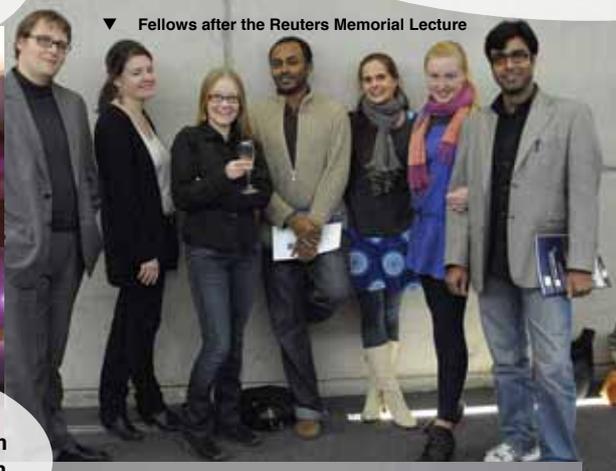


▼ Miruna dining at GTC



▼ Oksana at Channel 4

‘What I’ve learnt: that what you really need in Oxford in winter apart from a bit of enthusiasm and a tad of knowledge is a really warm jacket. What I will take back with me: an experience of a lifetime’ (Cherelle)



▼ Fellows after the Reuters Memorial Lecture



▼ Emma-Jane’s presentation

▼ Eva, Jussi, Sang-Kil



▼ Ichiro



‘I’ve learned that idea and passion to be a journalist is the same among all of the fellows here but the obstacles we face are totally different’ (Sampo)

‘When I left Milan most of my colleagues questioned my motivations for temporarily leaving my job for Oxford, warning – curiosity kills the cat. But it doesn’t kill the cat, in fact the cat’s life becomes funnier and more enriched from meeting other cats and being challenged by them both academically and professionally and even becoming friends’ (Gabriela)



▼ Fellows at Nuffield



▼ Punting

**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 Reuters London head office. Linnebank is non-executive director

at Independent Television News (ITN) and at CO2benchmark.com, and he is a Trustee of the Thomson Reuters Foundation, which he chaired until 2008. He will be involved in the Institute's work on the changing business of journalism and its impact on democracy and plans to lead work on different subsidy mechanisms as part of that project.



**Professor Laurence Lustgarten** is an Honorary Visiting Fellow at Green Templeton College and an Associate Research Fellow of the Oxford University Centre for Socio-Legal Studies. He has written on issues concerning national security and secrecy, as well as on the impact of defamation law on the media in England, particularly national newspapers and book publishing, as part of a project in the mid-1990s that sought to assess

the impact on all British media of libel law as it existed at that time. His current research interest is in re-evaluating the impact of what is generally known as the 'chilling effect' of libel, specifically on investigative journalism, in light of the purportedly significant changes in legal doctrine over the past fifteen years but also in relation to the way in which libel litigation is currently financed.



**Dr Donald Matheson** is a Senior Lecturer in Media and Communication at the University of Canterbury, New Zealand. He teaches and researches on journalism practice, with an emphasis on emerging forms of journalism online and on the ethics of the communication process in journalism. He has written two books, *Media Discourses* (Open University Press, 2005) and *Digital War Reporting* (with Stuart Allan, Polity Press, 2009). He co-edits *Ethical Space: The International Journal of Communication Ethics* and is active in the Australian and New Zealand Communication Association. Before moving to New Zealand, he taught at Strathclyde University and Cardiff University, and he had also worked for a short time as an education reporter in Wellington, New Zealand.

During his time at the Reuters Institute his research focused on the ethics of how journalists interpret. The aim was to gather journalists' own accounts about how they at their best interpret and listen to others and then to draw out some ethical principles about what good understanding entails for them. Starting in this way from good practice rather than the duty-based or scientific ideals that underpin many discussions of ethics, it was hoped that the project could bring a set of ideas into focus that will have relevance for journalists' daily judgements about how to communicate truthfully and fairly. The empirical work was based on interviews with leading UK journalists, informed by the theories of interpretation of Gadamer, Ricoeur and Habermas's communicative ethics.



**Dr Martin Moore** is Director of the Media Standards Trust. He has worked in the news and media industry for over a decade, including for the BBC, Channel 4, NTL, IPC Media, Trinity Mirror, as well as other leading media organisations. Martin read history at Cambridge and holds a doctorate from the London School of Economics (LSE), where he taught and researched until mid-2006.

**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 for BBC News, he helped introduce journalistic innovations such as blogs, podcasting and on-demand video, as well as social media strategies and guidelines for the wider BBC. Most recently he led digital teams, which developed websites, mobile

**Professor Robert G. Picard** is editor of *Journal of Media Business Studies* and Hamrin Professor of Media Economics and Director of the Media Management and Transformation Centre, Jönköping International Business School, Sweden. He is the author and editor of twenty-four books, including *Value Creation and the Future of News Organizations: Why and How Journalism Must Change to Remain Relevant in the Twenty-First Century*; *The Economics and Financing of Media Companies*; *Digital Terrestrial Television in Europe*; *The Internet and the Mass Media*; *Media Firms: Structures, Operations, and Performance*, and *Media Economics: Concepts and Issues*. He was founding editor of the *Journal of Media Economics*, which he guided through its first decade of operation. He received his Ph.D. from the University of Missouri-Columbia and has been on the faculties of Louisiana State University, California

His book, *The Origins of Modern Spin*, was published by Palgrave Macmillan.

As a Visiting Fellow at RISJ, Martin has been looking at the changing nature of foreign correspondence in the UK press over the last three decades, and seeking to explain its decline in prominence and breadth, and the implications of this.



and interactive TV applications for BBC News, Sport, Weather and Local and he was a member of both the Journalism and Technology boards of the BBC.

As Visiting Fellow at the Reuters Institute, Nic is author of two recent papers looking at social media and its impact of mainstream journalism. The most recent study explored and analysed the uses of social media by politicians, media organisations and audiences during the UK election of May 2010.



State University, and Turku School of Economics, Finland. He has been a visiting professor at the Université de Paris, the Universiteit van Amsterdam, Université de la Méditerranée, Universidade Católica Portuguesa, and Shanghai University. Picard was a fellow at the Shorenstein Center at the John F. Kennedy School of Government at Harvard University and a member of the Annenberg Commission on the Press.

During his Visiting Fellowship at the Reuters Institute, he is carrying out research on the development and performance of media trusts and charitable ownership of news organisations. The study is focusing on the extent to which they shield newsroom operations from financial pressures, how they provide editorial independence, and governance and managerial challenges resulting from the trust provisions.



**Richard Sambrook** is Global Vice Chairman Chief Content Officer of Edelman, the world's largest independent PR company. He works with companies seeking to use digital media to tell their story directly to the public and key stakeholders and also heads Edelman's Crisis and Issues practice. Before that he had a thirty-year career at the BBC during which he was, successively, Director of Sport, Director of News and Director of Global News, including the World Service. He was a programme producer, editor of the main evening TV news programme and News Editor and has worked on

location on major news events throughout Asia, the Middle East, Africa, Europe and the US. He is a frequent speaker on the impact of the internet on journalism.

His research is into the future of international news and the changing role of the foreign correspondent. He is looking at how a combination of economics, globalisation and technology is changing the way the world is reported and at some new models of international news. This will be published as an RISJ Challenge in late 2010.



