



CONSTRUCTIVE  
INSTITUTE  
Journalism for tomorrow

Annual Report  
2018-19

# The Time is Now — Rethink

**CONSTRUCTIVE INSTITUTE  
ANNUAL REPORT 2018-19**

PUBLISHED IN DENMARK BY  
CONSTRUCTIVE INSTITUTE

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Constructive institute is an  
independent center at the heart of  
the constructive journalism movement.  
Our mission is to change the global  
news culture in five years.  
Join us @ConstructiveIn.



CONSTRUCTIVE  
INSTITUTE  
Journalism for tomorrow



CONSTRUCTIVE INSTITUTE IS SITUATED ON AARHUS UNIVERSITY CAMPUS.  
THANK YOU TO STUDENTS, RESEARCHERS, STAFF AND THE SENIOR  
MANAGEMENT FOR THE COLLABORATION AND FOR HOSTING US.

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Organisation

# Rethinking Journalism

How far has the Institute come this year? Read the introductory note by our CEO.



Ulrik Haagerup at the Global Constructive Journalism Conference in Geneva, Switzerland

“The message to  
the global media  
world is loud and clear:  
The time is now: Rethink

– CEO ULRIK HAAGERUP

WRITTEN BY ULRIK HAAGERUP,  
CEO OF CONSTRUCTIVE INSTITUTE

In the glassy reception of the News Corp. headquarters by London Bridge some words are printed on the wall.

Despite the size of the massive, bold, black letters one might fear that the British reporters and editors from The Times, Sky News and The Sun rushing in and out on a deadline never actually make any sense of them. It's a shame.

Since the controversial former journalist Boris Johnson, then mayor of London and now Prime Minister of United Kingdom, opened the News Building in September 2014 the writing on the wall has read:

“Because the time is now to see things differently and to do thing differently, to reconnect with our past in order to redefine our future. To rethink continuously the business of storytelling.”

Five years and a Brexit later, the message to the global media world is loud and clear: – The time is now: Rethink.

The latest Digital News Report from Reuter's Institute for the Studies of Journalism at Oxford highlighted data on news avoidance from 2019. Avoiding news has become a worldwide trend: 32 percent of respondents never read, listen to or watch traditional news media anymore. In UK the numbers are 35 percent – up 11 percentage points in 2 years. In Trump's America the numbers rose 3 percentage points to 41. Asked why people avoid news, 57 percent of Americans explain that “it can have a “negative effect on my mood”. 37 percent say “I can't rely on news to be true.” Constructive news is about rethinking

journalism and the role of media in the community. It is about hope and a way out. It's not a religion you can convert to but a journalism looking towards tomorrow. It's not an alternative to breaking news and investigative reporting – but it's an add on. You cannot be constructive, unless there is a well documented and important problem to be constructive about. As David Bornstein from the US-based Solution Journalism Network puts it: “Journalism is a feedback mechanism to help society self correct.”

For 10 years it has been a bit like trying to get ketchup out of a glass bottle. You hit and hit the bottle at the bottom, but it's stuck in its internal stubbornness. But then all of a sudden, it all seems to splash out at once. 2018-19 was the year when the constructive ketchup started to flow.

It was 2008 when I as a young director of news at the Danish national broadcaster DR publicly formulated my frustrations and dreams for the first time. The idea of constructive journalism was hard to serve to journalists, editors and publishers too busy doing what we always had done, only just faster, sharper, louder and with fewer and fewer people and less and less money.

555 signups from 56 countries in Geneva in January 2019 to the 2nd Annual Global Constructive Journalism Conference hosted by Constructive Institute tells a story of change. The need, the curiosity, the experiments and the results from constructive journalism are growing by the day. What

once seemed to be a long term naïve dream now looks like the beginning of a global movement with the potential to spread like wildfire.

The possibility of changing global news culture so that it reconnects with citizens using a more nuanced, trusted and forward looking approach to reporting is becoming a reality.

Just listen to the editor-in-chief of the daily Information Rune Lykkeberg, who is one of the most respected intellectuals in Denmark: “I laughed a lot In the beginning of the idea of constructive news. It sounded like something belonging in Putin's Russia. But I have changed my mind. Haagerup was right. Journalism only focused on the take down and journalists priding themselves only with being critical, join the choir of grumbling people, which will end up tearing society apart.”

Read the words from the experienced editor-in-chief of The Times of London, John Witherow, who got it after a talk from the Constructive Institute in the Spring of 2019: “We are all familiar with Kipling's six honest serving men: the ‘What’, ‘Where’, ‘When’, ‘Who’, ‘Why’ and ‘How,’” he later said.

“And we are all familiar with the fact that our trade has come under pressure from fake news and from an American president who derides the lying ‘mainstream media’ as untrustworthy. Constructive journalism is one way in which the trust in the mainstream press can be restored. How? By adding one more element to the mix. ‘What Now?’



**Ulrik Haagerup discusses the book 'Constructive News' with the President of France Emmanuelle Macron in Paris.**

**Haagerup is a member of the Commission on Democracy & Information headed by Reporteur Sans Frontiers**

Many of us have become immune to the relentlessly negative slant of much of our news coverage. Taking the old adage that news should be 'something that someone, somewhere wants to suppress', we can easily commission stories digging up dirt and crime and exposing evils. And of course we should do this.

But constructive news aims to empower the reader by spending more time on the "What Now?." John Witherow explains: "So when we report the London knife crime epidemic, we spend more time explaining how Glasgow combated the equally bad problem they once had. When we cover climate change we seek to explain which green solutions work. If we have a teen suicide problem, we look at how other countries deal with the problem, and where there are hopeful remedies. Mastering the art of constructive news can improve the image of the media because readers will begin to feel we can help them improve their lives."

From Norwegian public broadcasting NRK, to Swedish SVT to German NDR

and British BBC: constructive journalism is now part of the main news strategy. In Denmark, where constructive journalism had an early start, many news organizations such as TV2, Børsen, Berlingske, DR, Politiken and local media like Herning Folkeblad and Midtjyllands Avis now experiment on a daily basis with new ways of engaging audiences through a constructive mindset.

The regional media house, TV2 Fyn, goes all in next year: With a new mission – "Together we improve life at Fyn" – the station wants to be the leading constructive newsroom. Here at Constructive Institute we are proud to be a midwife in the birth of a new news culture – lead by the first world's first constructive editor, Kristiana Lund, fellow from our class of 2018-19.

Our class of 2017-18 had 6 fellows, great editors or reporters with full access to all education at Aarhus University for a year.

The second class returned 8 fellows as ambassadors of better journalism. The

third will hold 12 future constructive role models – among them experienced talent Katja Boxberg from Finland and the Deputy Editor of the Australian Associated Press newsroom Jo Williamson. Jo has the mission to spread constructive journalism Down Under.

Thank you for all the support we have gotten the last year - from Aarhus university, media organizations, editors, reporters, media owners, journalism students, foundations, philanthropists, tech giants, present and lost news consumers.

We all share the logic, that if journalism is broken, so is democracy. We claim that trusted information ought to be a human right and a common good.

We believe, that the main mission of constructive journalism is not primarily to save journalism from itself or to help a struggling media business. It is to reinstall trust in the idea that shared facts, shared knowledge and shared discussions are the pillars on which our societies balance. We believe that the most needed human right is no longer only freedom of speech. We really don't need more people shouting. The new human right has to be access to trusted information. Change is possible. And the time is now.

**Constructive Institute is an independent organisation that lies at the heart of the constructive journalism movement.**

**We want to combat trivialisation and degradation of journalism by emphasising reporting that is more accurate, balanced and solutions-focused.**

**Our mission is to change the global news culture.**

\*The institute is located at Aarhus University and helps journalists and news organisations to apply constructive reporting in their daily work through providing access to an inspiring best practices portal, a world-class fellowship programme, relevant training curricula, and initiating rigorous independent academic research.

# Constructive Journalism

Constructive journalism is a response to increasing tabloidization, sensationalism and negativity bias of the news media today. It is an approach that aims to provide audiences with a fair, accurate and contextualised picture of the world, without overemphasising the negative.

## JOURNALISTIC GENRE OVERVIEW

This table illustrates how a constructive story typically starts with a problem and thus is the final step of a news cycle; from breaking, to investigative to constructive.

|                  | Breaking        | Investigative   | Constructive             |
|------------------|-----------------|-----------------|--------------------------|
| <b>Time</b>      | Now             | Yesterday       | Tomorrow                 |
| <b>Goals</b>     | Speed           | Blame           | Inspiration              |
| <b>Questions</b> | What? When?     | Who? Why?       | What now? How?           |
| <b>Style</b>     | Dramatic        | Critical        | Curious                  |
| <b>Role</b>      | Police          | Judge           | Facilitator              |
| <b>Focus</b>     | Drama, conflict | Crooks, victims | Solutions, best practise |

**Table: Overview of the journalistic genres.**

## DOING GOOD FOR DEMOCRACY

Constructive journalism takes journalism’s democratic function seriously, building on the idea that journalism is a feedback mechanism that helps society self-correct. It holds, however, that awareness about a problem alone is unlikely to bring about corrective action. Though constructive journalism do not take stands it does point to potential solutions to important problems facing society.

## BALANCED REPORTING

Constructive journalism is thus an add on to traditional journalism. By asking the questions ‘now what’ and ‘how’ it takes on the problems that breaking journalism and investigative journalism uncovers. In order to finish the news cycle the goal is to discover solutions and best practice in society focusing on the role as facilitator bringing nuances to the media landscape.

## Constructive Journalism in short

### TWO CONSTRUCTIVE LAYERS

In short, constructive journalism can be thought about in two layers. The first one is the editorial aspect of picking a calmer tone and not giving into the excess of negativity and sensationalism. The other layer focuses on reporting on responses to social ills.

### THE AIM

The aim of constructive journalism is to combat the trivialisation and degradation of journalism by media that often is more interested in entertaining and creating controversies than informing the citizenship.

### THE TONE

Constructive journalism is calm in tone, being less focused on scandals, conflicts and outrage. It reports on important societal issues, setting them in the bigger picture and in their relevant context.



**THE UPSIDE  
THE GUARDIAN  
LONDON**

The UK Guardian's Upside offers journalism that seeks out answers, solutions, movements and initiatives to address the biggest problems besetting the world.



**BERLINGSKE  
NUANCERER  
– BERLINGSKE  
COPENHAGEN**

Berlingske, one of Denmark's leading newspapers, has developed Berlingske Nuancerer. Journalists take important questions that are easy to ask but require nuanced answers. The aim is to "complicate reality a bit to describe it more precisely". oriented news reporting.



**COUNTRY TALKS  
DIE ZEIT  
HAMBURG**

German ZEIT ONLINE wanted to restart conversations between parts of society that have forgotten to talk to each other. Through Country Talks (originally Deutschland spricht) they bring readers with opposing views face-to-face for curious discussions.



**CONSTRUCTIVE JOURNALISM IS**

- Critical, objective and balanced
- Tackling important issues facing society
- Based on facts and unbiased
- Calm in its tone
- Does not give in to scandals and outrage
- Bridging, not polarising
- Forward-looking and future-oriented
- Nuanced and contextualised

**CONSTRUCTIVE JOURNALISM IS NOT**

- Promoting a specific agenda
- Crossing the line between journalism and politics
- Uncritical or naive
- Promoting heroes, governments or civil society organizations
- Obscuring critical viewpoints
- Activism in any shape or form
- Dumbed-down, trivial or happy news
- Giving in to false equivalence / balance
- Advocating one solution over another



Now  
We  
Need  
Constructive  
*Storytelling*

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WRITTEN BY: ERIK RASMUSSEN,  
EXECUTIVE CHAIRMAN OF SUSTAINIA

Recent international reports document the accelerating threats to free and independent media, and why even constructive news might be an endangered species - and why Constructive Institute should initiate a new winning strategy and articulate the 18th Sustainable Development Goal.

Constructive news is the fundamental approach for reinventing the news culture, but constructive storytelling might be the winning strategy. Never has the need for understanding and respecting freedom of expression and the importance of independent media been so challenging and pressing. But it takes a communication effort of an unprecedented scale to address that challenge. Fortunately the debate on climate change and the Sustainable Development Goals (SDGs) could provide important lessons for the media industry. The clock is ticking, and the media business is confronted with an existential crisis, forcing it to rethink its options.

There seems to be a striking parallel between the climate crisis and the media crisis. The more reports that are published on climate change, the scarier and more detailed their forecasts become. That too goes for most analyses dealing with the future of media and journalism - right now exemplified by four recent reports: Democracy & Disorder, published by Brookings Institute; Freedom of the Media 2019 from Freedom House; Reuters Institute Digital News Report 2019 and Pew Research Centers analysis of made-up news. They comprehensively document why these years are a crucial and defining

time for journalism, and why the core of the news industry is risking the same kind of tipping points as seen in climate change: irreversible developments.

It is no news that the global news media is squeezed, but the past three-four years have with an almost exponential speed added new critical dimensions to the challenge and put the free media under a heavy and existential set of 'cross pressures'. These are the political and business pressures, acting together to create a vicious circle for the media industry.

