



CONSTRUCTIVE
INSTITUTE
Journalism for tomorrow

Annual Report
2019-20



Nuancing the Narrative

– CALLS FOR CONSTRUCTIVE NEWS

**CONSTRUCTIVE INSTITUTE
ANNUAL REPORT 2019-20**

PUBLISHED IN DENMARK BY
CONSTRUCTIVE INSTITUTE

EDITOR
MONICA SENKER HOLBECH

PHOTOS
YONAS TADESSE
MATHIAS SVOLD
PETER DAMGAARD KRISTENSEN
SHAHIN-KHALAJI FOR UNSPLASH
FLORIAN STEFFEN FOR UNSPLASH

COVER PHOTOS BY
YONAS TADESSE

FRONT:
FROM THE PHOTO COLLECTION
"FINDING MEANING IN A PANDEMIC" BY YONAS TADESSE:
HEALTH WORKERS SURPRISE COVID-19 PATIENT IN RECOVERY
WARD WITH A CAKE ON HER BIRTHDAY.

GRAPHICS & LAYOUT
MONICA SENKER HOLBECH

CONTACT
CONSTRUCTIVE INSTITUTE
C/O AARHUS UNIVERSITY
BARTHOLINS ALLÉ 16
BYGNING 1328, 1. SAL
8000 AARHUS C
DENMARK
+45 601 38 600
INFO@CONSTRUCTIVEINSTITUTE.ORG

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.

CONTENTS

- PAGE 4
Introductory Note:
“Beyond the Problem”
By CEO **Ulrik Haagerup**
- PAGE 6
Introduction:
The Corona Virus is a Global Call
for Responsible Journalism
- PAGE 8
“Journalism During Corona”
By Professor **Liesbeth Hermans**
- PAGE 10
Covering Corona Constructively
“Word Matter”
- PAGE 12
New Report:
“Danes Ask for Constructive News”
By Professor **Hans Henrik Knoop**
& CFOO **Peter Damgaard**
Kristensen
- PAGE 14
“Solutions to News Avoidance”
By Professor **Morten Skovsgaard**
& Ass. Professor **Kim Andersen**
- PAGE 18
How To Do Constructive Journalism?
- PAGE 22
Global Constructive Master Class
- PAGE 24
Constructive Journalism Fellowship
- PAGE 26
Fellows Essays
By **Morten Runge, Mette Aaby,**
Kasper Kaasgaard, Sarah Golczyk,
Jo Williamson, Friederike Felbo,
Minna Skau, Tine Tud Seerup,
Mathilde Graversen, Hans
Davidsen-Nielsen, Jakob Risbro
and Katja Boxberg
- PAGE 38
Events & Activities
- PAGE 44
Funders & Sponsors
- PAGE 46
Constructive Institute Organisation

Beyond the Problem



“Constructive journalism applies a new vocabulary, so both news people and the people we serve can have a better conversation.

– ULRIK HAAGERUP, CEO CONSTRUCTIVE INSTITUTE

WRITTEN BY ULRIK HAAGERUP,
CEO OF CONSTRUCTIVE INSTITUTE

Any sales person, interest group or politician knows, perception is reality.

People make decisions when they vote, shop or make any decision in their personal or professional lives based not on what the facts are, but on what they perceive to be the facts. Where do we get that from? We all get our perceptions from what we can see with our own eyes and from what we hear from others around us, the rest is media.

“Editorial choices about what news should focus on... have huge impact on the way other people see themselves, each other and the world they live in.”

More than probably any other profession journalism is a filter between reality and the public perception of reality. Editorial choices about what news should focus on, what reporters ask, how their stories are angled and what to publish and not to tell all have a huge impact on the way other people see themselves, each other and the world they live in.

WAR OF ATTENTION IN THE DIGITAL AGE

The war of the public attention has increased in the digital age in many newsrooms for the last 20 years. And the strategy in too many of them has been to just turn up the volume button with more breaking news alerts, more stories, sharper headlines, more drama, more conflict.

Doing all this on more platforms, all with less and less money and fewer and fewer people. It doesn't sound like something McKinsey would call a “winning strategy” in any other business, does it? Well, it's not in the news industry either.

The internet and the disruption have had seismic impacts on the news industry. Not only have business models for journalism been shaken and competition for the attention of news audiences exacerbated but news has also sped up, increased in volume and become increasingly sensationalist.

The results have been people in their millions turning their back from traditional news – and so have the advertisers who for more than a century have been the main funders of independent journalism.

News avoidance has become a growing trend, as especially woman and new generations avoid the “noise” of a news cycle that is overwhelming, always on and always on-hand through digital devices. In Reuters Digital News report 2020 from over 30 countries 32% of respondents said they actively avoid the news. Nearly 60% of these said it was because it had a negative effect on their mood, others described feeling powerless to change events.

“News avoidance has become a growing trend, as especially woman and new generations avoid the “noise” of a news cycle that is overwhelming.”

Political polarization has also encouraged the growth of partisan agendas online, which together with clickbait and various forms of misinformation is helping to further undermine trust in media – raising new questions about how to deliver balanced and fair reporting in the digital age. Business as usual is no longer an option for news organizations.

A NEW TERM FOR JOURNALISM

That's why we came up with the term constructive journalism – because positive, happy, fluffy non-critical, North Korean version of reporting it is not. It builds on all the old journalistic values about fairness, fact-fulness and serving people “the best obtainable version of the truth”.

It was Watergate-reporter Carl Bernstein that coined the term “the best obtainable version of the truth” and it was during the 1960's and 1970's the term “investigative

reporting” emerged. To many it sounded strange because wasn't all reporting investigative? No, it was not, far too much of it was printing of press releases and handing politicians the microphone and the message. It was not enough to talk about the need for “better” or more “quality” journalism but now the news industry had a new vocabulary.

IT'S TIME TO INVEST IN NEW TOOLS

News organisations could start investing in tools for “investigative” reporting: New ways of organizing in reporting units; new ways of interviewing people with power, who wanted to hide the truth; new ways of researching using documents and data; and new ways of publishing in series and documentaries applying storytelling techniques from fiction and movies.