**Juan Señor** is a Partner at the Innovation Media Consulting Group based in London. In the past four years he has launched newspapers and television stations in eleven countries, three of which have been voted 'Best Newspaper Concept and Design in the World' for 2007 and 2008. He has been a presenter for Wall Street Journal TV and CNBC Europe and served as London correspondent of the International Herald Tribune Television. He has also worked as a foreign affairs reporter and war correspondent for the *NewsHour* on PBS in the USA. Juan obtained a degree summa cum laude in Political Science and attended Georgetown University's Institute of Political Journalism in Washington, DC. He continues to work as a television and live events presenter and moderator in different world forums.

Juan focused his research on studying what newspaper companies must do to reinvent themselves and remain viable and relevant. The study will be published in an upcoming book: 'Digital Deliverance: How to Reinvent the Newspaper for the Digital Age' (working title). The research concludes by stating that it is imperative to note that one should not underestimate the challenges inherent in the transformations proposed here. We all know by now how hard it is to transform monomedia newsrooms into multimedia information engines and changing the business areas of a newsmedia company is no simpler. Such a radical transformation can only be accomplished by the very top management, who must be convinced of the need to change, set the direction and lead the process all the way to completion.



**Dr Damian Tambini** is Senior Lecturer at the LSE and Director of its Masters Degree in Communications Regulation and Policy. He is also an Associate Fellow at the IPPR, and at the Oxford Internet Institute; a member of the Communications Consumer Panel; a Fellow of the Royal Society of Arts; and serves on the Advisory Groups of the Oxford Media Convention and POLIS. Previously he was head of the Programme in Media Law and Policy at Oxford University and has been on the faculties of Nuffield College, Oxford and the Humboldt University, Berlin. He also holds a Ph.D. from the European University Institute, Florence. His research interests include media and telecommunications policy and democratic communication. He is co-author of *Codifying Cyberspace: Self-Regulation of Converging Media* (2008), and co-editor of *Cyberdemocracy* (1998) and *Citizenship, Markets, and the State* (2000). Other recent publications include: *Nationalism in Italian Politics* (2001), *Collective Identities*

**Simon Terrington** founded and ran Human Capital Ltd between 1995 and 2009. During this time he carried out research and strategy work for media companies in the UK, other European countries, US and Canada. Clients over that period include the BBC, Ofcom, Channel 4, News Corporation, BSkyB, Discovery (UK, US and Canada), The Mirror Group, Johnston Press, Guardian Media Group and ITV. Before 1995 Simon worked for the LEK Partnership and the BBC's Corporate Strategy team. Simon now runs another research and strategy firm, Terrington &

*in Action* (2002), *Theories of Ethnic Conflict* (2002), and *Ruled by Recluses? Privacy and the Media* (2003). He is the co-editor of *New News: Impartial Broadcasting in the Digital Age* (2002).

His research at the Reuters Institute led to two papers, both concerned with journalism ethics. The first continued research conducted under the auspices of POLIS, the LSE's media and society think tank, and focused on the topic of financial and business journalism. This research was based on interviews conducted with financial and business journalists in Hong Kong, and led to a paper entitled 'Financial Journalism, Conflicts of Interest and Ethics: A Case Study of Hong Kong' which will be published later this year. The second project, which was presented at the Reuters Institute weekly seminar, has led to a separate paper entitled 'The Rights and Duties of Journalists'. This will be presented as a keynote talk at the Conference of the International Press Institute in Vienna in September 2010.

Company. He is also the Chairman of Ox & Cross Publishing. He recently presented a BBC World Service documentary on how technology is changing chess and may have another in the pipeline. Simon has degrees from Cambridge and London University.

He is carrying out research into the willingness to pay for journalism online and has been advising RISJ journalist fellows and staff on measurements of success in the news industry and on survey methods.



**Thi Le Thuy Tran** is an established journalist in Vietnam. Formally trained in journalism, she has worked for and published in Vietnam's biggest newspapers, the *Far Eastern Economic Review*, *Inter Press Service Europa*, *Panos London* and *Choices*, the magazine of United Nations, including the first published conversation of a North Vietnamese journalist with Henry Kissinger, and exposing various cases of wrongdoing. She is one of the highest international decorated Vietnamese journalists, with a first prize and a special prize as Young Development Journalist of the year in Developing Asia Journalism Award in Tokyo, 2004, and winner of Panos London/GKP journalism award in the United Nations information society summit, 2005. She was a Fulbright visiting scholar at New York University in 2005–6 and attended the Business and Financial Reporting course in the International Institute for Journalism,

**Matthew Weber** studies the transformation of the news industry, with a specific focus on understanding the ways in which traditional news media organisations are adapting and transforming in the era of online news. He received his Ph.D. in Communication from the University of Southern California, and in the coming year he will be a postdoctoral researcher at the Center for IT and Media at the Fuqua School of Business, Duke University. His research has been published in *Management Change Quarterly* and the *Journal of Communication*, and he has received numerous awards for his work, including top paper at the International Communication Association in 2010. As a Visiting Fellow at the Reuters

Germany, 2003. She has been interviewed and consulted by the BBC, *The Economist*, *Frankfurter Allgemeine Zeitung* and Al Jazeera English about Vietnam.

As a RISJ Journalist Fellow in 2008–9, Thuy conducted a first comparative study of UK–Vietnam defamation law. Upon returning to the Institute as a Visiting Fellow in late 2009, she initiated and held the first seminar on libel law in Hanoi. Her project, funded by the British embassy in Vietnam, has created momentum for a national debate on defamation law. It has also had the privilege of introducing fundamental legal defences for the Vietnamese media, including absolute and qualified privileges, responsible journalism and the public interest defences. The project's recommendations were received positively and widely supported by the media, press regulators and lawmakers in Vietnam.

Institute, Matthew continued to develop his work examining the transformation of news organisations through an examination of the cross-cultural differences in strategies for adapting to new information communication technology. Matthew worked with other fellows to develop a better understanding of the ways in which newsrooms globally have incorporated social media, online news and interactive news into the daily news production and distribution processes. In addition, his research as a Fellow considered the role that individual journalists play as innovators in the newsroom, examining the impact that individuals can have when they attempt to lead change in a news organisation.



# Research Publications

RISJ currently has two series of in-house publications to present its research and contribute to the debate on the future of journalism. The Challenges in Modern Journalism series which launched in Autumn 2008 consists of short books of between 15,000 and 40,000 words in length that aim to take forward an argument and make some concrete recommendations about an important issue in journalism. Challenges aim to combine rigorous research with a faster timetable than a conventional academic publication would allow, to ensure that where their findings

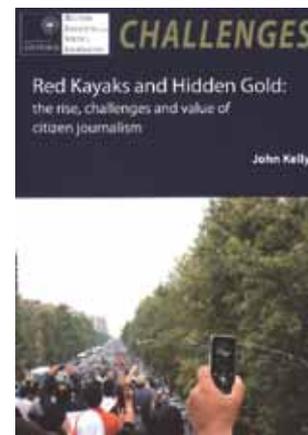
are topical they achieve maximum impact with practitioners and policy-makers. By mid-2010 we had published a total of seven Challenges. In 2009 we launched an RISJ Working Paper series and had published ten by summer 2010. Working papers are generally published online, present work in progress, are between 10,000 and 20,000 words in length, and target a more specialised audience. In the past year we have published three working papers by former journalist fellows as well as three that were part of Ofcom's review of the future of local news.