#### THE POLITICAL PRESSURE

Freedom of media is deteriorating around the world, mostly due to a global decline in democracy itself. According to Freedom of the Media 2019 "the erosion of press freedom is both a symptom of and a contributor to the breakdown of other democratic institutions and principles, a fact that makes it especially alarming". The report finds the trend in Europe "very concerning" and "acute" because Europe has historically been a bastion of free media.

It is part of an intensifying global trend. Brookings Institute's new report on "Democracy & Disorder" concludes: "Key regions and countries around the world are experiencing a recession in democratic liberalism caused by a culmination of long term challenges, including ineffective governance, economic inequality and socio-cultural upheaval". The problem has given rise to a continued growth of right-wing populism, which these years is undermining basic freedoms in many democratic countries, even EU-members like Hungary.

Here the development is alarming. Almost 27% of electorates in Europe voted for an authoritarian populist party last time there was a national election, according to a survey made by the Swedish think tank Timbro. And the combined support from left-and right-wing populist parties now equals the support

(Continued on next page)

for Social democratic parties and is twice the size of liberal parties. It might explain why 16 countries have deteriorated press freedom scores during the past five years. Their methods are different in different countries but have the same goal. Freedom of Media mentions government-backed ownership changes, regulatory and financial pressure and public attacks on critical journalists as frequently used attacks on the media.

The report is especially concerned about the development in the world's leading democratic power, the U.S., and writes: "Press freedom has come under unusual pressure, because President Donald Trump's continual vilification of the press has seriously exacerbated an ongoing erosion of public confidence in the mainstream media". The US has during the past few years developed a hostile media atmosphere, an atmosphere where the President and leading politicians see the media as "enemies of the state".

The result so far is a fast growing mistrust in the news. Pew Research Center has just published a comprehensive study, that should be seen as new wake-up call for anyone engaged in the media business: 50% of Americans now see made-up news as a major problem, bigger than violent crime, climate change, illegal immigration and terrorism; 68% feel that made-up news harms Americans' confidence in the government; 54% felt it harms their confidence in each other; and 51% felt that it influences political leaders' ability to get work done. In other words: news is seen as a major democratic problem in the world's most influential democratic nation. Even if it addresses a special kind of news, it reflects the atmosphere around media. And 56% expect it to get worse the next five years.

The Freedom of Media 2019 concludes: "If democratic powers cease to support media independence at home and impose no consequences for its restriction abroad, the free press corps could be in danger of virtual extinction".

These are just snapshots from different recent reports, but they deliver the same message. We are facing a political climate, which to an alarming degree suppresses the freedom of news and expression, and therefore imposes an existential threat to a cornerstone of democracies. That was not the news culture we hoped and planned to develop, but we might end up with it - unless we address it in a fast and focused manner. But the basic question is: how fit is the media business to fight back?

## THE BUSINESS PRESSURE

The good news is that there is growing

awareness and engagement among leading media outlets to face and solve the challenge. The strong and enthusiastic support for Constructive Institute is a promising sign. Obviously there is a clear and urgent need for setting a new agenda for the industry. The bad news is the current state of the business. The 2019 issue of Digital News Report from Reuters Institute tells the story about a still more fragmented and squeezed sector, struggling to develop a financially viable business model.

The business pressure reflects the industry's delayed transformation to the digital age. Despite strong efforts there is only a small increase in the number of people paying for online news. In many countries people prefer to invest in entertainment like Netflix and Spotify rather than news. They consider news to be a "chore". And still more people say that they avoid news. This has increased 6% over the past two years and accounts for 32% of the population. Instead smartphones continue to consolidate their position as the primary provider of news. But the accelerating threats to journalistically-driven media like newspapers, will have enduring and serious consequences, as 90% of the publishers' revenues worldwide is generated from print.

The 2019 Reuters Report is a comprehensive and in-depth analysis of the current state of the media industry, based on data from almost 40 countries and six continents. It leaves no doubt about the severe challenges ahead: most commercial news provision will remain free and depend on low advertising revenues in a market dominated by the tech giants. "This is where competition for attention will be most acute, where journalistic reputation is most at risk, and where diversified revenue streams and smart strategies will be most critical for survival. A number of media companies are unlikely to make that transition". The report foresees that many news publishers will be stuck in a vicious cycle of declining revenue and regular cost cutting, and still more countries will find authoritarian-minded politicians looking at the weakness of commercial media as an opportunity to capture or influence the media. It concludes with the following statement:

"These trends continue to play out at different pace in different places with no single path to success. Media users all over the world continue to flock to digital websites and platforms, and engage with many kinds of journalism online and offline. But we are still some way from finding sustainable digital business models for most publishers".

This situation is especially critical in times where accelerating global challenges like

climate change call for a constructive and reliable coverage of complicated events - making them relevant and engaging for people. Never has journalism been that threatened and marginalised, and never have we needed credible journalism that much.

## THE ART OF STORYTELLING

Studies of business and political pressures combining to produce a vicious cycle tell a story of the media industry that must be rewritten. This is crucial not only for the sake of the media business but also for the survival of open democracies that rely on the capacity of the politically independent media to support themselves financially.

That story should be written by Constructive Institute and could be inspired by the climate debate. If we don't change the narrative and do it fast, constructive news and journalism might be a very endangered species like the rest of the independent media. We now realise that we cannot take open and free democracies for granted. We have to fight for it, now more fiercely than ever. That sends a clear message to constructive news too, and that is why the debates on climate change and the SDGs could provide relevant lessons.

After a couple of decades with sporadic and scattered engagement in building sustainable societies and saving the climate, the challenge has within a year or so turned into a mainstream agenda and everybody's concern - at least in large parts of the world. The meat story and the rise of veganism tells how fast mindsets and behaviour can change. The explanation is simple: a new awareness based on cruel facts and unfolded by comprehensive reporting and storytelling has created a collective wake-up call for people all over the world and might catalyse a new industrial, economic and social revolution. The difference between a risk and an opportunity is how soon you discover it. But the world has been too late with discovering the opportunities of sustainable societies. We waited too long for still more evidence before we started acting. But storytelling made the difference.

## DEVELOPING A CONSTRUCTIVE SUSTAINABLE DEVELOPMENT GOAL

Convincing and compelling storytelling can do the same for the future of media and democracy. The four quoted reports prove the need and urgency, and their messages are confirmed by many other analyses. The UN has so far prioritised 17 Sustainable Development Goals (SDGs) about building sustainable societies, but it seems that the UN has missed one essential goal: "The Human Right to Trusted Information".

“The UN has so far prioritised 17 Sustainable Development Goals (SDGs) about building sustainable societies, but it seems that the UN has missed one essential goal.

– ERIK RASMUSSEN, SUSTAINIA

## HOW WE WORK

The institute works towards changing the industry in three interdependent ways. By collecting and distributing **new knowledge** we push forward **new inspiration** through our conferences, workshops and the award. We foster **new role models** through our international fellowship programme and in this process create global ambassadors for change across the profession all over the world. Here we present some of our key activities from 2018-2019.



### FUTURE OF JOURNALISM AWARD GENEVA

At the 2nd Global Constructive Journalism Conference in Geneva Solutions Journalism Network and Constructive Institute presented the Future of Journalism Award to Guardian health editor Sarah Boseley, photographer David Levene and video producer Millie Harvey for their investigation into how the Democratic Republic of the Congo has all but defeated sleeping sickness.



### CONSTRUCTIVE NEWS MIRROR CI HQ, AARHUS

The Constructive Mirror is a software to provide newsrooms and publishers with an innovative technical tool for evaluating the "constructiveness" of their news output. By making news organisations conscious of their biases, we hope to encourage them to engage in more constructive, balanced, accurate and future-oriented news reporting.



### EDITORS WORKSHOP ROULARTA MEDIA GROUP, BELGIUM

Constructive Institute's workshop for Roularta media's 100 editors and reporters from the biggest magazine publisher in Belgium.



### CONSTRUCTIVE WORKSHOP TOUR BALTICS TALLINN, VILNIUS, RIGA

In cooperation with The Nordic Council of Ministers and the Danish Cultural Institute of the Baltic countries Constructive Institute and NRK did three workshops for journalism students at universities in three Baltic countries with the participation of around 100 students in each country.



### POST-CONFLICT JOURNALISM - A CONSTRUCTIVE PILOT COLOMBIA

In partnership with International Media Support, Journalist and Media Strategist Jakob Rubin developed a journalistic methodology combining Constructive Journalism with elements of Post Conflict Sensitive Journalism. The final methodology was distributed to all Colombian journalists and students of journalism free of charge.



### DEMOCRACY DEBATE TOUR AALBORG, AARHUS, ODENSE, KOLDING & COPENHAGEN

In November 2018 the institute facilitated a series of debates in a new constructive format. Here politicians, journalists and several hundred citizens met to debate how to improve the trust in media and politicians to strengthen democracy.

500 media professionals from more than 57 countries around the world signed up for the 2nd Global Constructive Journalism Conference in Geneva, Switzerland.

# THE 2ND GLOBAL CONSTRUCTIVE JOURNALISM CONFERENCE

WRITTEN BY MAARJA KADAJANE, CO-FOUNDER OF CONSTRUCTIVE INSTITUTE AND PART OF THE ADVISORY BOARD

The 2nd Constructive Journalism Conference took place in Geneva, Switzerland and brought together a record number of participants – well over 555 sign-ups from more than 57 countries around the world. We are proud that so many of the industry professionals took the time to attend the conference and discuss how can journalism be improved for a better tomorrow.

The event was kindly co-hosted by the Graduate Institute of International and Development Studies, who provided a fantastic venue at their beautiful Ivan Pictet auditorium, which has hosted many distinguished guests and international debates. We were glad to be sponsored by Google and supported by other partners, such as Fondation Hironnelle, the EBU, FST Growth, Solutions Journalism Network and the World Editors Forum. Together, we organised and hosted an event that, according to our satisfaction survey, inspired more than 90% of the attendees to apply constructive journalism in their daily work, which is no small feat.

The conference was opened by the Director General of the United Nations, Michael Moller, who said in his speech that “When the press comes up short, it opens the door to misinformation, to ignorance, to disillusionment and to demagoguery. When it comes up short, power goes unchecked. When it comes up short, the public sphere fragments. Constructive journalism is the most convincing answer I have heard yet to live up to this responsibility”.

Similarly, Richard Gingras, Vice President of News at Google noted that “People consume more news than ever before, from more sources than ever before. They learn about their world and form opinions in very different ways. How might we evolve journalism models to address these changes? I’ve been enthralled with the concept of “constructive journalism”. The word “constructive” is key. It’s not news that scares you or makes you “feel good”. To me, constructive journalism is helping citizens understand how to think, not telling them what to think”.

Participants also heard from distinguished professor Johann Galtung, who stressed that his research on the news criteria – that is now taught in journalism schools – has been widely misunderstood. News criteria, as it currently stands, puts democracy in danger, instead of helping it.

Several best practice examples were shown, including from the BBC, the Guardian, the Danish Public Broadcasting, as well as die Zeit, which served as an inspiration for the participants to try out constructive journalism in their own newsrooms.

Most appreciated of the panel discussions was the debate on “How can more responsible journalism lead to deeper engagement (and higher revenues)?” Rasmus Kleis Nielsen, director of research at the Reuters Institute for the Study of Journalism at the University of Oxford, cautioned that “No one will rescue us. If we want to build a future for journalism, we have to do it ourselves.” David Bornstein of Solutions Journalism Network added that Constructive and Solutions journalism were an accountability mechanism that show that problems can be solved.

As usual, we also handed out the Future of Journalism Award together with Solutions Journalism Network, which went to Sarah Boseley from the Guardian for her story on how Congo is beating a deadly disease. Upon receiving the award, she said: “Most of the media think that stories have to be about something terrible that is happening and it’s only very occasionally that you can turn the tables and say, yes, there are terrible things happening, but within that there are some fantastic things too.”

## CONSTRUCTIVE CONFERENCE TIMELINE

- 09:00 MICHAEL MÖLLER, DIRECTOR GENERAL UNITED NATIONS Welcome
- 09:20 JOHAN GALTUNG, PROFESSOR News Criteria - Did we get it wrong?
- 09:45 RICHARD GINGRAS, VICE PRESIDENT OF GOOGLE NEWS Opening keynote: Re-inventing Journalism to be more trusted and valued
- 10:15 ULRİK HAGERUP, CEO CONSTRUCTIVE INSTITUTE Constructive Journalism - a needed change or hot air?
- 11:15 • DAVID BORNSTEIN, CO-FOUNDER & CEO OF SOLUTIONS JOURNALISM NETWORK • SEBASTIAN BERBNER, EXECUTIVE EDITOR AND CO-FOUNDER OF HEIDI NEWS IN SWITZERLAND • RASMUS KLEIS NIELSEN, DIRECTOR OF THE REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM AND PROFESSOR OF COMMUNICATION AT THE UNIVERSITY OF OXFORD • ANNE LAGERCRANTZ, HEAD OF NEWS AND SPORTS AT SWEDISH TELEVISION, SVT Panel discussion: How can more responsible journalism lead to deeper engagement (and higher revenues)?
- 12:00 BASTIAN BERBNER, REPORTER DIE ZEIT Best practices 1: Die Zeit antidote to polarisation
- 12:15 • CHRISTOPHE DELCOUR, REPORTER WITHOUT BORDERS • NICK WRENN, HEAD OF FACEBOOK'S NEWS PARTNERSHIP'S TEAM FOR EMEA • EMMA TUCKER, DEPUTY EDITOR, THE TIMES • ROBERT ROTH, FORMER DIRECTOR OF THE EUROPEAN ACADEMY OF INTERNATIONAL HUMANITARIAN LAW AND HUMAN RIGHTS • NOEL CURRAN, DIRECTOR GENERAL OF THE EUROPEAN BROADCASTING

## CONSTRUCTIVE CONFERENCE MOMENTS



**EMILY KASRIEL**  
HEAD OF EDITORIAL PARTNERSHIPS AND SPECIAL PROJECTS, *BBC WORLD SERVICE*

Emily Kasriel from the BBC introduced her best practice examples working with solutions-focused journalism at the BBC.