Constructive journalism applies a new vocabulary, so both news people and the people we serve can have a better conversation, both about what is missing in traditional reporting and also how we can do it better with new questions, new focus, new roles, new concepts and new tools.

“Constructive journalism applies a new vocabulary, so both news people and the people we serve can have a better conversation.” Constructive journalism is neither an alternative to being the watchdog, nor a quick fix for a profession in desperate search for a future and a purpose.

At Constructive Institute we do not have all the answers but we do believe in curious and critical questions and that applies to the role of journalism itself. We are certain that we now need this conversation because in the words of Bulgarian writer Maria Popova “Hope without thinking is naïve – but critical thinking without hope is cynical”.

We want to change the global news culture because we fear that journalism is partly to blame for the trust meltdown in media and democracy. But mostly because we are certain that journalism needs to be part of the solution too.



In a Time of Isolation the Media Must Provide Trusted News



The coronavirus pandemic is a global call for responsible media. Constructive journalism places the focus of journalism and public attention beyond the glare of global problems and looks to address potential solutions to the challenges facing us all. Here we map out how some of the world's most significant news outlets cover the biggest health crisis of our time.

Journalism During Corona

The Coronavirus has offered a significant challenge to the financial situation of many news media but it has also been a catalyst for audiences returning to trusted media sources. In the Netherlands and beyond this could be an opportunity for journalists to turn towards the more constructive content that their audiences have been asking for. Here Liesbeth Hermans identifies several constructive principles that can be applied to news production.

WRITTEN BY LIESBETH HERMANS,
PROFESSOR, CONSTRUCTIVE JOURNALISM,
WINDESCHIEM UNIVERSITY OF APPLIED SCIENCES
CLICK [HERE](#) TO READ ONLINE

In the Netherlands, as in many other countries, subscriptions to newspapers are up and more people are watching television news. People return to traditional news media in times of crisis such as the corona pandemic because they expect to get accurate and trustworthy information.

At the beginning of the Corona crisis, combating the problem together was central in most news reports. Unfortunately, the initial shared focus on solidarity, prevention, and solutions seems to be giving way to increased focus on political and social contradictions and disagreements.

Sadly, many journalists are reverting to prior routines in which they mainly focus on negative developments and emphasize political conflict.

DEMAND FOR CONSTRUCTIVE ANGLES

The demand for constructive angles can prove difficult for journalists trained to provide a 24 hour stream of breaking news and new 'facts'. This practice makes it intuitive to post continuous updates on the numbers of infections, deaths or economic shrinkage. Yet, instead of helping people understand reality, this does

the opposite. An overload of almost identical, often superficial news, causes people to feel restless and uncertain about what is really going on, because the context behind the numbers is missing.

Work by GapMinder and IPSOS Mori on the "perception gap" shows that the current interpretation of facts often does not lead to an accurate world view. People overwhelmingly have a more pessimistic estimation of issues, ranging from global poverty to teenage pregnancy, than the objective reality.

Journalists often believe that declining news consumption is caused by people's diminishing interest in social issues. On the contrary my research has found that young people in the Netherlands for example experience a gap between what they want and expect from news and what journalism offers.

Dutch millennials criticise news for being too elite- and institutionally focused and for being not being relevant and valuable to their own lives. Worldwide news avoidance is growing because audiences feel frustrated and depressed by the predominantly negative focus that

often seems to direct news selection and news coverage.

We know that exposure to negative angles in news messages increases negative emotions, such as fear and anxiety. Experiencing negative emotions narrows people's scope of attention and increases people's feelings of inefficacy and lack of control.

In contrast, findings show that exposure to constructive news (as compared to traditional news) brings about the opposite and has beneficial effects. According some ongoing research of mine (soon to be published) it also stimulates feelings of hope and inspiration. Further studies indicate that constructive news leads to higher engagement on social issues.

A MISUNDERSTANDING

Not everybody agrees with the constructive approach. Some opponents think that constructive journalism secretly means positive news, this is a misunderstanding. Constructive journalism motivates journalists to look beyond the usual problem- and conflict- oriented format and to search for additional



“An overload of almost identical, often superficial news, causes people to feel restless and uncertain about what is really going on, because the context behind the numbers is missing.

– LIESBETH HERMANS,
PROFESSOR, WINDESCHIEM UNIVERSITY
OF APPLIED SCIENCES

SEVEN CONSTRUCTIVE PRINCIPLES

angles such as solution- future- and action-oriented perspectives, for example, to try to include more inspiring and engaging formats.

When utilizing a constructive mindset, journalists move beyond the detached observer role to become facilitators of democratic conversation. This leads to a more public-oriented journalism, in which the audience becomes a serious stakeholder in the news process.

TIME TO BREAK OLD HABITS

Today's circumstances are a good moment to break with old habits; a catalyst for reflection on how best journalists can contribute to well-being in society. It is an opportunity to implement the type of news advocated by Constructive Journalism, that wants to provide citizens with contextual news on social issues, without over-emphasizing the sensational and what goes wrong.

It critically questions journalists who solely focus on problematic angles in stories and who (disproportionately) represent institutions, and the logic of power.

Constructive Journalism calls for journalists to change their mindset

- **DEEPENING:**
give context and insight through more explanation.
- **EMPOWERING:**
inform the public about existing and possible solutions for reported problems and about possibilities to take action.
- **FUTURE PERSPECTIVE:**
inform the public beyond the daily events and raise attention for long-term processes.
- **INCLUSIVE:**
include a broad range of perspectives and sources (representing the diversity of society) and provide information that contributes to public dialogue.
- **COOPERATIVE:**
involve citizens actively in the news process.
- **INSPIRING:**
give attention to positive examples and developments.
- **TRANSPARENT:**
be accountable for your choices and their impact.

and to be open to new values and practices that will frame their stories in ways that can lead to productive change. To achieve this, a new, more creative news-process is needed that focuses on new angles and ideas to replace standard modes of news coverage.