Below are listed the publications from 2009–10. In the coming months we will publish on climate change reporting, the changing role of the foreign correspondent, and the impact of the UK's first televised election debates, together with a major edited comparative book on the changing business of journalism and the outputs from the research projects on international broadcasting and on social media and authoritarian regimes in Africa.

## *Red Kayaks and Hidden Gold*

**Sponsor:** Reuters Institute. **Author:** John Kelly

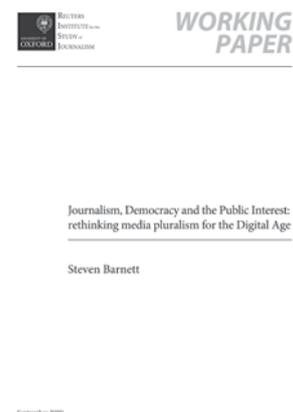
This report looks at the growing influence of citizen journalism, made possible by the new technology available to all, and questions the relationship between both the journalist and the public in generating the news today. While user-generated content may make some in the mainstream media uneasy, it allows journalists to explore new, collaborative ways of telling stories.



## *Journalism, Democracy and the Public Interest: Rethinking Media Pluralism for the Digital Age* (RISJ Working Paper in association with Ofcom)

**Author:** Steven Barnett

The media industry is in the midst of a 'perfect storm', as recession, fragmented audiences and the shift of press advertising to the internet impact upon it. Steven Barnett, Professor of Communications at the University of Westminster, analyses the effects of these changes on the industry, and how government and regulatory intervention and a new public interest approach to media regulation can best enable it to move forward in a changing world.



## *Navigating the Crisis in Local and Regional News: A Critical Review of Solutions (RISJ Working Paper in association with Ofcom)*

**Author: Andrew Currah**

Local and regional news is in the midst of a serious funding crisis. Here the author evaluates the likely impact of this crisis on the quality of journalism and on the potential for the emergence of a 'news gap' in the UK. A range of options for sustaining local and regional journalism are examined in turn. Possible ways of moving through the crisis are proposed, with a particular focus on new forms of not-for-profit and charitable ownership.



**WORKING  
PAPER**

Navigating the Crisis in Local and Regional News: A Critical Review of Solutions

Andrew Currah

September 2009

## *Press Subsidies and Local News: The Swedish Case (RISJ Working Paper in association with Ofcom)*

**Authors: Karl Erik Gustafsson, Henrik Örnebring and David A. L. Levy**

The Swedish media landscape is reviewed in the context of its historical background, and in today's more uncertain marketplace, while the quality of Swedish journalism is critically assessed to draw lessons for the UK from the Swedish press subsidy system. The Swedish system ensures that fifteen Swedish cities have competing daily newspapers rather than a single one, but the report demonstrates that the relative health of Swedish regional and local papers is rooted in very high levels of readership and local political engagement rather than in subsidies alone.



**WORKING  
PAPER**

Press Subsidies and Local News: The Swedish Case

Karl Erik Gustafsson, Henrik Örnebring and David A L Levy

## *The Rise of Social Media and its Impact on Mainstream Journalism: A Study of How Newspapers and Broadcasters in the UK and US are Responding to a Wave of Participatory Social Media and a Historic Shift in Control towards Individual Consumers (RISJ Working Paper)*

**Author: Nic Newman**

With the new wave of participatory social media, and a historic shift in control towards individual consumers, newspapers and broadcasters in the UK and US are having to change the way they conduct their journalism. Journalists at leading news organisations in the UK and US are increasingly involving audiences in the way they research and tell stories. This research explores the dilemmas and issues raised by greater audience engagement through case-study interviews with leading practitioners and managers, and reviews of recent research. It also looks at how mainstream media coverage of breaking news events is changing, using topical case studies notably from the G20 London summit and Iranian post-election street protests.



**WORKING  
PAPER**

The rise of social media and its impact on mainstream journalism:  
A study of how newspapers and broadcasters in the UK and US are responding to a wave of participatory social media, and a historic shift in control towards individual consumers.

Nic Newman

September 2009

## *Investigative Journalism and Political Power in China: Five Newspapers' Reporting of the Chenzhou Mass Corruption Case, February 2004–November 2008 (RISJ Working Paper)*

**Author:** *Haiyan Wang*

Chinese investigative journalism has traditionally had a very close relationship with political power, with journalists or publications not following the party line being shut down immediately. A ground-breaking shift took place during the reporting of an official corruption case when certain papers did try and report the truth, although this research reaches the conclusion that, while the methods of investigative journalism are becoming increasingly widespread in China, in practice it operates in a patron–client relationship where it tends to transmit the voice of the politically powerful in exchange for political protection, profit and personal gain.



## *#UKelection2010, Mainstream Media and the Role of the Internet: How Social and Digital Media Affected the Business of Politics and Journalism (RISJ Working Paper)*

**Author:** *Nic Newman*

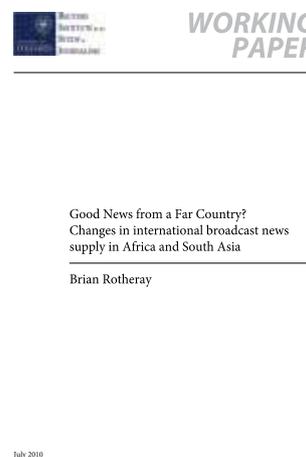
Methods of electioneering and political reporting in the UK have changed for good because of Facebook and Twitter. The wider international debate about the importance of these developments to the changing shape of mainstream media organisations, to levels of civic engagement, debates about quality, trust and accuracy, and to discussions about the practice and future of journalism is meaning that journalists and politicians are having to learn how to harness the power of social networking sites.



## *Good News from a Far Country? Changes in International Broadcast News Supply in Africa and South Asia (RISJ Working Paper)*

**Author:** *Brian Rotheray*

There has been a huge investment in international broadcasting in recent years; however this is largely concentrated on partial news providers. The research investigates how impartial international broadcast news is still a scarce commodity as domestic players largely concentrate on national news and more nations use international broadcasting to present their countries' perspectives uncritically.



# Staff

A small team of dedicated individuals leads the Institute's research projects and activities.

## Dr David A. L. Levy, Director

Prior to becoming Director at RISJ, David worked at the BBC, as a radio and TV reporter on *File on 4* and *Newsnight* and as Editor of Analysis on Radio 4, and then as Controller of Public Policy, where he directed UK and EU policy and led the BBC's relations with government and regulators, including its policy for the last Charter Review and licence fee negotiation. He was the sole foreign member of the 2008 French cross-party "Commission pour la Nouvelle Télévision Publique", established by President Sarkozy to explore the future of the French public broadcaster France Télévisions. He was a member of the Helsingin Sanomat Foundation Scientific Committee in 2009–10, as well as a member of the UK Government's committee on Science and the Media. He is a member of the

Editorial Board of the Journal of European Public Policy and a non-executive member of the Conseil d'Administration of the French international broadcaster, France 24. His publications include *The Price of Plurality: Choice Diversity and Broadcasting Institutions in the Digital Age* (2008, edited with Tim Gardam); *Europe's Digital Revolution: Broadcasting Policy, the EU and the Nation State* (2nd edition, 2001); and *An Independent NHS: What's in it for Patients and Citizens?* (2008). He is a Governing Body member of Green Templeton College and an Associate Fellow and media sector consultant at the University of Oxford's Saïd Business School.