**JOHAN GALTUNG**  
PROFESSOR AND RESEARCHER OF NEWS CRITERIA

"What you do is incomplete, you are missing a major part of the image of the world," said Professor Johan Galtung, 88, as he explained to the conference audience (as well as the reporters after his keynote speech) how we have completely misunderstood his original work on the news criteria.



**PANEL DEBATE:**  
SHOULD ACCESS TO TRUSTED INFORMATION BE A HUMAN RIGHT?

With Participants from Reporters Without Borders, Facebook, The Times, The Geneva Academy of International Humanitarian Law and Human Rights and EBU the stage was set to discuss the suggestion of putting forward an 18th SDG. The right to trusted information.



**RASMUS KLEIS NIELSEN**  
DIRECTOR OF THE REUTERS INSTITUTE FOR THE STUDY OF JOURNALISM

After the director of the Reuters Institute for the Study of Journalism Rasmus Kleis Nielsen participated in the panel discussion on how responsible journalism can lead to deeper engagement with the audience we asked him why people turn off in the first place. The answer? A worrying lack of trust in news.



**HEBA ALY**  
DIRECTOR *IRIN NEWS*

"Stop eating junk news." That was Heba Aly's, Director of IRIN News main point to the audience at the 2nd Global Constructive Journalism Conference underlining the responsibility that everyday citizens too have in shaping the media landscape.



**RICHARD GINGRAS**  
VP OF GOOGLE NEWS *GOOGLE*

"I've been enthralled with the concept of "constructive journalism". The word "constructive" is key. It's not news that scares you or makes you "feel good". To me, constructive journalism is helping citizens understand how to think, not telling them what to think," Richard Gingras noted during his keynote speech.

UNION  
Panel debate: Should access to trusted information be a human right?  
14:15  
HEBA ALY  
DIRECTOR OF IRIN NEWS  
Stop eating junk news  
14:35  
EMILY KASRIEL  
HEAD OF EDITORIAL PARTNERSHIPS AND SPECIAL PROJECTS, BBC WORLD SERVICE  
2. introducing solutions-focused journalism at the BBC  
14:50  
Breakout sessions  
16:15  
MARK RICE  
CHIEF OF SPECIAL PROJECTS, THE GUARDIAN  
Best practices 3: Experimenting at the Guardian  
16:30  
MODERATOR: DR. ACHIM WENNING, SENIOR RESEARCHER AT CENTRE FOR DEVELOPMENT & PEACEBUILDING  
• DR. JACOB UDO  
UDU JACOB  
AUTHOR  
• CAROLINE VUILLEMIN, CHIEF EXECUTIVE OFFICER, FUNDATION HIRONDELLE  
• JAKOB RUBIN, TRAINER IN POST-JOURNALISM FOR IRIS AND CONSTRUCTIVE INSTITUTE  
• DR. JACKIE HARRISON, CHAIR OF THE CENTER FOR THE FREEDOM OF THE MEDIA, SHEFFIELD UNIVERSITY  
Panel debate: Journalism in post-conflict societies  
17:15  
TINE RUD SEERUP  
EDITOR OF RADIO PROGRAMME PUBLIC SERVICE DANISH BROADCASTING CORPORATION  
Best practices 4: DR's Public Service  
17:30  
MINDSHARE GLOBAL CAMPAIGN  
A global call for responsible journalism  
17:40  
FUTURE OF JOURNALISM GLOBAL AWARD  
Given out by Constructive Institute and the Solutions Journalism Network  
17:50  
Conclusions and goodbye

Professor Johan Galtung was a speaker at the Global Constructive Journalism Conference in Geneva, Switzerland

“What you do is incomplete. You are missing a major part of the image of the world.

– PROFESSOR JOHAN GALTUNG

Academic who defined News Principles says Journalists are too negative

THIS ARTICLE WAS FIRST PUBLISHED AT THE GUARDIAN.COM ON 18 JAN 2019, WRITTEN BY ULRIK HAAGERUP, CEO OF CONSTRUCTIVE INSTITUTE

The academic who first defined the essence of news journalism has said the media have misconstrued his work and become far too negative, sensational and adversarial.

Johan Galtung, a Norwegian professor who wrote a key scientific paper more than 50 years ago that listed a series of factors including conflict and immediacy as the hallmarks of news reporting, said his work was intended as a warning, not a guide.

Galtung's 1965 study listed criteria that appeared to underpin news reporting at the time, finding that while importance and newness were crucial, so were sensation and conflict. His work has since been seen as a gold standard for news journalism.

But in an interview, Galtung said his definitions were intended to show how news was getting it wrong. He stressed that his paper said that if news continued to reflect the world in this antagonistic way, it would generate extreme negativity, and "a growing tension between the centre and the periphery both nationally and globally".

"It's a complete misunderstanding," he said from his home in southern Spain. "Our work from the early 1960s was meant to be a warning of the consequences for the way news media filtered the world. But the western news industry believed I was describing how things should be done, instead of what is being done.

"I was saying, 'what you do is incomplete. You are missing a major part of the image of the world,'" said Galtung, who addressed the annual Constructive Journalism Conference in Geneva on 18 January.

But, he said, editors and journalists, particularly in the US, interpreted the work as "the standard on which generation after generation ever after has filtered the world to the public through the news".

The overwhelming negativity of news in recent years has prompted a debate about its impact on the public psyche. Recent academic studies have found that pessimistic news makes audiences feel helpless and less likely to engage in solving global problems.

A 2017 study on declining global audiences for traditional news sources was conducted by Reuters Institute for the Study of Journalism at Oxford University. The study showed that 48% of people leaving news media did it because news had a negative effect on their mood; 37% said they stopped consuming news because they did not trust the content; and 27% said they stopped following the news because "there is nothing I can do about it anyway".

The Edelman Trust Barometer published global research in late 2017 showing that on average 53% of people worldwide felt the



system they lived in was failing. Respondents expressed a "sense of injustice", "lack of hope", "lack of confidence" and "desire for change". In countries like France, Germany, Italy, US, Spain, the UK and the Netherlands, between 56% and 72% of the population described a meltdown of their trust in democratic society.

"News media are now so full of stories on misery," said Hans Henrik Knoop, an assistant professor at Denmark's Institute of Psychology. "Negativity controls news flow, and therefore also politics and public debate. Apathy or fear is the result. The risk is that people not only deselect media as sources for news, but also that they disengage in the public debate."

Galtung predicted as much in 1965. The article "The structure of foreign news" was published in March of that year in the Journal of Peace Research by Galtung and colleague Mari Holmboe Ruge. The pair examined the coverage of international conflicts in four Norwegian newspapers and listed 12 criteria, which seemed to be present in order for an event to be considered newsworthy. One of the most dominant was "reference to something negative".

To this day Wikipedia cites the article from Galtung and Ruge as the basis for how the news is constructed.

As Reuters Institute for the Study of Journalism at Oxford University stated in 2013: "The most cited work on news value has been that of Galtung and Ruge ... Most of the research since the 1960s ... has used Galtung and Ruge as the starting point." The academics' findings are taught in world and journalism colleges across the world.

The academic paper concluded with a warning on the consequences for society if news organisations continued to promote confrontation, tension and sensation over collaboration, resolution and compassion.

"The consequence of all this is an image of the world that gives little autonomy to the periphery but sees it as mainly existing for the sake of the centre," the paper said.

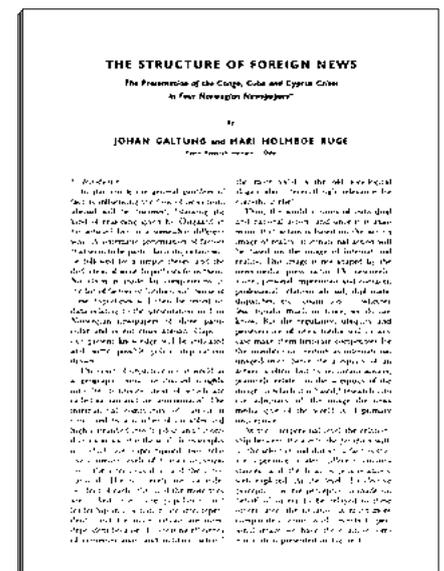
"Conflict will be emphasised, conciliation not."

"And this is exactly what has happened," Galtung said. "News media give a total biased picture of reality. The perception of reality in the public becomes overly negative."

For years, the founder of peace and conflict studies and head of the Peace Research Institute at the University of Oslo has been reluctant to speak to journalists, as he feels misrepresented by the news industry.

He is unequivocal on the consequences of the news media's misreading of his research. "It is enormous. Absolutely enormous," he said.

"It shapes what people are doing. And it shapes politicians, it makes them negative, instead of putting emphasis on the good in society they want to construct. They become unnecessarily competitive instead of being cooperative."



The original article 'The Structure of News' by Galtung & Ruge, 1965.

# What did the fellows of 2018-2019 take away from a year of working with Constructive Journalism? We asked them to put their thoughts into words.

Turn the page and read the essays written by the Constructive Fellows of 2018-2019. From left; Allan Bo Poulsen, Mette Koue, Linda Nielsen, Henrik Grønnet, Morten Vestergaard, Kristina Lund Jørgensen, Rasmus Böttcher Christensen and Silja Raunio.





## “A YEAR OF SPARKS AND MENTAL FIREWOOD”



WRITTEN BY:  
RASMUS  
BØTTCHER  
CHRISTENSEN,  
JOURNALIST  
AT DANISH  
BROADCASTING  
CORPORATION  
AND FORMER  
CONSTRUCTIVE  
FELLOW

When I packed all my belongings in the car and started driving my life 300 km to the west, I had one goal in mind: I wanted to feel the journalistic fire burn again. Don't get me wrong: I love my job at DR. But the idealism and the high expectations for my new profession when finishing journalism studies had after five years lost ground to thoughts of deadlines, platforms and news planning. In the busy newsroom I didn't have time to discuss and reflect on my journalism, I just did it.

When driving towards Aarhus, I was nervous with what I signed up for. Did I really buy into the whole idea of constructive journalism? And what exactly was that? I soon learnt that constructive journalism is not a cult or the only right way to do journalism, but for me it's a mind-set or toolbox to be used only if it makes the story better. It doesn't oppose the good critical investigative journalism I admire but adds an extra layer. More context and potential solutions to these abuses of power make the story more relevant, instead of only revealing hidden crimes.

During my fellowship I've met crazy numbers of interesting people and discussed their and my own view on journalism's role in society with politicians, editors, correspondents, researchers, entrepreneurs, professors and vulnerable sources, who don't have trust in journalists after seeing

themselves on the front page. I had to face discussions with the minister of culture, Mette Bock, about the cutbacks at my workplace in DR, I sat down for an hour with my high school hero, the Columbia economist Jeffrey Sachs, in the corridors in the UN-building in Geneva and met directly with high-ranking officials at Facebook and Google in Silicon Valley. The meetings this year without a microphone between us have reminded me of the responsibility this great profession comes with and they have given me a clearer picture of what kind of journalist I'd like to be myself.

“Journalists are not to be trusted!” We've all heard that sentence numerous times. There is indeed a real problem with declining trust and drop in readership, but visits in very different media-outlets all over the world have given me faith that there are possible ways to change that. Every trip to England, France, Germany, Switzerland, Italy and USA resulted in new ideas and inspiration to take back to Denmark. All meetings and the following discussions between the fellows have added sparks and wood to the journalistic fire I wanted to relight. No matter if it was The Guardian, BBC, Der Spiegel or small new start-ups with innovative and disruptive mind-sets, the recipe is simple: Remember your audience and include them in your journalism!

It took me some time, but this year has taught me not only to admire the award-winning, hard-hitting and revealing stories, but also the ones engaging, explaining and empowering people to make a difference or

bringing new voices or ideas to the public debate. This means less focus on political issues and more on the real problems facing our audiences. Nuances and dilemmas do not make the story weaker - they make it more engaging and open up conversations that a sharp-angled story does not.