In my article “Placing Constructive Journalism in context” I identify several principles that can be applied in order to help journalists make constructive based decisions in the production of news (see list).

These principles should be seen as a mix of strategies that apply in several stages of the news process. They are not fixed tools but instruments that can help journalists to broaden their mindset and attitude towards journalism.

The corona era has shown us that the news remains indispensable and clarifies how important quality journalism is to understand both the global and the local impact of the major issues society faces. More constructive journalism will only strengthen citizens' engagement and mutual understanding, whilst enhancing the role of journalism in our democracies.

WORDS MATTER



Photo: Florian Steffen

How to cover Corona? Based on great journalism from around the world we examine how to apply the principles of constructive journalism as an additional element when reporting on the coronavirus.

DRAMA OR NUANCE

Words matter. In this grave international crisis they are absolutely necessary. Just take a moment to consider the two headlines below.

“Many Loved Ones Will Die”
 “Together We Can Save Many Lives”

With journalism acting as a filter between reality and the public perception of reality journalists must ask themselves if they want to angle their coverage solely on the drama of news stories or instead

address nuance, context and hope. The time is now to show why journalism is essential to audiences, society and democracy.

The coronavirus pandemic is a global call for responsible journalism. Constructive journalism is a mindset which places the focus of journalism and public attention beyond the glare of global problems and looks to address potential solutions to the challenges facing us all.

AN ADD-ON TO BREAKING NEWS AND INVESTIGATIVE JOURNALISM

Constructive journalism compliments the two major modes of news reporting: Breaking news and Investigative journalism (see opposite page). It goes without saying that both breaking news and investigative

reporting are essential for covering the pandemic of the coronavirus.

These two modes of reporting use critical journalism in order to inform news audiences around the world and hold the people in power responsible for their actions, or lack of action.

In what way could the principles of constructive journalism offer additional elements when covering the coronavirus?

Constructive journalism is based on three pillars and here are 3 examples of how these principles could be used in covering the evolving pandemic. Some of the recommendations may seem to be simply good, thorough, critical and balanced journalism but that is essentially what constructive journalism is all about.

**PILLAR 1
FOCUS ON
SOLUTIONS**

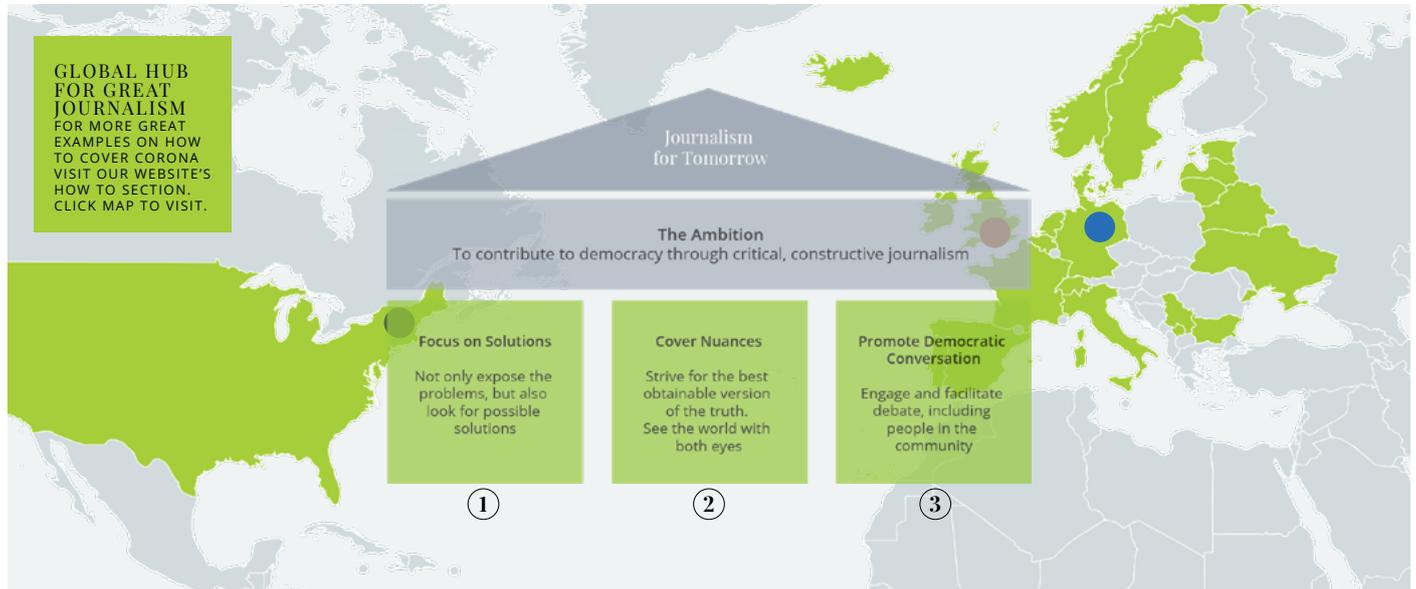
Report not only on the problems but also look for possible solutions.

**PILLAR 2
COVER
NUANCES**

Strive for the best obtainable version of the truth.

**PILLAR 3
PROMOTE DEMOCRATIC
CONVERSATION**

Engage and facilitate debate.



● EXAMPLE PILLAR 1

**MEDIA
THE BBC**

**COUNTRY
UK**

**JOURNALISTS
HARRIET AGERHOLM,
JAMES LAW &
JENNIFER MEIERHANS**

THE STORY

The BBC devotes entire segment for possible solutions to corona. The journalists have gathered a number of stories that show how people are helping each other and finding solutions in response to the coronavirus.

● EXAMPLE PILLAR 2

**MEDIA
DIE WELT**

**COUNTRY
GERMANY**

**JOURNALISTS
DANIEL ECKERT &
HOLGER ZSCHÄPITZ**

THE STORY

Die Welt cover nuances with a Historical Perspective. Thus this article zooms out to the macro view of the crisis and its global economic impact. Using a historical perspective the journalists describes the three big financial crashes of the last 100 years and tries to identify some learning points.