The role of the RISJ Director is to provide academic leadership to the



Institute; to have responsibility for the direction and work of the Institute and for the staff employed in the Institute; to have responsibility for the maintenance and development of the Thomson Reuters Journalist Fellowship Programme and to provide leadership in the raising of external funding to support the Institute's work.

## John Lloyd, Director of Journalism

John is a contributing editor at the *Financial Times (FT)*, where he writes a weekly column on television, and is a feature writer for the *Financial Times Magazine*, of which he was founding editor. He has been a reporter and producer for London Weekend Television's *London Programme* and *Weekend World*, and editor of *Time Out* and *New Statesman* magazines. At the FT, he has been Labour Editor, Industrial Editor, East Europe Editor and Moscow Bureau Chief. He has written several books, including *Loss Without Limit: The British Miners' Strike* (1986; with Martin Adeney); *Rebirth of a Nation: An Anatomy of Russia* (1998) and *What the Media are Doing to our Politics* (2004). He co-edited

(with Jean Seaton) a special issue of *Political Quarterly*, 'What Can Be Done? Making the Media and Politics Better'. He has received a number of press awards, including Granada's Journalist of the Year, the British Press award's Specialist Writer of the Year and the David Watt Prize.

As RISJ Director of Journalism, John's role is to advise on and effect interactions between the Institute and the world of professional journalism; to effect a programme of activities at the Institute and beyond Oxford, involving practising journalists from the news media; to contribute to the academic and professional development of the Fellows on the Thomson Reuters Visiting



Journalist Fellowship Programme; to contribute to the programme of research and publications undertaken by the Institute and to lead particular projects.

## James Painter, Head of the Journalism Fellowship Programme

James joined the BBC World Service in 1992, and has worked as head of the Spanish American Service, head of the BBC Miami office, and Editor in the newsroom. From 2003 to 2005, he was Executive Editor Americas and Latin America analyst. Prior to joining the BBC, he spent four years in Bolivia working for various media in the UK and USA, including the BBC, Reuters, the *Independent* and the *Christian Science Monitor*. He has also reported from several other Latin American countries for a wide variety of publications, and spent two years lecturing in Latin American Government and Politics at the London School of Economics from 1982 to 1984.

He is the author of several books and academic articles on the region. In recent years he has written widely for several publications, including the BBC website, on issues related to climate change, and studied the coverage of climate change in the Latin American and world media.

James was the BBC Reuters Journalist Fellow in 2006 and subsequently a visiting fellow at the Institute. He has published, or contributed to, several books and articles on the boom in international news channels, including the RISJ Challenge *Counter-Hegemonic News: A Case Study of Al-Jazeera English and Telesur*.



James leads the Fellowship Programme and is responsible for organising the seminar programmes, supervising trips and coordinating supervision for the Fellows' research projects.

## Dr Angela Julian, Former Institute Administrator

Angela worked as a Research Fellow, and later a Principal Scientist at the University of Reading, and the Natural Resources Institute, on a number of DfID funded projects, investigating the management of tropical plant pathogens in semi-arid subsistence farming systems. From 1997, she became conference manager at Agra

Europe (part of the Informa group), then moving to the Oxford-based economic consultancy, LMC International Ltd, as Sales and Marketing Manager. Angela left the Institute in March 2010.



## Sara Kalim, Institute Administrator

After completing a BA (Hons) degree in Classics at Somerville College, Oxford, Sara went on to spend fourteen years working in television documentaries and current affairs programming. She has developed and produced prime-time programmes for all the major UK broadcasters and international channels including HBO, Discovery Channel, WGBH and NHK. Having started at the BBC Documentaries Unit, she went on to work for several independent TV

production companies and was Head of Development for both Landmark Films and Quicksilver Media (producers of films for the *Dispatches* strand on Channel 4 and *Unreported World*). Sara has held responsibility for the financial and personnel management of many programmes for Channel 4 and the BBC. Sara joined the Institute in April 2010 and is responsible for its financial and strategic management, as well as overseeing research administration and personnel.



## Kate Hanneford-Smith, Web Editor, Events and Communications Coordinator

Kate has a BA (Hons) in Italian and German from the University of Leeds. She has been at the Reuters Institute since it started in 2006, and is now responsible

for running the RISJ website, organising all events, seminars and book launches, and managing communications.



## Alex Reid, Publications and Administrative Officer

Alex has a BA (Hons) in Religion and Literature from Bristol University and a postgraduate Diploma in Museum and Gallery Studies from St Andrews University. On leaving her career in museums, Alex became a fundraiser and event organiser and then worked

in the local radio station, FOX FM, in sponsorship and promotions. She has overall responsibility for the publication of all the Challenges and Working Papers and she assists in the running of the Fellowship Programme.



## Amanda Armstrong, Administrative Assistant

Amanda has a BA (Hons) from Victoria University of Wellington, NZ, in politics and international relations, a postgraduate certificate in sustainable management, and is currently studying towards a diploma in clinical and pastoral counselling. She worked as administration assistant for the Energy

Efficiency and Conservation Authority in New Zealand, and has also worked for the Wellington Women's Refuge, Youthline Wellington and the Kakapo Conservation Project. She has worked in New Zealand, the Republic of Ireland and the UK. Amanda assists with the day-to-day running of the office at the Institute.



# Governance

## The Steering Committee

The Steering Committee provides strategic oversight of the Institute's activities and is made up of a number of experts in the field from around Oxford.

1. **Chair: Tim Gardam**, Principal of St Anne's College



2. **Dr Colin Bundy**, Principal of Green Templeton College



3. **Janice French**, Administrator of the Department of Politics and International Relations



4. **Prof. Timothy Garton Ash**, Professor of European Studies



5. **Dr David Levy**, Director of the RISJ



6. **Geert Linnebank**, Board member of Thomson Reuters Foundation, Former Editor-in-Chief, Reuters, and non-executive director at ITN



7. **John Lloyd**, Director of Journalism, RISJ



8. **Prof. Margaret Macmillan**, Warden of St Antony's College



9. **Prof. Neil MacFarlane**, Head of Department of Politics and International Relations and Lester B. Pearson Professor of International Relations



10. **David Schlesinger**, Editor-in-Chief of Reuters



11. **Monique Villa**, CEO of the Thomson Reuters Foundation



12. **Prof. Jan Zielonka**, Professor of European Politics in the Department of Politics and International Relations and Ralf Dahrendorf Fellow at St Antony's College



## The Advisory Board

The Institute's Advisory Board comprises individuals with expertise and experience relevant to the work of the Institute and offers guidance on research directions.