Beside all that, my fellowship gave me a chance to immerse myself in fields of my own personal interest. Instead of only reading geeky books in my spare time, I could now study European identity, German studies and populism and have direct access to some of the best researchers in Aarhus. The correlations with the Danish election and the EP-elections across Europe only made my academic studies even more relevant. Our societies and profession face the same challenges across the European borders. For instance, the coverage of right-wing populist movements where context and perspective is the key, to make sure we don't fall in the trap of making catchy headlines and thereby feeding the incitement to hate speech or extremism.

I was a journalist before my fellowship. How this year has changed me might first reveal itself in a long time from now. I hope, when I soon drive my life back to Copenhagen, I will return as a more responsible journalist, often asking myself why and for whom I'll do my stories. With me I'll take mental firewood enough to make the fire burn for a long time. I found it again this year and I feel ready to use it.

# “PERSPECTIVE MATTERS! MINE HAS BEEN BROADEND”

WRITTEN BY:  
METTE KOUE,  
NEWS EDITOR  
AT DANISH  
BROADCASTING  
CORPORATION  
AND FORMER  
CONSTRUCTIVE  
FELLOW



When I applied to be a fellow, I felt the news industry was in dire straits. The focus on speed, conflict and clicks had gotten the better of journalism and audiences were questioning the value of following the news.

During my ten-month fellowship I have found a more nuanced picture. Yes, there are many problems, but there is a movement pulling the other way. I've visited news outlets and organizations in Denmark and abroad, who are taking journalism's democratic function seriously. Reporters, who are insisting on making journalism great again by being relevant, transparent and who are connecting with their audiences.

Among these thought leaders is Mediapart in Paris which is achieving success by combining a membership model with unique in-depth reporting. The non-profit news organization San Francisco Public Press in San Francisco is explaining complex issues in an accessible way and helping find tangible solutions to problems and The Ethical Journalism Network in London has developed a tool to help media outlets monitor their own performance, helping them find ways to improve public trust. Børneavisen in Aarhus is taking on the important task of explaining the world to the youngest audience.

I've seen constructive journalism being successfully embraced by both small and big newsrooms and I've been fortunate to gain insights and inspiration about how to work with implementing constructive journalism from such highly experienced people as Mark Rice-Oxley, Editor of The Upside at

the Guardian, and Emily Kasriel, Head of Editorial Partnerships and Special Projects, BBC World Service. Here in Aarhus TV2 Østjylland have let me in on their efforts to work with new news criteria and promote constructive conversations on Facebook.

My project as a fellow has been to explore whether constructive journalism can be implemented into a fast-paced and highly-competitive online newsroom. The experiences and the discussions I've had with numerous media professionals working with constructive journalism will no doubt be very useful when I'm returning to my job as a news editor in DR. I now humbly believe I can be a small part of this engine pushing towards a journalism of tomorrow. I've also experienced that what really weighs in when conducting great journalism is the freedom to be creative fueled by positive energy and strong values whilst listening to your audience. All this matters so much more than the size of the newsroom or how prestigious it is.

When working in a newsroom it is easy to forget the impact you have when filtering the world to the public – your quest is the next great story, the next great headline. I'll never forget that again. During the fellowship we have had a broad variety of guests in lounge speaking to us off the record. This has allowed an open discussion with “ordinary” people who have been through the media wringer; business professionals, editors and politicians who have offered insights into their experience – good and bad – with media and the political world in general. These conversations have taught me a lot about journalism culture, valuable reflections that would not have been

possible if I hadn't had the opportunity to pause and think.

Being a fellow has allowed me to gain unique academic and scientific insights – not only from my courses at the Folkeuniversitetet and Aarhus University looking into History of Ideas, Media Convergence, Psychology and Deliberation – but also from the many presentations from scholars at the University who have explained their thesis and patiently answered questions in the lounge. Attending workshops, talks and debates with such different groups as d-school at Stanford University, Trygfondens Partnerskabsseminar, Move Humanity, UN, Facebook and Google have provided me with insights about how other fields are thinking and given me a more nuanced outlook on the world.

All of the information I have received I've processed into concrete knowledge through my opportunities to give presentations and teach constructive journalism myself.

I'm very thankful for the staff at Constructive Institute and my fellow fellows for creating a wholesome environment for vivid discussions about the future of our great profession. And I am grateful to the many supporters of Constructive Institute, who helped give us this opportunity.

I feel confident I will move forward applying new knowledge and methods in the quest of being a better journalist working to engage audience and provide them with a fair, accurate and more contextualized picture of our world with its challenges and opportunities.

# "THE WHOLE IN BETWEEN"



WRITTEN BY:  
ALLAN BO  
POULSEN,  
JOURNALIST  
AT DANISH  
BROADCASTING  
CORPORATION  
AND FORMER  
CONSTRUCTIVE  
FELLOW

Imagine the world of journalism. Horizontally. Standing there. You face a vast landscape with two distant and deep holes on each side of the curving globe. When you approach the holes and look down, the content is as evident as it is magnetic and audible. In the first hole, reporters are eagerly trying to drown out the screams, the hate speech and the scary aftermath of devastating tsunamis and ruinous cluster bombs. Some reporters are desperately trying to climb out of the hole, but the massive majority of colleagues and the loose gravel on the steep sides pull the deserters back in.

If unbearable, then shift the channel and start walking to the other side of the curve. Soon you will recognize a distant tone. A milder one. And finally, at the edge of the second hole, you will face another world of reporting. Just as magnetic but now dreamlike and soft. A pink bubble of a world populated by smiling reporters and slick sources doing only good for society. Yes, it might be naïve but it comes with a comforting happy end.

Now, return to your starting point. Turn around and take a second look at the whole landscape in between the holes. Did you even notice the bumpy, nuanced fairway - or hear the quiet quirky tones - as you passed through the Whole from hole A to B? Probably not, I guess. But why? Because the narrative of news is not compatible with normality. The Whole represents life as most of us know it but news is not about life, it's about fear and dreams, about ups and downs, black and white. It is a narrative consisting of contrasting extremities that make the news easy to grasp and affirmative of our already existing beliefs. Furthermore, the simple narrative gives the storytellers the advantage of reaching the hole with only one club - and one shot - from tee to

green. Very effectively, and indeed time and cost beneficial. Normality, on the other hand, would demand the full bag of clubs, in order to tell the full picture. 5 strokes, at least. When I stand there in the middle. In the same spot as you. I look down at myself. A reporter at the age of 45. My jeans are stained and dirty from the gravel pit of fear. And my shirt has a sweet scent of naivety. Yes, I have been there. As a reporter I have used one-dimensional contrasts to spread fear, and I have preached lightweight baloney because that was the journalistic alphabet and vocabulary, I knew.

But why am I standing here then? In this huge and mind-blowing midst of the Whole. Why have I been able to temporarily climb up from the holes, to step back and have a panoramic, critical and introspective look at the state of my craft and my working self anno 2019? I have been here for 10 rewarding months. The precise coordinates are: 56 10 15 N, 10 12 07 E. Look it up, and you will find, that 'Constructive Institute' is hiding behind the numbers. The Constructive Institute and Realdania have given me a unique possibility: Throughout a year of university studies, I've been offered a rare chance to discuss, why journalism is troubled by a self-inflicted lack of trust from the public. The reason might be that journalism is not portraying normality but is drawn towards abnormality. Reality is far too multi-faceted to portray and attracts less advertisers.

This year has given me new wisdom and connected me with sources and colleagues in France, Holland, Germany, England, Italy, USA and rural Canada. The latter was especially interesting, since I am living in the so-called "outskirts" of Denmark. Therefore, my personal project as a constructive fellow was to research, why Danish rural life is often portrayed stereotypically in Danish media, and whether or not constructive journalism could challenge this description. A narrative of the periphery that typically concentrates on rural lack of growth and demographic problems with an aging population.

Scary stats and facts about rural life are part of the picture, but not the whole agenda. Reality lies within and in between. But

where does this stereotypical, journalistic attitude stem from? One reason could be that more than 70% of Danish journalists and communication staff work and live in our two biggest cities. Colleagues who, on a daily basis, and probably with the best of intentions, portray the large majority of Danes who live in the rest of Denmark. People the urban reporters rarely meet themselves. But, when you don't see the faces, you tend to stick to the presumptions of the holes. And you risk being both biased and blindfolded in your communication.

Like Morpheus to Neo in the Matrix, we journalists are also daily and constantly presented with a choice: Between choosing to swallow one pill or the other. A pill about which path to choose: To see the world as it is - or as we want to see it. In our case, the pills are black or white. If we do eat the pill, we are uncannily drawn towards describing the world with one eye or the other. Not both. And the outcome will be like the pill, black or white, we will forget the nuances in between. The full palette withers away. Most journalists choose the black pill. Because recognizable fear is far more affiliated with honor and recognition within our business. On the other hand, some of us tend to cherish the white pill. It might require other storytelling skills to fulfill, but the long-term effect is just as vague and one-sided.

Soon, I will be going back to my job as a TV news reporter at DR - Danish Broadcasting Corp. - carrying a healthy lesson after my 10 constructive months: Try to stop! Fight your habit and resist the luring pressure of the pills. Don't taste, nor eat them! Challenge the rules of the conventional narrative in order to taste a new, nuanced flavor. After 10 months of studies, I have learnt and gained new knowledge. But please tell me, if I am pulled back in. I want to be held responsible for my portrayal of the people and the world I meet. Because everyday life will return after the constructive pit stop. This is a fact, since I am not worse, nor better than my status quo. And I still risk misspelling the news and sink back into the tempting holes if I don't remember to use all clubs to portray the Whole. You are my caddie.

## “REDFINING THE GHETTO – LETS DEMOLISH PREJUDICES”

WRITTEN BY:  
LINDA OLSEN,  
HEAD OF NEWS  
AT RADIO LOUD  
AND FORMER  
CONSTRUCTIVE  
FELLOW



Gellerupparken has always been an area, that I knew about. I was born in Aarhus, and when I was a kid, an uncle of mine lived at Jeppe Aakjærs Vej just across the street from Gellerupparken, but I was not allowed to go “in there.” When I grew older, I was working at Holmstrupgårdvej, and even though it would have been easier for me to go straight through the area, I always rode my bike the long way around.

So, when I moved into one of the grey concrete blocks on the hill of Brabrand last summer, I had a lot of prejudices. From growing up nearby but also from the media. In the media Gellerupparken is often portrayed as a parallel society with crime, social fraud and bad traffic culture. But is there more to it? Do we as journalists show the best obtainable version of the truth when it comes to the “ghetto”-areas? Or do we only show the extreme and extraordinary things that are going on?

I am not saying that there are no problems to be solved in Gellerupparken, but after living here for nearly a year, I must say, that I can hardly recognize the image that are portrayed in most Danish media. Till now I have missed reading about the everyday lives that are lived between the blocks, to hear about all the good things that are happening and to see more nuances. Just to be clear; I am pointing fingers at myself! I have been a journalist for over a decade and been working as a news reporter and an editor of a crime magazine. I have shown my share of the negative side of the coin. But by only

showing the negative and extreme, journalism creates fear and distances the population. I want to do better than that!

Being a fellow at Constructive Institute has opened my eyes to how important it is to bring nuances into the picture. In a small country like Denmark, where we are close to being homogeneous population, it is rather strange that we talk so much about “them and us”. By considering the “ghetto areas” as a part of the “normal” Denmark I think, we as media can play a great role in making the divide between all Danes smaller. Let us go to Gellerupparken or some of the other so-called ghetto areas, when we need to do vox pops about retirement and high school reforms.

Let us also talk about the words, that we are using. Why do we call some areas in Denmark “ghetto-areas?” How do we define a ghetto? Since visiting half of the areas on the government’s “hard ghetto list”, I have trouble understanding, why they are given this label. It is not like it is an area, where people from other parts of the country can’t visit and the police spend their assignments patrolling the boundaries. On a study tour to USA I visited a small local newspaper in Arizona, and when the editor in chief asked me about my fellowship, I explained about the politically determined ghetto list. He was, to say the least, surprised. “Don’t they know the history?” he asked.

Let us ask more questions about why demolition seems to be the right medicine to solve to problems. Most reporting in the media is about how many blocks are going to be demol-

ished and where the residents will be moved. In my research I haven’t been able to find any evidence that demolition will solve the problems. In fact, I have been to conferences with researchers from the Netherlands and the USA that say the opposite. And architects also debate this. While debating the “here and now story” about numbers of blocks, we might miss out a different underlying subject; the shape of our urban population in the future. Who can afford to live in the city and which international firms will own the properties?

Let us gather different professions in the field and help them discuss the challenges and possible solutions. Let us be more curious and less judgmental. Let us not stop reporting, when the problem is described, but let us continue reporting on possible solutions and bring more nuances into the public debate. And let us think about the power of the words and use them with care. I know this is not possible every time, but when I return to the media world in August, I am determined to at least try.

# "A MENTAL ROADTRIP"



WRITTEN BY:  
MORTEN  
VESTERGAARD,  
JOURNALIST AT  
JYLLANDSPOSTEN  
AND FORMER  
CONSTRUCTIVE  
FELLOW

I found a picture on my phone the other day and it hit me so hard that I had to sit down. It's a bit blurry, showing the door to the main reading room at Aarhus University, apparently shot in a hurry during the first days of my fellowship at Constructive Institute. What struck me was the almost unreal feeling of freedom I felt as I took that picture – especially when I realized that the very same place was the frame of the first serious part of my adult life 20 years ago. Something important was on its way again I thought to myself that day.