● EXAMPLE PILLAR 3

**MEDIA
THE NEW YORK TIMES**

**COUNTRY
USA**

**JOURNALIST
JESSICA GROSE**

THE STORY

Based on questions from readers (via an interactive tool for questions) the New York Times gets help from doctors, public officials and other experts to answer many of the questions parents have about public playgrounds, visiting grandparents, general hygiene, birthday parties, testing, homemade hand sanitizer and more.

AN ADD-ON TO BREAKING NEWS & INVESTIGATIVE JOURNALISM

| | Breaking News | Investigative Journalism | Constructive Journalism |
|-----------|---------------|--------------------------|-----------------------------|
| Time | Now | Yesterday | Tomorrow |
| Goals | Speed | Blame | Inspiration |
| Questions | What? When? | Who? Why? | What now? How? |
| Style | Dramatic | Critical | Curious |
| Role | Police | Judge | Facilitator |
| Focus | Drama | Crooks and Victims | Solutions and Best practice |

New Report: Danes Ask for Constructive News



EXCERPTS FROM THE REPORT
'NEWS EXPERIENCES AND OPINIONS IN DENMARK 2020'
CLICK REPORT READ IN FULL.

WRITTEN BY
PETER DAMGAARD, CONSTRUCTIVE INSTITUTE
HANS HENRIK KNOOP, ASSOCIATE PROFESSOR, AU

We have asked the Danish analytics company Epinion to conduct an independent and representative study on "news experiences and opinions" among more than 2000 Danish citizens. The survey was made possible with support from the Salling Foundations as part of the Constructive News Lab.

The report investigates current media trends with a profound focus on news credibility, perceptions of news negativity and the tendency of some to avoid news.

More specifically, the report looks at how Danes perceive the news media, and we use this to get an impression of the current state of the news. This is important in identifying what problems the broader population are seeing in the media. Next, the report tests whether the constructive news paradigm is a potential solution to some of the issues raised.

Specifically we test if there is a demand for constructive news and if reading constructive news content is any different from reading conventional news.

Lastly, the report provides novel evidence on the effect of the corona outbreak on Danes' opinions and behavior towards news.

A SUMMARY OF THE MOST IMPORTANT FINDINGS FROM OUR RESEARCH

16% of Danes periodically avoid news.

People who report that news often makes them feel bad and who think that the media focus too much on conflict are more prone to avoid news. News avoiders use traditional media sources less compared to non-avoiders. Instead, avoiders use social media and streaming as their source of news.

A third of the population feel that news often puts them in a bad mood. More than half of the population believes that news focuses more on negative than positive perspectives on events. Almost six out of ten Danes think that far too much news focuses on conflict.

News credibility in Denmark is lukewarm. Around a quarter of Danes agree that the media paint a fair and accurate picture of the world. News credibility varies across segments of the population.

68% of Danes would prefer news that focuses more on illuminating a case from different perspectives, on informing about solutions to societal problems (58%) and on inspiring action (51%).

57% of Danes would prefer to read a news article with a constructive rather than a conventional news headline.

People who read a constructive newspaper article are less inclined to feel uncomfortable and more likely to agree that 'the world needs more articles of this kind' compared to a control group who read a conventional article about the same topic.

People high in the trait neuroticism, who are generally more prone to negative thoughts, are more likely to avoid news and less likely to think that following news is important. People who are agreeable or conscientious tend to think that following the news is important but are more likely to experience today's news as too conflict oriented.



KEY FINDINGS

57%

of the time, Danes prefer a story with a constructive heading

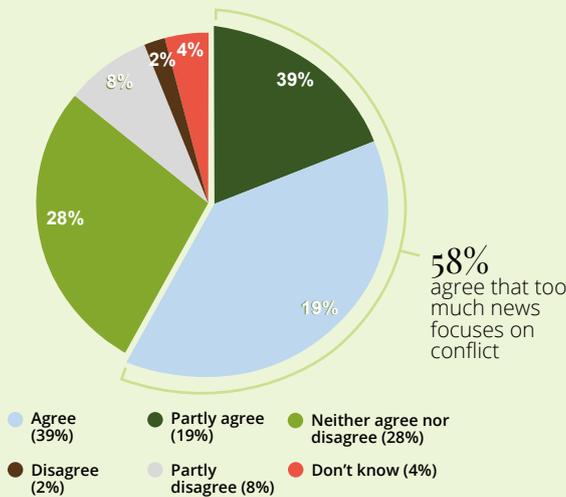
58%

of Danes say that news focuses too much on conflict

68%

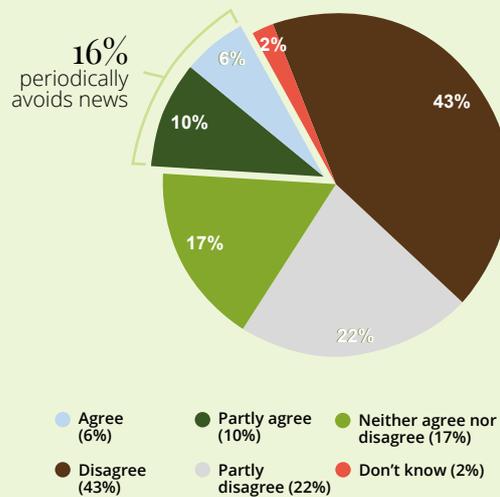
of Danes want the news to focus more on illuminating a case from several different sides

FIGURE: NEWS FOCUS ON NEGATIVITY AND CONFLICT



N=2,014
Wording: How much do you agree or disagree with the following statement ...

FIGURE: NEWS AVOIDANCE IN THE DANISH POPULATION



N=2,014
Wording: How much do you agree or disagree with the following statement: I periodically try to avoid news.

“Perceiving a more truthful and fairer blend of negative and positive news would not only help people make better sense of the world, it would significantly strengthen journalism by improved public trust.”