**Chair: Lord Patten of Barnes**,  
Chancellor of the University of Oxford

**Geoffrey Nyarota**, Editor and  
Founder of *The Zimbabwe Times*

**Kurt Almqvist**, President, Axel and  
Margaret Ax:son Johnson Foundation

**Christine Ockrent**, COO, Audiovisuel  
Extérieure de la France

**Prof. Stephen Ansolabehere**, Professor  
of Political Science, Massachusetts  
Institute of Technology, USA

**Prof. Michael Parks**, Director of  
Journalism, Annenberg Institute,  
University of Southern California, USA

**Edward Atkin**, Trustee of  
The Atkin Foundation

**Alan Rusbridger**, Editor, *Guardian*

**Dr Sarmila Bose**, Senior Research  
Fellow in the Politics of South Asia,  
Department of Politics and International  
Relations, University of Oxford

**Prof. Jean Seaton**, Professor of  
Communications and Media History,  
University of Westminster

**Prof. Stephen Coleman**, Professor  
of Political Communication,  
University of Leeds

**Charles Sinclair**, Chairman, Association  
of British Foods, and former Chief  
Executive *Daily Mail* and General Trust

**Mark Thompson**, Director General, BBC

**David Goodhart**, Editor,  
*Prospect* magazine

**Patience Wheatcroft**, Editor-in-  
Chief, *Wall Street Journal Europe*

**Helena Luczywo**, Editor,  
*Gazeta Wybrocza*, Poland

# Benefactors

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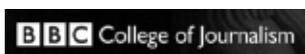
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# Journalist Fellows 2009–10

Ms Jennifer Alejandro, news presenter/  
business editor and multimedia journalist,  
Channel *NewsAsia TV*, Singapore (sponsor:  
Thomson Reuters Foundation)

**Research project:** *Journalism in the age of social media*

*Jennifer writes:*

Journalism is about people and about the society we live in – it is about amplifying the conversations of the community and elevating them onto a bigger and wider sphere for discussion and analysis. Journalists cannot ignore the onset of new technologies, whether it is blogging or podcasting or social networking; it is our duty as vanguards of the community to find out what the social media revolution

is all about and how we can bring some of the conversations going on in our communities to a venue or a platform where we can use them to inform our traditional journalism or better yet evolve or enhance our traditional journalism into a newer and much improved version.

The paper evaluates the significant role being played by technological advances on the role of the journalist,



the impact on the newsgathering process and the way information is disseminated. The paper also discusses social media's role in future trends for paid content. Lastly, the paper attempts to draw conclusions about the future of journalists and journalism in the age of social media and media convergence.

Mr Zubair A. Dar, correspondent, *The Sunday Indian* (sponsor: Thomson Reuters Foundation)

**Research project:** *The stability of the Indus Waters Treaty: a prisoner's dilemma*

*Zubair writes:*

India and Pakistan share the water of Indus river system through the Indus Waters Treaty signed in 1960. The treaty has been one of the most successful agreements between India and Pakistan, with the World Bank acting as the neutral arbitrator for any disputes arising over the interpretations of the treaty. However, the treaty ignores the internationally accepted rights distribution between upper and lower riparian states and divides the river basin into two halves. No joint management system of the basin was incorporated in the treaty

and so no investment has gone into preserving the ecologically fragile zones including glaciers and forests.

With climate change threatening to shrink the glacier cover in the Himalayas and reduce water levels in rivers, the two countries need to find a joint management for preservation of water resources by investing in ecological conservation.

This research tackles issues like the impact of climate change on glacier resources in the Indus basin. It looks into the possibility of cooperation



between India and Pakistan over a joint management system of the Indus basin and whether the cooperation can come through the same treaty or through a new arrangement that will replace the existing one. The research project also views the position of Jammu and Kashmir, the disputed Himalayan region, in the treaty as three rivers pass through the region but rights over water are very limited.

Mr Abdalla Hassan, freelance multimedia journalist (*World Press Review/Egypt Today*) (sponsor: Gerda Henkel Foundation)

Research project: *Changing news, changing realities: media censorship's evolution in Egypt*

*Abdalla writes:*

I examine the evolution of media censorship in Egypt, from the monarchy to the present, and the response to authoritarianism. I trace how official censorship and government ownership of the media has given way to other forms of information management, looking into the processes and factors for how/why censorship walls are falling and the intricate dance between the state and the public that have led to a broader media space.

Satellite television and the internet, the latest techniques for evading government minders, have signalled the collapse of the information regime, and the state has lost its near-total ability to set the media agenda. The sheer volume of information and communications movement is beyond

the capacity to apply the same controls that worked so effectively a generation ago. Private broadcast media represent the greater challenge for the authorities since they reach a large audience in a nation where the illiteracy rate stands at just under a third of the population and newspaper sales are still low relative to population.

The media space is widened by the state willingly or unwillingly allowing greater room for expression, enterprising journalists and bloggers brave enough to break taboos, popular movements and activism expanding as much as security interests will allow, and social media – the newest mass communication tool – which has amplified the voice of the ‘street’. While restrictions remain, the media dynamic is having an



effect on the political and social scene, particularly in light of the upcoming 2011 presidential elections. A galvanising political player and pro-democracy advocate has made an entrance on the scene: Mohamed ElBaradei. Yet the constitution creates only a very narrow space for participation, which excludes independent candidates like ElBaradei from running for the presidency. The paper examines whether the media's new ‘right to bark’ is having a negligible effect in undermining an entrenched security state – or will the cumulative efforts of a freer press enable action capable of politically transforming Egypt's future?

Ms Michelle Henery, former correspondent, Al Jazeera English (sponsor: King Edward VII Foundation)

Research project: *Why do we see what we see?*

*Michelle writes:*

Television news plays an integral role in how a society receives information. In the era of 24/7 international, rolling news, such networks take on both active and passive functions. The proliferation of global news channels launched over the last five years indicate that, while there is an appetite for international news, there is also a desire from state broadcasters wanting a platform to provide their national perspective. Notably, the vastly improved and cheaper technology available has greatly lowered entry barriers. All of this has occurred during the post-1980s so-called ‘information revolution’, with audiences becoming increasingly aware

of the significance of events that happen outside of their respective countries' borders.

The three international, English-language, news channels which – by nature of size, distribution, budgets and reputation – have most impacted the global television landscape and have the greatest power to influence public opinion are CNN International, BBC World News and Al Jazeera English. Amid each network's different histories, remits, identities and varied broadcasting business models (including funding, programming, production, delivery and audience), each must compete to maintain market share and global name recognition.



This research attempts to identify the key drivers of editorial content in the 24/7 news sector. Essentially, it seeks to answer why we (as viewers) see what we see. Using qualitative semi-structured interviews and content analysis, the paper examines the impact of various drivers including audience, institutional culture, funding models and philosophies on the editorial content of CNN International, BBC World News and Al Jazeera English.

## Mr Sang-Kil Hwang, reporter for KBS (Korean Broadcasting System), South Korea (self-funded)

### Research project: *A comparison of the 'accountability work' of the KBS and the BBC*

*Sang-Kil writes:*

The 'accountability work' of public service broadcasters can be defined as all of the efforts deployed by them, apart from programme production, to explain/justify themselves and the licence fee. A comparison of the methods of the 'accountability work' of the KBS and the BBC was undertaken by examining their organisational structure, external announcements and their efforts to influence opinion formers, Parliament and government, audiences and the academic world. The targeting periods are divided into two, normal times and exceptional periods (KBS: the attempt to increase the licence fee in 2006 and 2007; BBC: the Charter renewal).

There are several similarities and differences between the KBS and the BBC. The similarities relate to the organisational structure, the increase in the number of external announcements at exceptional times, and the ways and reasons for inviting key persons to concerts by their own orchestras, studio recordings and filming locations. The differences are much greater, however. To simplify, while the KBS is passive, defensive and does not devote much effort to explaining itself, the BBC is relatively active and aggressive. The biggest difference in all the 'accountability work' is that, while the KBS clearly distinguishes normal times from exceptional times, the BBC does not.