In the picture fellow Allan Bo Poulsen scowls through the class door on the edge of the picture, and on the other edge Mette Koue listens with light in her eyes to a person outside the image. These first days of the fellowship I wondered what the other fellows thought of constructive journalism. I applied when I realized that I had already done something close to constructive journalism in my job as a feature writer at the Danish newspaper Jyllands-Posten. For years I had focused on the cohesion – and the lack of cohesion – in the Danish society. Maybe there was a project here for a fellow in constructive journalism to dig into the mechanism of how we understand each other in our society?

The first weeks I was preoccupied with the courses at the university – one on political ideologies at Political Science and a philosophy course. To study Political Science had been a dream for me – for some reason never realized – and I swallowed the articles on how political ideologies are created, and the role the media plays in this process. I also scrutinized the sociologist Max Weber's book "The Protestant Ethics and the Spirit of Capitalism". I had taught myself to talk about books like that – now I had the time to actually read them and deepen

my understanding with lectures and discussions. In these first weeks I told the other fellows how much I missed my job and how hard it was to concentrate when reading and listening to something that I wouldn't be using in an article.

In the beginning of the fall however – two months into the fellowship – something started to happen in me. The debates on journalism in the institute lounge, the guests and – not least – the talks with the other fellows about journalism and reasons for making journalism occupied my mind more and more.

The talks I remember best often happened when least expected – on route home on the bike or in the car going home from a visit at a media. I had told the other fellows, that I would rather make journalism than talk about journalism – like a football player wants to play not talk about a match. Now I felt different about it. I suddenly tried to get my football team's opinion on the latest frontpage story, did they find it nuanced?

At home I found myself with a different kind of books on my bedroom table. For 20 years I have been addicted to reading fiction every day – it has been my escape and a way to force me to reset myself at the end of the day. Now I had books like Hans Rosling's Factfulness on the table, later it was Francis Fukuyama's Identity, when Christmas came I had scientific articles like Johan Galtung's legendary study on news criteria from 1965 lying by my bed.

The Spring was tough on my self-image. I took another course in Political Science, this time about the national Danish election in 2015. It has been called a rebellion from the rural parts of the country, "Udkantsdanmark". I sat down at the first lesson with a confident feeling, according to the media database Infomedia I had written 58 articles about the outskirts of Denmark and the possible rebellion from there. Now was my time to give the students a lesson. Soon I learnt that I had not really understood the underlying cause of dissatisfaction in the out-

skirts. It got even tougher when I started a course in creative writing, a shaking experience. Writing is a huge part of my identity. I cannot build a playhouse for my kids, but I can write – I thought. I soon learned that creative writing, that writing fiction, is another ballgame. I will never forget when the class spoke about my text for ten minutes. I also recall the moment of realization that I was now writing with a completely different voice, the new voice I found through an essay about my mother's chronic disease.

I start scrolling through notes from the last ten months and skim notes from presentations in the institute's lounge, the study trips to Geneva and San Francisco and from the excursions to TV2, Midtjyllands Avis and Thise Dairy. Did we really sit there in an hour-long improvised talk with legendary economist Jeff Sachs at UN in Geneva? Did we really meet with Facebook staff in Silicon Valley to speak out about our view that as a media that must take responsibility for your stories and their impact? I stop for several minutes at the notes from the morning in the lounge when professor Gert Tinggaard spoke about what trust has meant for the development of the Danish society. Several times every week I think about Tinggaard's points when I find myself in situations where trust in other people is needed or just a shared assumption.

I close the last notebook thinking that these months have been a kind of mental road trip in the sense that we, the fellows, the staff and the wider community have explored what constructive journalism is – and not least how we can do it in the future. The scenarios have revealed themselves along the way. I think I will start by raising different kinds of questions. Not only the basic constructive questions about whether someone has a potential solution to a problem in the society, and about whether I describe a problem with nuances or just angle it in black and white. Maybe it's all about asking different questions to myself, questions about the sole meaning of every story – before I make it?

## “HOW TO FALL IN LOVE WITH JOURNALISM AGAIN”



WRITTEN BY:  
KRISTINA LUND  
JØRGENSEN,  
CONSTRUCTIVE  
EDITOR AT TV2  
FYN AND FORMER  
CONSTRUCTIVE  
FELLOW

### Recipe:

One lounge  
One extravagant coffee machine  
A nice guitar  
And a pile of songbooks  
Sprinkle with a team of dedicated staff members  
And finally throw in a big couch  
Mix it all together and let it cook for ten months.  
This is how you make a least one fellow at Constructive Institute fall in love with journalism all over again.

My project as a fellow at Constructive Institute has been to look into how to use constructive journalism to engage the audience in live event journalism. I have visited media companies in Paris, London, San Francisco, Geneva, and of course in several places in Denmark, in order to get inspired on how to make live event journalism more constructive.

One of the best examples I found was actually back home. Here the young digital media platform Zetland is experimenting with live event journalism in several ways. They do a live magazine once or twice a year, they do classic debates on hot topics and this year they tried out a new format. The beat journalists at Zetland have started out projects where they ask the community around the media, experts and stakeholders how to solve important problems. They invite them in to open meetings to discuss for example issues in the health sector, in the school systems or in other subject areas. And then afterwards the journalist can investigate the suggestions, describe them and present them to the decision makers.

Another really good example I found in the USA at the San Francisco Public Press where they arrange workshops with a focus on how to solve the problems in

the local community – one central issue they've tackled is homelessness. They then invited the local community, experts and stakeholders to work together, finding possible solutions to inspire decision makers and make the necessary changes.

These are both new ways of doing constructive journalism that is not only written on paper or shown on the television. This is journalism that goes on live and in my opinion, tends to engage and involve the people more extensively than journalism on internet media, in the newspaper, in tv or the radio can. When people get a chance to actually take part in the work with finding solutions, when they become a part of developing an area in their society that has been neglected or even just get together with people from their community to do something good for society they become active, involved citizens and at the same time they reconnect with the media in a meaningful way. I think it might even be a way to help the news industry regain people's trust by inviting them into the game of journalism.

Alongside the work with my project I have had the privilege of having access to a whole university. The most beautiful university in Denmark with so many opportunities. I caught some interesting subjects both in my field of work, and some that was just eye-opening for me. For example, I studied social psychology the first semester, which gave me an insight into how we work as human beings. This knowledge I know I can use in both my meetings with people as a journalist and in my new job as an editor of constructive news at TV2 Fyn. I also took a much more practical course in making podcasts and an interesting course in media-convergence which outlined the possibilities of gamification in attracting young readers' and viewers' attention. That possibility to dig deeper

into subjects in my own field and also into completely unrelated fields has been an extravagant gift for me this year and it has broadened my mind. Finally, there has been the meetings together with my fellow fellows arranged for us by the staff at the institute. Meetings in the lounge and on trips to media and companies across Denmark. Meetings with people in politics, in academia, in the media world or simply with people who have insightful opinions about journalism.

There have been so many and most of them made a great impression on me. Like the futurist Anne Skare who helped us turn the perspective towards the future for media at the very beginning of the fellowship. Or the leaders from Swedish television Eva Landall and Cecilia Nordstrøm who told us how they had implemented a constructive mindset in their newsroom. Towards the end of the fellowship we met with professor Linda Greve from Aarhus University who taught us to stand up in a crowd and deliver the message. That was also a great meeting with great perspective for the fellows.

I am sure that my academic year at the Constructive Institute will outshine the education I have done and will do in my career as a journalist. Ulrik Haagerup, Orla Borg, Peter Damgaard, Cynara Vetch and Monica Senker Holbech have made the perfect framework and content for an education in modern and lasting journalism – constructive journalism. The training with the group has assured me that constructive journalism goes hand in hand with solid, documented, critical and investigative journalism.

I feel ready to go out and fight for journalism with a stronger connection to the audience and for constructive journalism which I believe can be a key to build up the trust between media and their audiences.

# “CAN CONSTRUCTIVE JOURNALISM BE THE SOLUTION IN CONFLICT AND POST- CONFLICT COUNTRIES?”



WRITTEN BY:  
HENRIK  
GRUNNET,  
STRATEGIC  
ADVISOR AT  
INTERNATIONAL  
MEDIA SUPPORT  
AND FORMER  
CONSTRUCTIVE  
FELLOW

The journalist from Ethiopia looked like one big question mark as he was sitting in the grey sofa and listening with bigger and bigger disbelief. He had come all the way to Scandinavia from Ethiopia and his position was editor at one of the leading Ethiopian Media and a part time job as lecturer in media at a University in Addis Ababa. Together with a group of colleagues he had come to Scandinavia to study how media and universities in the privileged part of the world with least corruption and highest freedom of expression could be an inspiration.

After decades of dictatorship Ethiopia has finally gone on the democratic path under the new prime Minister Abiy Ahmed and exiled journalists have dared to return to Ethiopia to pick up their mission as the fourth estate in the budding democracy. And now sitting in the lounge of Constructive Institute he heard sentences from the Scandinavian journalists at the Institute like: “The media has been all too negative biased – this most change”, “do not just reveal problems, look for solutions”, “show nuances and also the positive changes”. For the Ethiopian journalist and many other journalists from the developing world sentences like these echo what people from the regimes had told the media as they tried to be independent: “Could you not be a bit more constructive instead of just criticizing the government” and if the journalists acted differently it could be followed by a prison sentence.

So why change what the freedom finally has made possible? When you can be critical and expose corruption, abuse of power, nepotism, and lack of accountability why should you then be focused on solutions and dialogue as a journalist in a post conflict country? To become able to answer those questions was exactly the reason why I applied for 10-month fellowship at Constructive Institute. And did I get the answers? I will return to that, but first a few words about me and my professional life.

After a career as hard-hitting investigative journalist and commissioning editor at both DR and TV2 I have spent the last ten years as strategic advisor at the organization International Media Support building up professional capacity of journalists

in conflict and post-conflict countries. A cornerstone of this capacity building has been organizing training of journalists and media organizations in the role of media as a watchdog to investigate and make people in power being accountable. Laws have changed, corrupt politicians have been removed, and ordinary people have got compensation as results of these stories. But have they changed and helped society to self-correct on a bigger scale? I am not sure.

Therefore I joined the fellowship program and it has been a time I fully appreciate with a focus on why we are journalists and how we can actually take new ways to reestablish the trust in media and fulfill the role of media to be a pillar in the democracy. We have met people who have been victims of a critical but not always fair media so many times that I sometimes felt like the main character in Kubrick’s film Clockwork Orange who after committing violence is forced to watch loads of videos with people committing violence so just the sight of violence makes him ill and helplessly vomit. So, it has been with all these people who we have met and who have had their whole life ruined after meeting a critical and sensational press they felt did not give them a possibility to explain their side of the story.

We have met incredible people – journalists, politicians, business people - who wanted to do things differently with a trust in the future and in society working towards dialogue and positive change. Last but not least our trips to newsrooms, progressive media and tech people in Europe and the US have given us hope for media in the future as long as we are ready to change. Some of the key words for survival and a new roles for media have been working with community – (not for or against), membership, solution oriented, nuances, facilitation of dialogue. All these trends are in line with the constructive idea and a way to take journalism back to the original idea of working with balance, supporting the values of democracy.

So - as we were challenged by fellow fellows at Stanford University - is Constructive Journalism in reality synonymous with good old quality journalism – just with a new title? To a large extent we agreed that the answer is: Yes. The ideas that are behind constructive journalism are not new and not revolutionary

– they are bringing journalism back from a position of sensationalism, negativity, and focus on wrongdoings to presenting a fair, accurate, and representative picture of the world today that beside the problem also focus on development and possibilities.

At the University I have chosen topics that are in line with this approach and focused on radicalization and how media should deal with radicals as well as conflict management and how the media can play a facilitating role for mediators of conflicts instead of only fueling the attacks from each party as is often the role of media today. And that brings us back to the question from the Ethiopian editor on whether constructive journalism is relevant in a post conflict country where the journalists want to show they are independent and critical towards the people in power.

I am happy to be able to give the simple answer: A big yes. After my ten months fellowship it is clear that constructive journalism is not a contradiction, but instead a natural follow up to investigative journalism and almost more important in post conflict countries than elsewhere. It has nothing to do with being loyal to people in power or avoiding being critical. The critical approach is also built into constructive journalism, but instead of ending the engagement with exposing power abuse, corruption and wrongdoing in a country, the constructive journalist will also the questions: “What then?” and “How do we fix it?” going on to look at and describe possible solutions and facilitate a dialogue.

So in Ethiopia the media should see themselves not only looking for wrongdoings, but actually also to play a constructive role of describing possible solutions and ways forward from the problems they describe.

I am not sure that change will be fully implemented in present generations of journalists and editors, but our efforts should also be with coming generations of journalists, and therefore I have spent a lot of my fellowship on designing an online curriculum in Constructive and Conflict Sensitive Journalism for journalist students in conflict countries as well as an app for training in constructive journalism that can be used around the world.