– HANS HENRIK KNOOP, ASSOCIATE PROFESSOR, AARHUS UNIVERSITY

Solutions to News Avoidance

News avoidance is considered an increasing problem for the news industry and democracy at large. As news companies lose consumers, democracy loses the informed foundation for an engaged citizenry. Meanwhile, research on news avoidance is hampered by the lack of a common understanding of the phenomenon.

WRITTEN BY MORTEN SKOVSGAARD, PROFESSOR WSR,
UNIVERSITY OF SOUTHERN DENMARK
KIM ANDERSEN, ASSISTANT PROFESSOR, UNIVERSITY OF
SOUTHERN DENMARK AND UNIVERSITY OF GOTHENBURG

News avoidance is a problem for the news media as well as for democracy at large. So what can be done to engage people in news coverage? Among other things, constructive, fact-based, transparent, and slow news may be possible solutions.

More news is available now than ever before. Still, a significant amount of people consume no, or a very limited, amount of news and even amongst those who are regular audiences a substantial proportion answer that they sometimes or often avoid news content. Furthermore, studies indicate that news avoidance is growing over time despite an increasing supply of journalism output.

News avoidance is a problem for the traditional news media. News organisations need readers, listeners, or viewers to generate advertising revenues, sell subscriptions and maintain their societal relevance.

But news avoidance is also a problem for democracy. In general, news consumption has a positive impact on people's knowledge of society and politics as well as on their political engagement and participation. So, how do we encourage people to participate in the news cycle? It would be great if a simple answer to that question existed.

"News avoidance is a problem for the traditional news media. News organisations need readers, listeners, or viewers to generate advertising revenues,

sell subscriptions and maintain their societal relevance. But news avoidance is also a problem for democracy."

UNINTENTIONAL AND INTENTIONAL NEWS AVOIDANCE

News avoidance has a number of different causes and, as a consequence, also a number of potential solutions that are dependent on actions from different stakeholders. In a study recently published in the international journal *Journalism Studies* we have reviewed and classified the different causes and potential solutions related to two types of news avoidance – intentional and unintentional.

Contrary to unintentional news avoidance, which we will return to below, intentional news avoidance is based on an active and deliberate choice to avoid news. Studies show that when people actively avoid the news they often do so because they find the news too negative, because they do not trust the news, or because they feel overloaded by the magnitude of available news.

NEGATIVE NEWS

It cannot come as a surprise that many people feel that the news is too negative. It is next to impossible to tune into a television news broadcast, click onto a news website, or open a newspaper without being confronted with war, crime, scandals, natural disasters, and suffering. For some,

such news has a negative impact on their mood and their well-being. A subsequent feeling of powerlessness makes them change the channel, turn off the television, drop the newspaper, or delete the news app.

“Constructive news is one possible way to avoid people turning their backs on the news due to its negative focus.

– MORTEN SKOVSGAARD
& KIM ANDERSEN

Constructive news is one possible way to avoid people turning their backs on the news due to its negative focus. The idea behind constructive news is to not only address problems and shortcomings but also the solutions and positive examples that can serve as inspiration for how to handle challenges.

The aim of this more balanced approach to journalism is to replace the feeling of distress and powerlessness with a feeling of hope and a sense of being able to make a difference in society.



“News organisations need readers, listeners, or viewers to generate advertising revenues, sell subscriptions and maintain their societal relevance. But news avoidance is also a problem for democracy.

– MORTEN SKOVSGAARD,
PROFESSOR WSR, UNIVERSITY OF SOUTHERN DENMARK

Constructive journalism has gained traction in recent years, in Denmark for instance several news media have introduced constructive news in particular programs or sections of programs. The regional television station TV 2/Fyn is even working to implement a constructive mindset amongst all journalists to ensure that constructive news stories will blend with news stories that focus on problems and shortcomings

MISTRUST IN MEDIA

Low trust in news media and journalists has also been recurrent issue in recent years. For some, the trust in news is so low that they tune out completely. Often, low trust in news media is caused by a perception that journalists are not neutral and do not report the truth. One way that news media can potentially change this perception is to make a clear distinction between opinion and journalism based on indisputable facts. Another potential way to increase trust among news users is to increase the transparency in order for people to check the information included in the journalism and learn how reporters constructed the news story.

AN OVERWHELMING NEWS FLOW

A third reason why people turn their backs to the news is that they find the stream of news stories overwhelming. The 24-hour television channels or the news websites constantly offer updates on the latest developments across several news stories. While some enjoy the almost endless supply of news, others have the sense of being hit by a news tsunami that is hard to manage.

To counter this cause of news avoidance, news media would have to put a break on the accelerating news cycle, offering news which explains the context behind headlines. News overviews that make it easier to identify the most important news stories of the day would also attract these news avoiders. This can be done in different ways. Some of the traditional media are now producing newsletters that outline the most important stories of the day or daily news podcasts that go in-depth with one or a few new stories and provide further context. An example of this is The Daily by the New York Times. There is also a trend towards the rise of digital born slow news media which focus on a few stories each day. These news providers offer long-format in-depth journalism that contextualize the issues more extensively than regular news. Some examples of these are the Dutch De Correspondent, British Tortoise Media or Zetland in Denmark.

UNINTENTIONAL NEWS AVOIDANCE

For those who unintentionally avoid news, the underlying causes are different. They do not turn their backs on news based on a specific dislike of news or certain aspects of news. However, when the supply of media content increases dramatically, it is much easier for people to pick exactly the content that meets their preferences. Thus, this type of news avoidance is—rather than an active rejection of news—based on a choice of other types of media content—often entertainment—that in effect crowds out news consumption.

One possible way of alleviating this unintentional news avoidance is to

develop so-called public service algorithms. These algorithms ensure that people are presented with trusted, quality news when they stream their favourite entertainment show on demand or when they browse through their social media feed.