The explanation of these differences can be summarised into five areas of contrast between the two broadcasters; differences in their origins and history, the ratio of the licence fee to other sources of revenue, the method of collecting the licence fee and variations in the stability of the legal foundation and tenure of the key persons in each organisation.

## Ms Chelle Jackson, editor, *Environment Weekly*, Samoa (self-funded)

### Research project: *Staying afloat in paradise: reporting climate change in the Pacific*

*Chelle writes:*

Climate change has affected the islands of the Pacific for the last decade; from sea-level rise to prolonged droughts, the lives of Pacific islanders have been impacted. How are these changes reflected in the newspapers in the Pacific? The premise of this research is that, if the lives of the readers are affected, should it not be a newsworthy topic? Newspapers from Samoa, Cook Islands, Fiji, Marshall Islands

and the Solomon Islands were analysed based on their reporting of climate change. In Samoa alone, despite its vulnerability, the media's coverage of the issue has been negligible. The research found that between May 2008 and May 2009 only 16 of the 1,394 articles published by three Samoan newspapers covered climate change. The media in four other Pacific islands fared little better, while the mainstream broadsheet papers in the UK rarely examined the



vulnerabilities of this part of the world to climate change. The major obstacles to more coverage in the Samoan media are the complexity of the issue, under-resourced newsrooms and accessibility to sources and information on the islands.

Ms Gabriela Jacomella, staff reporter,  
*Corriere Della Sera*, Italy (sponsor:  
Thomson Reuters Foundation)

**Research project: *Media and migrations: press narrative and country politics in Europe and Africa***

*Gabriela writes:*

Migration is one of the defining issues of the globalised world. In terms of facts and figures, no historical period has ever faced such a huge displacement and replacement of human beings. Europe, and more specifically Italy, is currently one of the main gates as well as a final destination for these massive flows of people. As for any event that involves vast numbers of individuals redefining their way of life, daily routine and culture, migration is a driving and compelling force that contributes to a large extent to shaping societies, thus creating its own narrative. The media are one of its main components.

My claim is that, overall, studies on media and migration tend to focus on qualitative analysis rather than on a quantitative and scientifically tested one; the aim of this paper is to provide a set of analytical parameters, a 'codebook' specifically designed to address the needs of researchers interested in evaluating the coverage of migration.

The evaluation grid was tested on a sample of articles selected with reference to specific events or time frames, and published in opinion-leading newspapers in three European countries – Italy, Germany and United Kingdom. A chapter also



deals with the potential of analysing the narrative of migration in the media of some countries of origin. Finally, the paper aims to provide a socio-philosophical context and collocation for these findings, referring mainly to Gramsci's concept of 'cultural hegemony' and Sassen's 'logic of expulsion' in a globalized world.

Ms Emma Jane Kirby, BBC Paris  
correspondent (sponsor: BBC)

**Research project: *The presidential influence on the French media under Nicolas Sarkozy***

*Emma Jane writes:*

When Nicolas Sarkozy was elected as France's new President in May 2007, a new era began for the French media. Never before had the Vth Republic seen a head of state who was so fascinated by, and knowledgeable about, the press and never before had they encountered a leader who was so determined to court the media and to use it to his own advantage.

This research paper examines the paradoxical nature of President Sarkozy's media management style which is at once controlling and didactic and at the same time seemingly more liberal and transparent than the approach of his predecessors. The paper examines his

decision to break with the traditional aloofness of previous French Presidents by opening up his private life to media scrutiny and looks at how he has used his personal story to distract the media from more pertinent political stories. The study examines the President's close personal ties to big media owners and considers how useful such links can be when the President needs unflattering titles edited out and when the business friends need contracts.

It also examines the impact of recent decisions about the media made by the President, such as his plan to scrap advertising on public television and his attempts to block the takeover of the



influential newspaper, *Le Monde*. The paper examines the media's response to President Sarkozy and asks if the increasing trend of derogatory editorials means that the French press is finally breaking free of its traditional deferential stance. In turn, the study also asks if the increase in negative press articles means that President Sarkozy has got it wrong and whether he will now have to rethink his carefully constructed media image.

Mr Abiye Megenta, former executive editor, *Addis Neger* newspaper, Ethiopia (sponsor: Thomson Reuters Foundation)

**Research project:** *Beating dictatorship: the promise of participatory journalism models in Ethiopia*

*Abiye writes:*

Pronouncements of the internet's potency as a tool of democratising authoritarian states are hardly unfamiliar. In my study, I explore the veracity of such claims in Ethiopia, which is ruled by a regime that displays most of the characteristics of authoritarianism, but is often labelled as semi-authoritarianism,

electoral dictatorship and competitive authoritarianism. Using a maximalist conception of democracy, the study examined the impact of the country's participatory media in expanding democratic spaces in Ethiopia. The finding suggests that, while the Ethiopian government has increasingly become adept at monitoring and surveillance of



the internet, the participatory media have improved accessibility, the capacity of filtering for political relevance and accreditation, as well as synthesis of the public sphere.

Mr Ichiro Motozawa, news presenter, NHK Japanese Broadcasting Corporation (self-funded)

**Research project:** *Launching the digital age: exploring the BBC and the role of public broadcasting*

*Ichiro writes:*

Today, public broadcasters throughout the world seem to be at a crossroads. Most of them face the same kind of difficult questions: relationship with the government, financial deficits, various demands of viewers, customer satisfaction or responding to the need to go digital. As in the UK, in Japan, NHK, a huge public broadcaster has played an essential role and provided a wide range of programmes.

My research on the BBC comprises the following three considerations. First, the BBC in the digital age: the information

society has been changing rapidly with digital convergence such as the advent of the internet, the appearance of portable and inexpensive electronic devices, and the digitalisation of television. I intend to explore the direction in which the digital BBC is heading and determine what the new media circumstances will bring to society, public policy and journalism itself. Secondly, the public nature of the BBC: each society seeks effective public service in each period. The meaning of 'public' is changing. The public interest and responsibility of the media should be discussed again under the new media circumstances. Thirdly, the BBC and the



government: it was reported that a former Japanese Prime Minister intervened regarding a 2001 NHK programme and NHK's rebuttal caused a serious debate in Japan. Public broadcasters seem to have a tendency to be pressured by governments. Using the 2003 case of Andrew Gilligan's report on BBC radio and the reaction of the Tony Blair administration, I investigate the independence of the media and press freedom.

Ms Miruna Munteanu, columnist,  
*Jurnalul National*, Romania (sponsor:  
Thomson Reuters Foundation)

**Research project:** *Media in crisis: should the state come to the rescue?*

*Miruna writes:*

When severe economic hardship threatens the very existence of a free press, what should governments do? Can journalism be treated just like any other business? Since print media stopped being economically profitable,

investors in this sector tend to have a political agenda (more or less hidden). The decline of independent press is regarded as a threat to democracy itself. Should the state intervene and, if so, in what way? By offering cash, state-sponsored advertising, fiscal aid? I have



compared the situations and regulations in France, Great Britain and Romania.

Mr Giang Nguyen, head, BBC  
Vietnamese Service (sponsor: BBC)

**Research project:** *When lack of impartiality makes an impact: a comparative study of VietCatholic and the BBC*

*Giang writes:*

The religious media in today's Vietnam is a topic that so far has not received adequate attention from scholars in the field of mass communication research. With 22 million internet users out of the country's total 86 million inhabitants, the Vietnamese, including 7 million Catholics, have made the most of the internet to bypass political censorship by the government.