The Constructive Institute Fellowship Program is modelled after journalism fellowship programs at Stanford University in San Francisco and at Harvard University in Boston.

The program aims to give talented media professionals, with a potential to influence the future of journalism, access to an academic bank of knowledge at a top class university for the duration of an academic year.

\*The program enables the fellows to strengthen their knowledge of their chosen topic areas, as well as to explore existing solutions to problems in the fields they are or will be covering. The fellows thus have free access to lectures at Aarhus University, as well as to workshops on constructive journalism at the Constructive Institute.



CENTER FOR INVESTIGATIVE REPORTING  
SAN FRANCISCO

The Constructive Fellows of 2018-2019 went on a study tour to San Francisco. One of the highlights among many interesting visits was the trip to Center For Investigative Reporting.

# Constructive Institute Activities 2018-2019

The institute works across continents to create a global network for constructive journalism. In 2018-2019 CI has embarked on or revived shorter or longer term engagements all over the world. Taking workshops, keynotes, presentations as well as our 2nd global constructive conference to journalists in 57 countries.

\*The highlighted countries represent participants at the 2nd Global Constructive Journalism Conference.



**DANISH PARLIAMENT COPENHAGEN**

Part of the debate tour of Denmark. Here at the Danish Parliament at Christiansborg to debate media skepticism and political alienation.



**THE 2ND GLOBAL CONSTRUCTIVE JOURNALISM CONFERENCE GENEVA**

As the map illustrates, 555 media people from 57 countries signed up for the 2nd Constructive Conference held in Geneva, Switzerland. Pictured here is Richard Gingras, VP of News at Google.

**EVENTS & WORKSHOPS**

**Workshop for Nordic journalists at Constructive Institute.**

Introduction to constructive journalism for a group of Nordic journalists from Sweden, Norway, Finland and Denmark. 7 September 2018.

**Workshop for journalists from Belarus on Constructive Journalism at Constructive Institute.**

What is constructive journalism and how could it be applied in a country where the role of the press historically has been different in comparison with the role of the press in Western Europe? 11 September 2018.

**Workshop for The Nordic Journalist Centre at Constructive Institute.**

15 Nordic journalists on a three-week course on journalism were presented to the ideas of constructive journalism and were asked to discuss whether constructive could be implemented in the work of their news rooms. 25 October 2018.

**Debate: "Media skepticism and political alienation", Aalborg.**

Members of Folketinget, journalists for the political press corps in the parliament and several hundred citizens met for two and a half hours to discuss how the relationship between politicians and journalists may be changed in order to improve the trust in media and politicians to strengthen democracy. 19 November 2018.

**Debate: "Media skepticism and political alienation", Copenhagen.**

Members of Folketinget, journalists

for the political press corps in the parliament and several hundred citizens met for two and a half hours to discuss how the relationship between politicians and journalists may be changed in order to improve the trust in media and politicians to strengthen democracy. 21 November 2018.

**Debate: "Media skepticism and political alienation", Aarhus.**

Members of Folketinget, journalists for the political press corps in the parliament and several hundred citizens met for two and a half hours to discuss how the relationship between politicians and journalists may be changed in order to improve the trust in media and politicians to strengthen democracy. 22 November 2018.

**Debate: "Media skepticism and political alienation", Kolding.**

Members of Folketinget, journalists for the political press corps in the parliament and several hundred citizens met for two and a half hours to discuss how the relationship between politicians and journalists may be changed in order to improve the trust in media and politicians to strengthen democracy. 26 November 2018.

**Debate: "Media skepticism and political alienation", Odense.**

Members of Folketinget, journalists for the political press corps in the parliament and several hundred citizens met for two and a half hours to discuss how the relationship between politicians and journalists may be changed in order to improve the trust in media and politicians to strengthen democracy. 28 November 2018.

**The 2nd Global Constructive Journalism Conference, Geneva.**

Journalism Master Class/ Workshop. With the sign-up of 555 media people from 57 countries Constructive Institute was the host of the so far largest conference worldwide on constructive journalism. 18 January 2019.

**The Baltic Constructive Journalism Workshop, Tallin, Estonia.**

In cooperation with The Nordic Council of Ministers Constructive and the Danish Cultural Institute of the Baltic countries Constructive Institute and NRK did three workshops for journalism students at universities in the three Baltic countries with the participation of around 100 students in each country. 12 March 2019.

**The Baltic Constructive Journalism Workshop, Vilnius, Lithuania.**

In cooperation with The Nordic Council of Ministers Constructive and the Danish Cultural Institute of the Baltic countries Constructive Institute and NRK did three workshops for journalism students at universities in the three Baltic countries with the participation of around 100 students in each country. 13 March 2019.

**The Baltic Constructive Journalism Workshop, Riga, Latvia.**

In cooperation with The Nordic Council of Ministers Constructive and the Danish Cultural Institute of the Baltic countries Constructive

Institute and NRK did three workshops for journalism students at universities in the three Baltic countries with the participation of around 100 students in each country. 3 April 2019.

**Participation in the theatre workshop on journalism, Aarhus.**

In connection with the play "Breaking News" at the theatre "Svalegangen" Constructive Institute participated in the debate on the role of the media prior to the last showing of the play. 20 March 2018.

**Workshop for journalists at Flensburg Avis, Flensburg.**

What is constructive journalism and how could it be applied to this newspaper in Danish that has a very specific audience just south of the border between Denmark and Germany? 9 April 2019.

**The First Alumni Day of Constructive Institute, Aarhus.**

The fellows of the first team at Constructive Institute – the team of 2017-2018 – "came home" to meet with the fellows of the second team – the one from 2018-2019 – in order for the fellows of the two teams to exchange their experiences working with constructive journalism. – This was the first Alumni Day in what will be a tradition at Constructive Institute. 21 Juni 2019.

**Graduation Day at Constructive Institute, Aarhus.**

The fellows of the fellowship program 2018-2019 graduated and got their certificates. 28 Juni 2019.



## CI/HO AARHUS

At the headquarters based in Aarhus CI hosts Lounge Sessions that aims to bridge the world of academia to the practicing world of journalism.



## LOUNGE SESSIONS

**Jacob Bundsgaard, Mayor of Aarhus:**  
Welcome to the city of Aarhus.  
27 August 2018.

**Nanna Jespersgaard, Communication Partner, Aarhus University**  
(Masters thesis on constructive journalism):  
Teaching investigative and constructive journalism.  
27 August 2018.

**Brian Bech Nielsen, Rector of Aarhus University:**  
The idea behind the collaboration between Aarhus University Constructive Institute.  
28 August 2018.

**Per Westergaard, Chairman of Constructive Institute:**  
The challenges for journalism.  
29 August 2018.

**Anne Skare, Partner of Future Navigator:**  
The role of journalists and journalism in the future.  
30 August 2018.

**Sten Tiedemann, Rector of Folkeuniversitetet:**  
Lifelong learning and sharing knowledge with society.  
31 August 2018.

**Michael Kristiansen, Chariman of Danish Broadcasting Corporation, DR:** The challengers for public service.  
31 August 2018.

**Nanna Schelde, reporter at Kristeligt Dagblad, former fellow:**  
How to get the most out of your fellowship year.  
31 August 2018.

**Jakob Rubin, Trainer of constructive journalism in conflict areas:**  
Implementing constructive journalism among journalists in Colombia.  
3 September 2018.

**Christoffer Green, Professor at Department of Political Science, AU:**  
The challenges for Sweden in the current election campaign.  
6 September 2018.

**Hans Henrik Knoop, Associate professor, Danish School of Education, AU:**  
The impact of the negativity bias in news.  
10 September 2018.

**Merete Kjellerup, Consultant in personal development:**  
What kind of journalist are you and how could you become even better?  
14 September 2018.

**Ulrik Skotte, TV-documentarist, partner of Docey:**  
The development in the production of tv-documentaries.  
20 September 2018.

**Rasmus Ladefoged, Editor of Metronome Productions:**  
How to develop ideas for tv-documentaries.  
21 September 2018.

**Kristina Bakkær Simonsen, Ph.d., assistant professor at Department of Political Science, AU:**  
The coverage of immigration and integration in Danish media.  
25 September 2018.

**Villy Søvnald, Former foreign minister and former chairman of the Danish political left wing party, SF:**  
A long history of being covered by the press in good and bad times.  
27 September 2018.

**Mette Østergaard, editor in chief of Berlingske:**  
The transition of a national newspaper from omnibus to a segment orientated paper.  
28 September 2018.

**Morten Kjær, CEO of TV2 Lorry:**  
Experimenting to get closer to the media users of a local tv station.  
29 October 2018.

**Henrik Wigh-Poulsen, Bishop of Aarhus:**  
A view on the media's coverage of religious affairs.  
5 November 2018.

**Thomas Svaneborg, business reporter at DR:**  
Working with the documentary "The men who plundered Europe".  
5 November 2018.

**Mathilde Kimer, Russia correspondent of DR:**  
Covering Russia so that the tv audience get at nuanced picture of the lives of people in Russia.  
7 November 2018.

**Jens Otto Kjær Jensen, Rector of The Danish School of Media and Journalism:**  
The challenges of the journalism education in Denmark in a media world that is constantly changing.  
9 November 2018.

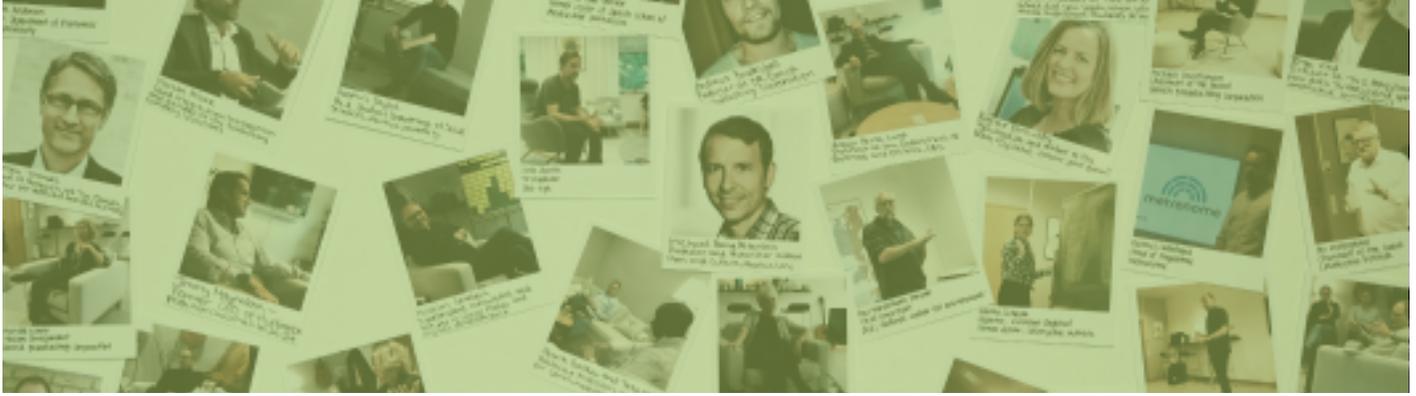
**Jesper Schneider, Professor at The Danish Center for Studies in Research and Research Policy:**  
Similarities and differences between research in academia and research in journalism.  
13 November 2018.

**Mathias Osmundsen, Professor Department of Political Science, AU:**  
The background of and the impact of negativity bias in the media.  
19 November 2018.

**Mads Sandemann, Editor in chief of Jyske Vestkysten:**  
Striving to do constructive journalism in a large regional newspaper with respect for the classic news criteria.  
23 November 2018.

**Heidi Robdrup, Editor of Deadline at DR**  
How to set goals for diversity among the sources used in tv show "Deadline" on DR -- and how to try to achieve the goals.  
26 November 2018.

**Ozlem Cekic, Former member of the Danish Parliament:**  
The effects of meeting your political opponents by setting up coffee appointments.  
27 November 2018.



**Anne Buhl, Lawyer and owner of Buhl Mediation:**

About taking a new role as a lawyer, mediating between two parties instead of speaking only the case of one of the parties.  
7 December 2018.

**Pernille Schnoor, Former member of the Danish Parliament:**

Leaving politics that you find is based on conflicts and attacks from both political opponents and the press.  
7 December 2018.

**Ask Rostrup, Anchor and journalist at DR:**

Trying to put nuances into the coverage of Danish politics by letting members of parliament meet real people in the real world.  
17 December 2018.

**Julian Christensen, Ph.d., Department of Political Science, AU:**

Research showing the politicians' tendency to reject and dismiss facts if it challenges their own conception.  
19 December 2018.

**Nicolaj Sivan Holst, associate professor at Law, AU:**

The legal aspects of the so-called burka ban.  
19 December 2018.

**Knud Lindholm Lau, Author and lecturer on language:**

The impact of the use of biased language in the immigration debate in Denmark.  
7 January 2019.

**Henrik Højgaard Sejerkilde, Editor at Jysk Fynske Medier, Danmark:**

The art of doing a feature article compared to doing regular news stories.  
7 January 2019.