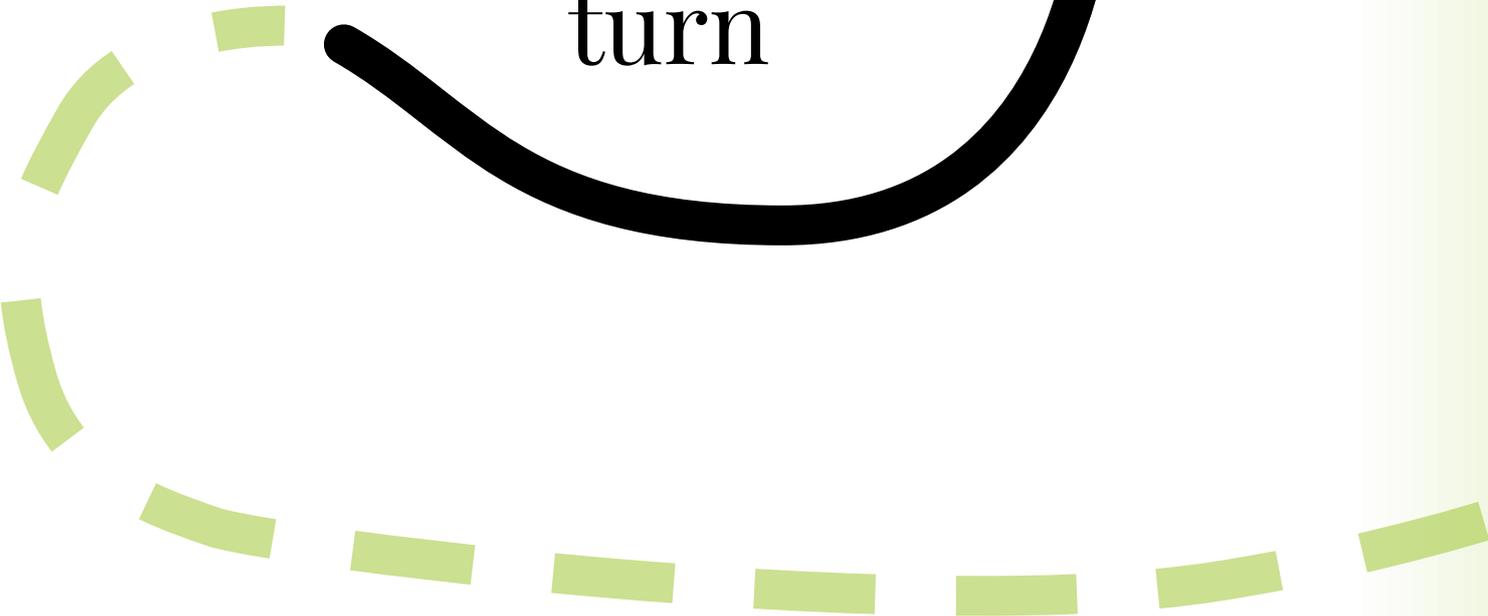
WHO CAN SOLVE THE PROBLEM?

In consequence, the potential to counter intentional news avoidance primarily lies with journalists and the news media. Editorial teams are able to change news content to make it less negative and more constructive; less opinionated, more fact-based and transparent; and less overwhelming, more contextualized and slower. The potential to counter unintentional news avoidance to a larger extent lies with the owners and manager of media corporations, social media platforms and politicians. Multipurpose media organisations and social media companies can decide to develop public service algorithms or other opportunity structures conducive of incidental news exposure. In turn politicians can decide to support the media companies developing such opportunity structures.

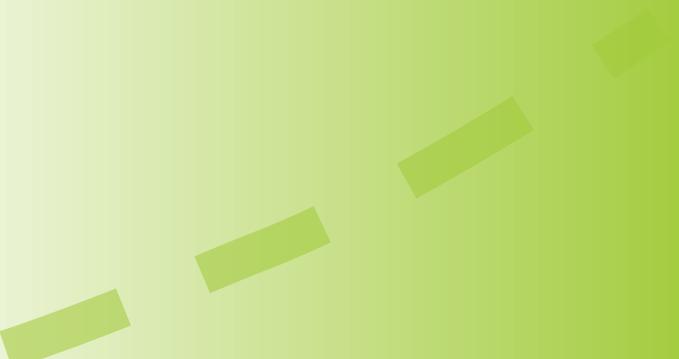
It is crucial that journalists, media managers, and politicians all make an effort to counter news avoidance in order to ensure that the citizenry is as well-informed as possible. However, if they are to succeed it is also important that the citizens reward their efforts. Citizens can also help to counter news avoidance by supporting constructive, fact-based and transparent, and slow and contextualized journalism.



Perhaps,
we journalists
took a wrong
turn



What about ... A journalism for tomorrow?



Watch our explainer
‘The World Needs Better News’
click to visit constructiveinstitute.org

How To Do Constructive Journalism?

'HOW TO' IS A SERIES OF BEST PRACTICE ARTICLES SHOWCASING HOW THE WORLD'S LEADING MEDIA HOUSES WORK WITH CONSTRUCTIVE JOURNALISM. HERE WE PRESENT A SELECTION BASED ON OUR THREE PILLARS, SOLUTIONS, NUANCE, CONVERSATION



Dive into our compiled best examples of constructive journalism from all over the world.

CLICK MAP FOR MORE ONLINE EXAMPLES.

PILLAR 1: SOLUTIONS

MEDIA
THE UPSIDE,
THE GUARDIAN (UK)

SUMMARY
HOW TO
EDIT A STREAM OF CONSTRUCTIVE STORIES

The Upside is the Guardian's constructive journalism "stream". It is solution-focused reporting "that seeks out answers, solutions, movements and initiatives to address the biggest problems besetting the world".

PILLAR 2: NUANCES

MEDIA
BERLINGSKE
NUANCERER,
BERLINGSKE (DK)

SUMMARY
HOW TO
EMBRACE NUANCE IN POLITICAL COVERAGE

"We wanted to show that reality is often not black and white, it can be grey and must have nuances in order to be real," Editor-in-Chief at Berlingske Mette Østergaard says.