The research is an attempt to investigate the phenomenal growth in web traffic to the VietCatholic News websites

which came to prominence during the coverage of two Catholic protests in Hanoi in 2008. A level of emotional engagement has not prevented VietCatholic from making an impact counted in millions of page impressions on their US-based sites in 2008 alone.

Compared with the critical engagement primed by the BBC, the VietCatholic News is obviously partisan but also appealing, at least to the Vietnamese Catholic community in Vietnam and worldwide. The research also looks at



ethical issues of biased news even in the situation when the access to politically sensitive events is limited, and asks questions such as whether and when campaigning for religious freedom could justify partisanship and lack of fairness in news reporting.

Mr Jussi Niemeläinen, Moscow bureau chief,  
*Helsingin Sanomat*, *National News*, Finland  
(sponsor: Helsingin Sanomat Foundation)

**Research project:** *How quality newspapers are responding to digital transition in the Nordic region*

*Jussi writes:*

The paper seeks to give an overview of how quality newspapers are responding

to digital transition in the Nordic region. The question of how to respond to this transition is a vital one and something



that people in newsrooms and on executive floors consider daily if not hourly in most developed countries.

The Nordic quality papers were chosen as the subject of this study because they form a group that is both large enough and share enough similarities. The Nordic countries are different individual states but they share many similarities such as high newspaper readership. They are also protected by language barriers, as there is no global competition in Swedish, Danish, Norwegian or Finnish. The Nordic editors I interviewed were, however, fully aware of the hard times that lie ahead of them in the newspaper business. Still there was no sense of panic around when I spoke to my interviewees.

Three major challenges emerged in the answers:

- (1) How to make changes to the newspaper that are necessary to attract younger readers but not simultaneously alienate loyal and conservative readers who detest change.
- (2) How to avoid cannibalisation (not giving out too much for free on the internet).
- (3) How to make people feel reading the newspaper saved them time, not wasted it.

There is no direct or easy answer to the first question, as it is a bit hit and miss.

Technology brings new devices that younger net-natives will find interesting and enjoyable. The question is whether people who do not read newspapers regularly now will go to them when they are available in new formats. To the second and third questions the answer is differentiation, which should make the newspaper more analytical and relevant. I understood from my interviewees that for many subscribers money is often not really an issue – it only becomes one if they feel something is not worth paying for. That is why it is vital for newspapers that readers find them relevant. That is, of course, very difficult since different people find different subjects relevant.

## Ms Margot O’Neill, reporter, *Lateline* (sponsor: Australian Broadcasting Corporation)

**Research project:** *How hot is it on the climate desk?*

*Margot writes:*

Climate change is proving a difficult challenge for daily mainstream reporting. Some media organisations have increased resources in a bid to make their coverage more accessible and digestible. But have their efforts generated greater audience interest and understanding? Based on their

experiences, what works and what doesn’t when it comes to communicating climate change? This research paper includes a wide range of views from journalists, editors, scientists, environmental groups, sceptics and pollsters about how they view the media’s coverage of the issue. It also tries to identify new and innovative approaches and



styles of coverage and compare audience response between different media.

## Ms Yvette Sierra-Praeli, freelance journalist, Peru (sponsor: Thomson Reuters Foundation)

**Research project:** *Online journalism and freedom of the press: can new media make a difference? A case study from Peru*

*Yvette writes:*

According to the study, Freedom of the Press 2010: A Global Survey of Media Independence, released by Freedom House, the world press freedom landscape is bleak and has declined throughout the last decade. In fact, freedom of the press

is constantly threatened and manipulated, principally by governments in authoritarian regimes but also in democratic countries. While in authoritarian regimes media are easily controlled by state, governments in democratic countries also find ways to manipulate the press.



My research aims to examine new media as a way to avoid government interference

on press freedom, as print press, radio and TV channels can be manipulated and controlled by governments more easily than internet platforms. The first part of

the study analyses the role of new media in authoritarian regimes like Iran, Cuba and China. The second part is dedicated to studying the role of new media in Peru

based in a comparative coverage study between new media and traditional media.

## Ms Leticia Sorg, special reporter, *Época*, Brazil (sponsor: Thomson Reuters Foundation)

**Research project:** *The role of newsmagazines in the twenty-first century: the evolution of a journalistic genre and how it can stay relevant in the digital era*

*Leticia writes:*

Much is said about the print media crisis: decreasing circulation, a shrinking advertising market and fierce competition with other media for people's attention, first with TV and cable TV and now with the web. But very little of this debate takes magazines into consideration. Notwithstanding, newsmagazines are facing the same challenges and, similarly to newspapers, may not survive the new conditions imposed by the digital era.

According to The State of News Media report, the circulation of the two biggest newsmagazines in the United States, Time and Newsweek, dropped from 7.6 million, in 1989, to 5.6 million copies in 2009. In January 2010, Newsweek's American circulation was cut to 1.5 million copies, which is 46 per cent less than two years before. On 6 May 2010, the Washington Post Co., which owns

Newsweek, announced its intention to sell the magazine, prompted by the financial losses of the title. Having reduced their circulation base to cut costs on printing and distribution, some traditional newsmagazines are trying to persuade advertisers to pay more to get to a smaller, but arguably more elitist, readership. At the same time they are implementing an increase in cover price and subscription fees.

Understanding the main challenges for newsmagazines in the current disruptive journalistic context as well as analysing possible ways to handle and overcome them are the purposes of this study. In order to understand the present challenges, the first part of the research reassesses the historical background of the genre. The second part is dedicated to studying the differences between the newsmagazines and their



approaches to the challenges. Besides Time and Newsweek, this work focuses on how The Economist, The Week and Der Spiegel are dealing with the same situation and what the outcomes of each strategy are. Looking beyond traditional print media, it also analyses innovative experiences: in print, *Única*, in Portugal; merging online and print, *Politico*, in the United States; and online only, *FLYP*, also in the United States. In light of the historical knowledge and case studies, the third and last part of the study summarises the possible future scenarios of newsmagazines in terms of content and staff organisation. Moreover, it focuses on how the genre can stay relevant as a medium, regardless of its platform.

## Ms Evelyn Tagbo, senior correspondent, *Business Eye* magazine, Nigeria (sponsor: Thomson Reuters Foundation)

**Research project:** *Media coverage of climate change in Africa*

*Evelyn writes:*

Africa is arguably the most vulnerable continent to climate change. Home to 14% of the world's population, the

continent is particularly at risk because of its reliance on food from arid land. More than half of its cultivable land is arid or semi-arid. Climate change is



having a significant impact on Africa's already compromised food security. Changing weather patterns or extreme weather events, such as floods or droughts, have had the most debilitating consequences on African agricultural production in the last three decades.

Experts say both future demographic changes in Africa and the development path the continent pursues will determine the eventual significance of global warming for Africa. Whether technological innovation will enable the adaptive capacity of ecosystems and societies to develop at a rate commensurate with climate change and population growth is a key question for all world regions.

Even without climate change, agriculture in Africa faces serious challenges: land degradation, high rainfall variability, lack of storage infrastructure, inadequate irrigation systems and a relatively stagnant contribution to economic growth. Despite the threat climate change poses to Africa's prosperity and posterity, media reportage of the phenomenon in Africa is poor.