**Erik Rasmussen, Founder and chairman of the board of Sustania:**

What is the role of the media in the UN-attempt to put the 17 United Nations Sustainable Development Goals on the agenda of the public debate?  
8 January 2019.

**Thomas Breinholt, Editor and producer at TV2:**

**The challenges of doing tv-documentaries with at particular focus on the documentary series "The Mosques Behind The Veil".**  
28 January 2019.

**Hans Lassen, Ph.d., consultant of Sisfyos:**

Is integration in Denmark a success or a failure?  
29 January 2019.

**Poul Madsen, Editor in chief of the Danish tabloid paper, Ekstra Bladet:**

The renewal of Ekstra Bladet in a digital world – and a discussion on

constructive journalism.  
4 February 2019.

**Helle Harbo Holm, Head of Press at Statistics Denmark:**

How the press uses statistics to do news stories. Good news and bad news based on statistics.  
5 February 2019.

**Martin Vestergaard, associate professor at The Danish School of Media and Journalism:**

Where do the news criteria come from, who made them and what kind of changes have they gone through in recent years.  
7 February 2019.

**Christian Erfurt, CEO of Be My Eyes:**

What might journalism learn from a startup company that is driven by the willingness to do something that makes sense for people who need help and people who want to give it?  
18 February 2019.

**Kirsten Brosbøll, Member of the Danish Parliament, former minister:**

Creating a network for the UN Sustainable Goals with politicians across party lines in the parliament.  
13 February 2019.

**Camilla Møhring Reestorf, Associate professor, School of Communication and Culture, AU:**

The handling of the issue of the #metoo movement in social media departments of different news rooms.  
20 February 2019.

**Henrik Vinther Olesen, journalist and candidate for Radikale Venstre at the national elections:**

What makes a journalist reveal his political stand and run for parliament in a time where current members of parliament decide to leave politics because of the harshness of the political world?  
21 February 2019.

**Claus G. Theilgaard, Editor in chief, and editor Anni Kristensen of dk.nyt:**

The story of a news web site and a newspaper that decide to apply the ideas of constructive journalism to the covering of local communities.  
27 February 2019.

**Anne Marie Roum Svendsen, Head of police in Northern Jutland:**

The police and the media – friends or foes?  
4 March 2019.

**Eva Landahl Kihlmann og Cecilia Bodström, Editors at Swedish public service, SVT:**

The experiences with introducing constructive journalism in the Swedish public service tv and radio.  
7 March 2019.

**Khaled Abu-Qare, Diplomat in the Palestinian National Authority:**

Different media's handling of the Israeli-Palestinian conflict, seen from the point of view of a Palestinian diplomat.  
14 March 2019.

**Henrik Dam Kristensen, former minister for the Social Democrats and Birte Andersen of Venstre:**

Why do we – two political opponents – campaign together in the current election campaign?  
11 March 2019.

**Rune Stubager, Professor at Department of Political Science, AU:**

Where have Danish voters moved to and from in the last couple of elections and what could possibly be the explanations of the movements?  
20 March 2019.

**Andreas Rasch-Christensen, Ph.d., Via University College:**

Experiencing the different faces of the media. At some points illustrated with thankful journalists on the lookout for quotes from a source, at other times journalists with a critical approach to the same source.  
11 March 2019.

**Ole Hedemann, editor at NRK:**

Working with constructive journalism at Norway's public service tv-station, NRK.  
26 March 2019.

**Lars Thorup Larsen, Associate professor at Department of Political Science, AU:**

The development of the health system in Denmark, the media coverage and the challenges for the future health care system.  
1 April 2019.

**Lasse Jensen, Author, former editor and US-correspondent:**

My years in journalism – and how I see the future of journalism.  
8 April 2019.

**Lars Olsen, Author and journalist:**

Why hasn't the Danish media covered "The hidden people", i. e. the citizens that live far from power and the elite?  
10 April 2019.

**Michael Bang Petersen, Professor at Department of Political Science, AU:**

On the latest research about hostility in political discussions on social media.  
25 April 2019.

**Kim Bildsøe Lassen, London-correspondent for DR:**

How has the debate on Brexit developed in Great Britain and how has the British media covered Brexit?  
25 April 2019.

**Marie Ramhøj and Emma Sofie Jensen, Producers of a dilemma game at Human Rights in Action:**

Presenting a dilemma game

about journalism and constructive journalism that can be used for students in journalism schools and for students in high schools.  
1 May 2019.

**Louise Abildgaard Grøn, Editor of Børneavisen, The Childrens' Newspaper:**

How does Børneavisen make use of the concept of constructive journalism – and how does it work with the readers?  
2 May 2019.

**Lykke Møller Kristensen, Author and researcher in social media:**

What must happen in journalism if the media wants to reach the generations that are growing up with social media all around them?  
8 May 2019.

**Dorte Crüger, Embassador of Management, former CEO of Sygehus Lillebælt:**

The hospitals should not belong to the doctors, the researchers or the nurses. They should belong to the patients who should be put in the center of all activities. The same should go for users of media.  
13 May 2019.

**Linda Greve, Ph.d., head of learning at The Science Museums, AU:**

How do you best pass on your knowledge and your message so that the recipients grasp what you are trying to communicate?  
9 May 2019.

**Carls Holst, former minister for Venstre:**

About his book "The Price of A Life in Politics" where he gives his version of what happened before he stepped down and left politics – with a special focus on the role of the press.  
3 June 2019.

**Gregor Fabio Wolkenstein, assistant professor at The Department of Political Science, AU:**

How is populism defined and how is the concept of and examples of populism covered in the media?  
7 June 2019.

**Anne Marie Pahuus, Associate Dean, Arts, AU:**

The author one of the university's many "Reflections" – this one called "Love", Anne Marie Pahuus, brings the concept of love from Platon to today's notion of relationships.  
20 June 2019.

**Jacob Giehm Mikkelsen, Professor at Institute of Biomedicine and member of The Danish Council on Ethics:**

What is technically feasible through manipulation of genes and should it be made possible? How does the media cover ethical questions?  
28 June 2019.



## EXCURSIONS & STUDY TRIPS

### Participation in The Meeting for TrygFonden's Projects, Copenhagen.

With a special focus of creating new ways of debate that are less focused on the points of conflict and more on trying to understand the opponent and search for common ground.  
8 October 2018.

### Excursion to Danish Center for Environment and Energy.

What was the story – seen from the point of view of the researchers – when the media focused on the discharge of pesticides from farms and when the data of the researchers became a key element in the debate?  
2 October 2018

### Excursion to Gellerup

The so-called ghetto area of the Aarhus-suburb Brabrand is undergoing the biggest social experiment in Denmark: Is it possible to change a so-called ghetto into a neighborhood that can attract all kinds of citizens of a city? Meetings with representatives of the housing company, the project leaders and the tenants.  
29 October 2018.

### Excursion to the bank that did its own tv-station, Silkeborg.

Talk to CEO of Jyske Bank, Anders Dam, about the reason why the bank decided to create its own tv-station and a talk with the journalists working at the bank about their role in the media.  
8 November 2018

### Excursion to the police and one of the mosques in Gellerup, Aarhus.

As part of following the development in the attempt to change the so-called ghetto, Gellerup, into a more attractive neighborhood the police and the local mosques play

important roles. But how do they see the role of the media?  
4 December 2018.

### Excursion to the city that changed its image, Horsens.

The story of how the city of Horsens changed its image from being known to the public for its prison only and managed to change to be look upon as a center for culture and music?  
5-6 December 2018.

### Study trip to London and Paris.

How are different media houses working with constructive journalism? Visits to the BBC, The Guardian, The Economist in London and several news media and journalism organizations in Paris.  
10-13 December 2018.

### Visit to media in Funen, Odense.

Fyens Stiftstidende was one of the first Danish newspapers to try to get closer to their readers by means of constructive journalism. And now TV2 Fyn is moving very fast on this agenda.  
20 December 2019.

### A trip to "The Outskirts", Western Jutland.

Fellow Allan Bo Poulsen took the whole group for a trip to his hood, visiting Grundfos in Bjerringbro, the Thise-dairy in Thise and DR P4 Midt & Vest to show us the drive of the people in these places of the country that is far away from the capital.  
11 January 2019.

### Study tour to Geneva.

Visits to a number of United Nations organizations, to the EBU, meetings with the UN press corps and with several NGOs.  
14-18 January 2019.

### Study trip to Midtjyllands Avis, Silkeborg.

This local newspaper has set the goal of being a media house for the citizens and the voice of the citizens. To reach this goal they have made good use of the ideas of constructive journalism.  
30 January 2019.

### Excursion to TV2 Østjylland, Aarhus.

An example of a local tv-station that has adapted to the fact the media users move away from flow tv and make use of new platforms. The new set of news criteria and the use of social media changed journalism in the tv-station.  
31 January 2019.

### Study tour to the headquarters of TV2 Danmark, Odense.

TV2 has decided to implement the concept of constructive journalism to some extent in its coverage of the news. Editor in chief, Jacob Kwon, and anchor Mikael Kamber, presented the results of the past and the plans for the future.  
24 February 2019.

### Visit to the headquarters of Bestseller, Aarhus.

Why has the CEO of Bestseller, Anders Holch Povlsen, decided to support Constructive Institute financially?  
11 March 2018.

### Participation in the conference Move Humanity, Copenhagen.

The conference had the purpose of rising the awareness of the UN Sustainable Development Goals with a particular focus on ending poverty through private contributions from the most wealthy people of the world.  
27-28 March 2019.

### Study trip to The Journalism Festival, Perugia, Italy.

The three day festival with participants from news rooms all

over the world gives several answers as to where journalism is heading to day.  
4-6 April 2019.

### Study trip to the refugee center, Kærshovedgaard.

Visit to the refugee center of Kærshovedgaard to talk to staff and to refugees and meeting the Danish neighbors who protested against the government's placement of the asylum center in their back yard.  
14 May 2019.

### Study trip to San Francisco and Silicon Valley, USA.

Visits to media houses in California, right from classic media as The San Fransisco Chronicle and Center for Investigative Reporting to public radio news rooms as KQED and to startups like Nextdoor and media giants like Google and Facebook. On top of that we did a workshop with the fellows of the journalism program of Stanford University.  
20-24 May 2019.

### Participation in "Folkemødet", Bornholm.

The four days long meeting "Folkemødet" at Bornholm brought all kinds of organizations, political parties and movements and the press together with so-called ordinary citizens of Denmark. The press and the role of the press in society had a clear focus in several sessions which made "Folkemødet" extremely interesting for fellows from Constructive Institute.  
13-17 June 2019.

### Visit to "Vanebrudspalæet", Aarhus.

How do you break your old inexpedient habits when you return to your news room? The founder of "Vanebrudspalæet", Thomas Vovemed, developed ways of doing so.  
18 June 2019.



**THE ECONOMIST  
LONDON**

The Constructive Fellows of 2018-2019 went on a study tour to London to explore how different media houses works with constructive journalism. One of the highlights was the trip to The Economist Headquarters.



**UNITED NATIONS  
HEADQUARTERS  
GENEVA**

As part of the study trip to Geneva in Switzerland the fellows visited the United Nations Office which included a guided tour of the Palais De Nations and a chance to experience how a press conference works here.



**THE CITY GATE  
IN GELLERUP  
AARHUS**

Gellerupparken in Aarhus, Denmark is one of the social housing areas that has recieved the most negative media coverage. Here the fellows are on a city walk to learn what the locals think about the stigma as well as the transformation of the area initiated by the city of Aarhus.