PILLAR 3: CONVERSATION

MEDIA
EINIG?,
NRK (NO)

SUMMARY
HOW TO
HOST A CIVIL AND CURIOUS POLITICAL DEBATE SHOW

The national broadcaster NRK launched a political debate show with a difference. With this format guests find points of connection and agreement rather than look for ways to discredit one another.

PILLAR
1: SOLUTIONS

MEDIA
THE UPSIDE,
THE GUARDIAN

COUNTRY
UK

TOLD TO CI BY
MARK RICE-OXLEY
EDITOR,
THE UPSIDE



“The media must recognise it reflects the world we live in... When we report progress, more progress ensues. What better way to change the world?”

– MARK RICE-OXLEY,
EDITOR, THE UPSIDE

THE UPSIDE'S
GROUND RULES

- LOOK FOR SOLUTIONS FOR THE BIG CHALLENGES OF OUR TIME**
Upside stories are not PR. They look for solutions that appear replicable, robust and confront the big challenges of our times, e.g. the environment, atomised communities, flagging democracy etc.
- GO THAT EXTRA MILE**
Efforts are made to find and speak with the communities working to address the significant problems. The aim is to report on places, their reporters rarely visit, broadening reach and understanding both for the journalists and their reader.

How To Edit 'A Stream' of Constructive Stories

The Upside is the Guardian's constructive journalism "stream". It is solutions focused reporting "that seeks out answers, solutions, movements and initiatives to address the biggest problems besetting the world".

HOW THEY DID IT

The driving force behind the series is editor Mark Rice-Oxley. Mark embarked on the project in 2018 because it was "urgently needed in a world where a surfeit of dismal news is demoralising audiences as never before."

The constructive focus of the Upside was championed by the Guardian's editor-in-chief, Katharine Viner in her 2017 speech sketching out the future of the newspaper. Katharine promised that "we will develop ideas that help improve the world, not just critique it. Despair is just another form of denial. People long to feel hopeful again – and young people, especially, yearn to feel the hope that previous generations once had." You can listen to Katharine's thoughts on "A mission for journalism in a time of crisis".

Mark started with an experiment to discover whether Guardian readers had an appetite for solutions focused journalism. After 18 months and 150+ articles he and his fellow journalists found that there was significant audience engagement in journalism that "sought out the good things happening in the world".

Readers spent longer on the articles, often reading until the end, and around 1 in 10 shared the stories on social media. There was also a significant volume of responses and enthusiastic messages from readers asking for more constructive reporting.

The Upside was launched with funding from the Skoll Foundation in order to commit more deeply to a solutions focused stream of content. This funding has now dried up but the Upside continues.

SOLUTIONS FROM THE DEMOCRATIC REPUBLIC OF CONGO

In 2019 a piece commissioned and produced for the Upside stream won the Journalism of Tomorrow award presented by the Constructive Institute and the Solutions Journalism Network. The piece was written by Guardian Health Editor Sarah Boseley in collaboration with photographer David Levene and video producer Millie Harvey and was an investigation into how the Democratic Republic of the Congo has all but defeated sleeping sickness.

Accepting the award, Sarah Boseley noted that "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 and maybe we should look to the positive."

CONNECTING WITH AUDIENCES

The Upside has sought to deepen the connection between readers and subjects through a weekly newsletter of over 30,000 subscribers. Mark stresses the importance of proactively engaging with recipients of the newsletter by asking teasing questions and offering a straightforward method of replying. These efforts have been rewarded with several good solutions story tips.

Output for the series has been primarily focused on text articles but earlier in June 2020 Mark launched his inaugural Upside: In Conversation live stream (record and now available online -see constructiveinstitute.org for more).

Introducing the discussion Mark explained that just as with the Upside's articles the aim for the conversations are "Hope, potential, ideas and solutions, anything really that can give us a dose of optimism in challenging times." Depending on the reaction from the audience they may be planning more.

How To Embrace Nuance in Political Coverage

Berlingske Nuancerer takes a deep dive into the central topics discussed by Danish politicians and voters. The project goes beyond fact checking what is correct and incorrect to explore the nuances of central questions in political debate. Important questions are unpacked, experts are consulted but politicians are left out of the conversation.

HOW THEY DID IT

The respected Danish Daily newspaper Berlingske wanted to approach the 2019 Danish election with a different tactic. Editor-in-Chief Mette Østergaard felt that in the past journalists had been manipulated by politicians who successfully twisted facts to support their agendas.

Inspired by a project in the Swedish newspaper Dagens Nyheter Mette and her colleagues invited the project lead to travel to Copenhagen and share some inspiration. Off the back of that meeting the Berlingske team then developed Berlingske Nuancerer (Berlingske Nuances) a new editorial concept where every story starts with a question taken from the most important issues discussed in political debate.

The topics covered are high on the agenda for the average Danish voter and citizen. Each question is answered by exploring the complexity of the topics thereby offering a more precise response for their readers. The aim is to re-examine allegations, accepted truths and uncritical use of facts. It is “a way of giving people new eyes on a topic that they previously thought they knew what the conclusion was,” says Mette Østergaard.

The paper put together a team of a data journalist, 3 text reporters a video journalist and an editor to drive the stories through. Together these journalists build out stories with new clearly identifiable elements.

NEW TOOLS TO OPEN UP FORMAT

Each headline always asks a question.

Normally headlines at the paper are a conclusion to the story and give a particular angle. The team wanted to keep them open for Nuancerer. With no conclusion in the headline the reader needs to dig into the content and decide their own opinion.

The tone is authoritative and factual with very few quotes, they aren't opinion piece and are a “politician free zone”.

Once the Berlingske journalists have written a first draft of the article it is then read by a team of external experts who further fine tune the piece and correct any assumptions or inaccuracies.

Each article is accompanied by a drawing sketched by the same illustrator using a style distinct from the rest of the newspaper. The team never uses reportage photographs for example, Nuancerer always has another look and feel to the rest of the paper. For some stories there is a video explainer, these are heavy production and only accompany stories which hold sustained interest for their readers.