This research sought to identify why this is so and how the situation could be redressed. It analysed the media coverage of climate change in Nigeria and South Africa, using the two countries as case studies to assess what the trend is in Africa as a whole. Other aims of this work were to find answers to the

following major questions on how well the media cover climate change in Africa:

- (1) What gets covered and what is driving changes in that coverage?
- (2) What are the most challenging difficulties climate change journalists face?
- (3) What are the personal attitudes of these journalists to climate change issues and how have these attitudes shaped their reportage of climate change?

## Mr Sampo Vaarakallio, foreign news correspondent, *YLE/Radio News*, Finland (sponsor: Helsingin Sanomat Foundation)

**Research project:** *Veiled phobias: the French Republic's dress code*

*Sampo writes:*

My research project was to study the relationship between religion and the state and how the media portrays it. My case study is the debate in France over veils (burqas and niqabs). What kind of stereotypes about Islam can be found in this debate? This paper examines the discussions in *Le Figaro*, *Libération*, *Le Nouvel Observateur* and *Le Point*, at

the beginning of 2010. The debate in France was active at the time because a parliamentary committee proposed to ban the burqa in public places. My study focuses on the debate carried on in the above-mentioned media both before and after the committee proposal was released. One important aspect was to examine whose points of view got through to the newspaper columns and whose voices



were heard in the media coverage. How did the media represent the Muslim women who wear the burqa and how was their choice to wear it interpreted?

## Ms Johanna Vehkoo, literary editor (culture department), *Aamulehti* newspaper, Finland (sponsor: Helsingin Sanomat Foundation)

**Research project:** *What is quality journalism and how can it be saved?*

*Johanna writes:*

The paper starts with an overview of previous studies about defining and

measuring quality in journalism. I aim to give a definition of quality that all journalists can agree on. This definition is grounded



in the notion that high-quality journalism is essential to a functioning democracy.

On the practical side of sustaining quality journalism, my research aims to give food for thought to journalists, editors and newspaper owners. I argue for a shift in the current discussion, which has mostly been concentrating on finding a new business model for newspapers. My study states that content

must be thought of before any business models or else there might not be much left to sell. Staff cuts tend to impair the quality of journalism, which in turn alienates the audience. The message of this research is that, in order to save journalism, we must make it relevant and indispensable. This requires going back to the very core of its existence. The crisis of traditional media should force news organisations to redefine the purpose of their journalism: is

it a public service or a mere commodity?

In addition, the study takes a look at some of the topical issues concerning journalism's relationship with democracy. These debates include the juxtaposition of professional and amateur media, the democratising effects of the web, the perils of the traditional media and the ramifications of targeted contents and fragmented audiences on the internet.

## Mrs Liisa Vihmanen, journalist, *Finnish Broadcasting Company YLE*, Finland (sponsor: Helsingin Sanomat Foundation)

**Research project:** *The image of science in two daily Finnish newspapers*

*Liisa writes:*

Cameras and science have a common history. Photography was developed through scientific investigations and immediately after that photographs were used to justify scientific knowledge. This inseparable path is still to be seen today: Finnish newspapers use a lot of photographs in their science pages. Often the space given to a written article is smaller than that given to images. The title of my study has a twofold meaning. On the other hand I have looked through the science pages of

two main newspapers in Finland, Helsingin Sanomat and Aamulehti. Both newspapers have a special science page published either once a week (HS) or every other week (Aamulehti). My focus was on the images of these pages. What kinds of photographs are used and how are all sorts of images used? What is achieved or lost using chosen images?

On the other hand I have been looking for the social image of science, created in public spaces, in daily newspapers. My hypothesis was that



images used in newspaper mediate readers an image of science and scientific research. Whether this image-building in newspapers is conscious or unconscious, it must affect readers' minds as to how they regard science as an institution and as a human activity. I also wanted to show how powerful images can be and how little this power is recognised in print media.

## Mrs Oksana Vozhdaeva, producer, *Chas Pik* news programme, Tomsk Broadcasting Company TV-2 (sponsor: Wincott Foundation)

**Research project:** *The crisis in commercial regional TV: main challenges and possible solutions. Russia and the UK compared*

*Oksana writes:*

The UK runs a risk of losing regional TV broadcasting beyond the BBC. There is clearly a continued threat to alternative regional TV news providers. This is the result of an ongoing cyclical and structural crisis in the UK's media market. The cyclical issue concerns two fundamental

challenges: the recession and the growth of the internet. The long-term problem is structural and it affects the broadcasting companies more. The rapid rise in the number of digital channels puts television stations under the threat of losing the value of their advertising licence.



The importance of taking up such a research lies in the debate going on across the United Kingdom, which has seen many successes in broadcasting but

is now considering different models for local and regional broadcasting to make them more sustainable. Apparently, the same challenge of viability is now being faced by Russian regional television. However, there are different reasons for

this. Regional broadcasting companies in Russia are now under huge financial threat because of the recession. Furthermore, in a few years this issue will be aggravated by the growth of digital media and the internet. The two countries have a lot to

share with each other. In this research work I compared the two systems of regional broadcasting in Russia and UK, tried to draw mutual lessons, formulate new solutions and also tried to find a new viable model for regional television.

## Ms Eva Weissenberger, national politics editor and deputy Vienna bureau chief, *Kleine Zeitung* newspaper, Austria (sponsor: APA Geiringer)

**Research project: *Social media guidelines for journalists: when to blog; what not to tweet about; whom not to be friends with***

*Eva writes:*

The use of social media and business networking sites is commonplace in newsrooms today. It is beyond dispute that, if used properly, they provide a number of benefits for journalists. However, the new technologies create many potential hazards. Some of the ethical concerns raised by microblogging, tweeting and using Facebook include the following. Should you really not disseminate the news before knowing the whole story, even if you can get some relevant additional information from your readers? Who is interested in

reporters' opinions and private matters? Is a journalist to be seen as partial, just because he is friends with a politician on Facebook? Is it appropriate for a journalist to be friends with his sources?

Some major news organisations realised the need to respond and set social media guidelines for their journalists. The research paper aims to give an overview of eleven corporate social media guidelines for journalists from the Anglo-American world. Questions discussed include why the guidelines are decreed, what their main concerns are and what criticism is



uttered. A case study investigates how Austrian journalists who tweet deal with the new ethical questions and how their self-perception differs from their actions. Finally, the paper estimates future challenges and tackles the question of how reasonable it is to adjust journalism ethics to the world of social media, when this world is changing rapidly.

# RISJ Publications

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## Challenges

James Painter

**Counter-Hegemonic News: A Case Study of Al-Jazeera English and Telesur**

Floriana Fossato and John Lloyd with Alexander Verkhovsky

**The Web that Failed: How Opposition Politics and Independent Initiatives are Failing on the Internet in Russia**

Andrew Currah

**What's Happening to Our News: An Investigation into the Likely Impact of the Digital Revolution on the Economics of News Publishing in the UK**

Nik Gowing

**'Skyful of Lies' and Black Swans: The New Tyranny of Shifting Information Power in Crises**

Stephen Coleman, Scott Anthony, David E Morrison

**Public Trust in the News: A Constructivist Study of the Social Life of the News**

Stephen Whittle and Glenda Cooper

**Privacy, Probit and Public Interest**

John Kelly

**Red Kayaks and Hidden Gold: The Rise, Challenges and Value of Citizen Journalism**

## Working Papers and selected RISJ Publications

Henrik Örnebring

**Comparative European Journalism: The State of Current Research**

Henrik Örnebring

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