## KEYNOTES, TALKS &amp; PRESENTATIONS

**Aarhus, Denmark, Constructive Institute**

Visit by US Journalism professor Jay Rosen  
3 August 2018

**Aarhus, Denmark, Constructive Institute**

Visit by German investigative reporter Bastian Berbnier, Die Zeit  
7 August 2018

**Skanderborg, Denmark, Smukfest**

Keynote on cultural changes at the music festival  
9 August 2018

**Odense, Denmark, TV2 Fyn**

Panel debate for news staff  
20 August 2018

**Aarhus, Denmark, Constructive Institute**

Keynote for group of Danish CEOs in VL42  
22 August 2018

**Aarhus, Denmark, Constructive Institute**

Talk for a group of Danish leaders on change management  
5 September 2018

**Copenhagen, Denmark**

Talk for group of editors-in-chief for European Business newspapers  
7 September 2018

**Paris, France**

Meeting with French president Emmanuelle Macron  
11 September 2018

**Oslo, Norway, NRK**

Keynote for NRK Newsroom  
12 September 2018

**Aarhus, Denmark, Jyske Bank**

Talk for CEOs  
13 September 2018

**Aarhus, Denmark, Constructive Institute**

Meeting with DR P3 on future strategy  
18 September 2018

**Amsterdam, Netherlands, Google**

Talk at Google DNI  
24 September 2018

**Aarhus, Denmark, Constructive Institute**

Talk at seminar for Danish journalists  
25 September 2018

**Hamburg, Germany**

Workshop for German funders and media partners  
26 September 2018

**Aarhus, Denmark, Constructive Institute**

Talk for journalists and editors from Tanzania  
27 September 2018

**Aarhus, Denmark, Constructive Institute**

Talk for Nordic journalist  
28 September 2018

**Riga, Latvia, The Riga Conference on the Future Democracy**

Panel debate  
28 September 2018

**Randers, Denmark, Scandinavian Design College**

Theme: What is constructive journalism and why does it matter?  
Participants: 100 students.  
3 October 2018

**Beirut, Lebanon, American University Beirut**

Theme: Constructive Journalism for Online Curriculum  
Participants: editors from Syria, Yemen, Palestine, and lecturers from AUB.  
6 October 2018

**Copenhagen, Denmark, Frirummet**

Panel discussion on new public debates  
8 October 2018

**Aarhus, Denmark, Aarhus University**

Talk for international Erasmus Mundus students  
10 October 2018

**Korsør, Denmark**

Talk for 300 communication people from Danish cities  
11 October 2018

**Helsinki, Finland**

Keynote for 500 Finnish Media people  
12 October 2018

**Copenhagen, Denmark, Grænseforeningen**

Theme: Could the concept of constructive journalism be applied to the work of an organization like Grænseforeningen in its attempt to reach a larger audience?  
Participants: The board and the staff of Grænseforeningen.  
23 October 2018

**Aarhus, Denmark, Constructive Institute**

Talk for Borup Højskole  
23 October 2018  
Aarhus, Denmark, Dokk1  
Talk on international panel on CJ  
24 October 2018

**Bergen, Norway, TV2 Norge**

Keynote for Newsroom staff  
25 October 2018

**Aarhus, Denmark, Aarhus University**

Talk for international media students  
26 October 2018

**Aarhus, Denmark, BSS**

Moderator for Aarhus Symposium  
29 October 2018

**Aarhus, Denmark, BSS**

Moderator Aarhus Symposium  
2 November 2018

**Løgeumkloster, Denmark, "Democracy and Debate Culture"-seminar**

Theme: How are the ideas of constructive journalism being implemented in different parts of the press.  
Participant: Around 80 participants in the democracy course.  
7 November 2018

**London, England**

Meeting with international foundations  
8 November 2018

**Aarhus, Media Studies, Aarhus University**

Theme: Constructive Journalism in comparison with news- and investigative journalism.  
Participants: 50 students of Media Studies.  
9 November 2018

**Kiel, Germany**

Talk for news staff at German Radio station  
16 November 2018

**Aalborg, Denmark, Aalborg University**

Moderator at public debate on media and politics  
19 November 2018

**Copenhagen, Denmark, IMS - International Media Support**

Workshop on Post Journalism Conflicts Training  
20 November 2018

**Copenhagen, Denmark, Danish Parliament**

Moderator at public debate on media and politics in Landstingssalen  
21 November 2018

**Copenhagen, Denmark, KL**

Talk for the board mayors  
22 November 2018

**Aarhus, Denmark, Aarhus University**

Moderator at public debate on

media and politics  
22 November 2018

**Kolding, Denmark, University of Southern Denmark**

Moderator at public debate on media and politics  
26 November 2018

**Aarhus, Denmark, Constructive Institute**

EBU Masterclass on Constructive Journalism  
27 November 2018

**Odense, Denmark, University of Southern Denmark**

Moderator at public debate on media and politics  
28 November 2018

**Copenhagen, Denmark, Presselogen TV2**

Panel debate on press critique  
29 November 2018

**Copenhagen, Denmark, DR**

Participant on radio show Mennesker & Medier  
30 November 2018

**Copenhagen, Denmark, Monday Morning**

Conference on Fake News  
30 November 2018

**Aarhus, Denmark, Constructive Institute**

Talk for students from Rødding Højskole  
4 December 2018

**Copenhagen, Denmark, Facebook**

Meeting with Facebook heads of European operations  
6 December 2018

**Silkeborg, Denmark**

Keynote for Danish Mayors  
10 December 2018

**Aarhus, Denmark**

Panel on "Givism"  
17 December 2018

**Geneva, Switzerland, EBU**

Meeting  
14 January 2019

**Geneva, Switzerland, Foundation Hirondelle**

TV-interview  
14 January 2019

**Geneva, Switzerland, Swiss TV RTS**

Keynote  
16 January 2019

**Geneva, Switzerland, Danish UN Mission**

Host for Reception  
17 January 2019



**Geneva, Switzerland**  
Host for 2nd Global Constructive Journalism Conference  
18 January 2019

**Ry, Denmark**  
Podcast on Mindset Change  
23 January 2019

**Brussels, Belgium, Roularta Media**  
Workshop for Editors of Magazines  
31 January 2019

**Aarhus, Denmark, Politiken Debate School**  
Debate with tabloid editor-in-chief Poul Madsen, Ekstra Bladet  
4 February 2019

**Copenhagen, Denmark, Watch Media**  
Talk for Editorial Staff  
6 February 2019

**London, England, The Times**  
Keynote on Constructive Journalism  
27 February 2019

**Copenhagen, Denmark, RealDania**  
Keynote for Association of Danish Foundations  
28 February 2019

**Aarhus, Denmark**  
Talk for launch of Oxfarm Report in Italy  
28 February 2019

**Copenhagen, Denmark, Politiken**  
Keynote at conference on Solutions Journalism  
1 March 2019

**Copenhagen, Denmark, Mindshare**  
Keynote  
1 March 2019

**Lausanne, Switzerland, Radiodays**  
Keynote  
2 March 2019

**Bremen, Germany, The Townhall**  
Theme: Constructive Journalism and the UN Development Goals (SDGs)  
Participants:  
from municipalities all over the world who are from Bremens friendship cities (55pp)  
5 March 2019

**Aarhus, Denmark, Aarhus Statsgymnasium**  
Debate on Trust and Social Media with Facebook  
6 March 2019

**Copenhagen, Denmark, Novozymes**  
Talk on the future of journalism at conference on UN SDGs  
8 March 2019

**Odense, Denmark, TV2**  
Keynote for the boards of TV2s Regions  
9 March 2019

**Tallinn, Estonia, University of Tallinn**  
Workshop on Cojo for journalism students  
12 March 2019

**Tallinn, Estonia, University of Tallinn**  
Interview with Estonian Radio  
12 March 2019

**Vilnius, Latvia, University of Tallinn**  
Workshop on Constructive Journalism for journalism students  
13 March 2019

**Aarhus, Denmark, DR - Danish Broadcasting Corporation**  
Talk on Constructive Journalism  
19 March 2019

**Copenhagen, Denmark, TV2**  
Keynote for investigative reporters at TV2 Fakta  
20 March 2019

**Aarhus, Denmark, The Theatre Svalegangen**  
Talk for audience at Svalegangen playing "Breakihng News"  
20 March 2019

**Silkeborg, Denmark, Jyske Bank**  
Public debate on trust meltdown in media and banks wioth CEO Anders Dam  
21 March 2019

**Copenhagen, Denmark**  
Talk for network group of communications people  
22 March 2019

**Aarhus, Denmark, Constructive Institute**  
Talk on media innovation at CI with editors from NRK  
26 March 2019

**Palo Alto, California, USA, Google DNI**  
Keynote on Constructive Journalism  
27 March 2019

**Mountainview, California, USA, Google Headquarters**  
Fireside Talk for Google employees  
28 March 2019

**Mountainview, California, USA, Google Headquarters**  
Talk with Google VPs on algorithms  
28 March 2019

**Copenhagen, Denmark, Politikens Hus**  
Keynote at Conference on constructive Journalism  
1 April 2019

**Copenhagen, Denmark, Mindshare Conference**  
Keynote  
1 April 2019

**Lausanne, Switzerland, Radiodays**  
Debate on the future of reporting  
2 April 2019

**Lisbon, Portugal, Association of National News Agencies**  
Keynote on Constructive Journalism for MINDS-conference  
12 April 2019

**Copenhagen, Denmark, Dagbladet Børsen**  
Opening Keynote on Constructive Journalism for newsroom  
29 April 2019

**Skive, Denmark, Skivemødet**  
Debate on the Outskirts of Denmark  
3 May 2019

**Skive, Denmark, Skivemødet**  
Debate on the Future of Journalism  
3 May 2019

**Copenhagen, Denmark, NextM**  
Keynote on Cojo at Nordic marketing conference NextM  
7 May 2019

**Copenhagen, Denmark, Trygfonden**  
Trygfonden Partnership Conference  
8 May 2019

**Copenhagen, Denmark, NextM**

Panel debate on the Future of Journalism  
8 May 2019

**California, USA, Stanford University**  
Panel debate at JSK  
20 May 2019

**Palo Alto, California, USA, Facebook Headquarters**  
Panel debate on trust and publishing with legal team  
22 May 2019

**Copenhagen, Denmark, Dansk Sygeplejeråd**  
Workshop on Constructive Journalism for staff at Sygeplejersken  
4 June 2019

**Copenhagen, Denmark, Danmarks Statistik**  
Keynote for staff at The National Statistical Office  
5 June 2019

**Bornholm, Denmark, Folkemødet**  
Panel debate on Human Rights  
14 June 2019

**Bornholm, Denmark, Sundhedstellet, Folkemødet**  
Panel Debate on Security for Patients  
14 June 2019

**Bornholm, Denmark, Dansk Journalistforbund, Folkemødet**  
Panel on Coverage of Climate Change  
14 June 2019

**Bornholm, Denmark, Danish Parliament, Folkemødet**  
Panel on Distrust in Politicians  
14 June 2019

**Bornholm, Denmark, UN, Folkemødet**  
Interviewing UN Head of Organizing, Jens Wandel  
15 June 2019

**Bornholm, Denmark, UN, Folkemødet**  
Moderating Talk by Economist Christian Felber  
15 June 2019

**Aarhus, Denmark, Salling Group**  
Talk on Constructive Journalism for Communication Staff  
26 June 2019

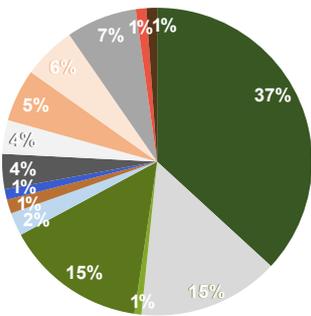
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The institute has been funded by a number of foundations and private corporations. To ensure the independence of the institute, it has been established as a foundation with a board and advisory board composed of journalists, media professionals, experienced former politicians, and academics. The board oversees the strategic development of the institute and ensures the effective use of financial resources.



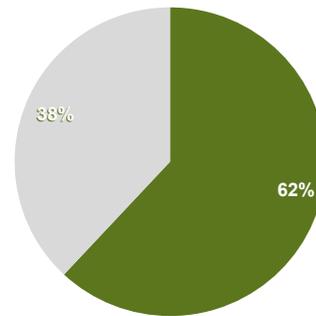
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CURRENT DONORS (%)



- Trygfonden (37%)
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- Den Fynske Bladfond (1%)
- Salling Fondene (5%)
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- KL (4%)
- Nordea Fonden (6%)
- Helsingin Sanomat Foundation (1%)
- Stiftstidendes Fond (1%)
- Politiken-Fonden (4%)
- Novo Nordisk Fonden (7%)
- TV2 Fyn (1%)
- Australian Associated Press (1%)

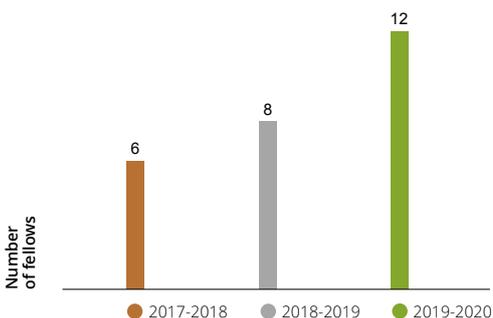
CURRENT ACTIVITIES (%)



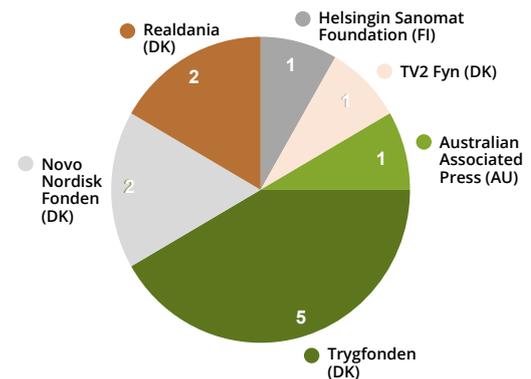
- Other Projects  
e.g. Constructive News Mirror, network, website, bootcamp, workshops etc.
- Fellowships

## FELLOWSHIP PROGRAM

DEVELOPMENT IN FELLOWSHIPS 2017-2020



FELLOWSHIPS BY DONORS 2019-2020



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# 18 THE HUMAN RIGHT TO TRUSTED INFORMATION





We believe, that the main mission of constructive journalism is to reinstall trust in the idea that shared facts, shared knowledge and shared discussions are the pillars on which our societies balance. We believe that the most needed human right is no longer only freedom of speech. But also access to trusted information.

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# 2nd Global Constructive Journalism Conference