Berlingske Nuancerer is managed by a data journalist, Philip Sune Dam, who takes a deep dive into the statistics and dissects the numbers. Questions that have been tackled so far have ranged from “Is the integration of non-western immigrants a failure?” to “Does Denmark have the highest tax burden in the world?”

REACHED NEW READERS

The project has had a great response both for reads and engagement but also by persuading new readers to subscribe to the news website. It has been a valuable tool for branding, showing that “Berlingske is a quality paper that isn't interested in doing just click bait” says Mette Østergaard.

With the success of the concept the editorial team is now continuing Berlingske Nuancerer beyond the elections publishing a couple of Nuances every month.

PILLAR
2: NUANCES

MEDIA
BERLINGSKE
NUANCERER,
BERLINGSKE

COUNTRY
DENMARK

TOLD TO CI BY
METTE ØSTERGAARD
EDITOR-IN-CHIEF,
BERLINGSKE



“We wanted to show that reality is often not black and white, it can be grey and must have nuances in order to be real.

– METTE ØSTERGAARD,
EDITOR-IN-CHIEF, BERLINGSKE

THE KEY TAKEAWAYS

- TRUTH IS NOT BLACK AND WHITE**
Sometimes the truth is not black and white, and audiences distrust journalism that depicts the world through a simplistic lens.
- AUDIENCES SHOWED INTEREST IN DEEPER COMPLEXITY**
Counterintuitively, audiences welcome an opportunity to delve into complex issues without neat answers.
- OFFERS SPECIALISED INSIGHTS**
Giving external experts an editorial role offers specialised insights and integrity to the journalism.
- REQUIRES MAN POWER AND TIME**
Projects such as Berlingske Nuancerer require extra resources in terms of man power and time.

PILLAR
3: CONVERSATION

MEDIA
EINIG?,
NRK

COUNTRY
NORWAY

TOLD TO CI BY
GRO ENGEN
EDITOR,
EINIG?



“For politicians entering traditional TV debates it is like winning a match. When they decide it’s about “winning” then their objective is not to inform viewers about political issues or find resolutions to problems.

– GRO ENGEN,
EDITOR, EINIG?, NRK

THE KEY
TAKEAWAYS

- **NEW DEBATE CULTURE**
Audiences, particularly young audiences, want a new kind of political debate format. They are tired of the blame and shame culture.
- **CALM AND CURIOUS**
Politicians are capable of calm and curious discussion, if they are offered a venue in which to discuss their views.
- **IN DEPTH ANALYSIS ON AIR**
Political discussions offer more information and in depth analysis for audiences without the conflict and point scoring.

How To Host A Civil And Curious Political Debate Show

Einig? Or “Agreed?” in Norwegian aims to change the culture of polarizing political discussion. The national broadcaster NRK launched a political debate show with a difference, with this format guests find points of connection and agreement rather than look for ways to discredit one another.

HOW THEY DID IT

Einig? Is a prime-time politics show with a difference. The aim of the program is to reverse the toxicity that disfigures public discourse and to avoid shows where the conversations ends as it began, with nothing being learnt. The team found that many viewers, particularly those under the age of 50, had given up on debate programs and were tired of politicians arguing and interrupting each other.

The show’s website explains their philosophy stating that “TV debates are often a battle to be won, but to some extent the same participants must listen to each other, not interrupt and must try to understand the opponent. What happens then?” According to the Times of London “This approach has led to outbreak and generosity and accord from across the political spectrum”.

In an effort to change the status quo a number of standard practices for Norwegian debate shows have been changed at Einig?.

For a start the program team chooses politicians that they believe are capable of abandoning political posturing and point scoring in order to have an open and honest conversation.

After many years working in the political debates the program’s editor Gro Engen knows who those individuals are.

UNACCEPTABLE ELEMENTS EDITED OUT

A lot of time and preparation is then spent with the guests before they take part explaining what is unacceptable in the show and will be edited out. Personal

attacks, being argumentative and listing political agenda points without regard to what other guests are contributing are all frowned upon. The editorial team also offers advice on how to lead a constructive conversation, encouraging guests to ask questions about each other’s views and to be curious.

Panelists are not given the questions ahead of time but instead discuss thought provoking statements that are read off a screen in the studio. This means no one has prepared talking points with their communications teams and political language is avoided by all.

The program is recorded in garage at NRK rather than a traditional election campaign studio because the team want to strip away the glamour and drama.

“We found that the panelists were more civil and real with each other when the cameras were off and they were having a coffee, we want to re-create that type of atmosphere”, Engen says.

ABSENCE OF HOST OPENS UP DISCUSSIONS

The team also experimented with removing the host from the studio and leaving the guests to take the responsibility for their own conversation and conduct.

The aim is to open up new kinds of discussion when politicians are taken away from the comfort of traditional confrontational formats and the journalist in the room isn’t acting as a judge to moderate behaviour.

All this doesn’t mean that the program doesn’t tackle divisive and controversial topics, so far they have explored immigration, abortion, climate, economy and tax.

The conflict between those with different political standpoints remain but the hope is that they may learn from one another. Gro’s advice to politicians “Relax, listen to the questions and think. Just be yourself, that’s what voters want.”

OUR GLOBAL CONSTRUCTIVE MASTERCLASS



Photo: Peter Damgaard

The Constructive Journalism Master Class took place in Aarhus at Aarhus University, Denmark and brought together participants from around the world. We are proud that so many media professionals took the time to attend the master class and discuss how journalism can be improved for a better tomorrow.

The idea of constructive journalism is spreading quickly all over Europe. But why is it important, what do we actually know of how to do constructive journalism, how it is introduced in different formats for different platforms and how the audiences react to constructive stories?

Those were some of the questions participants were invited to learn more about at the two day master class hosted at Aarhus University. In the following we take you through the main topics from some of the front runners in constructive journalism.

Anne Lagercrantz, head of News and Sports at Swedish Television, SVT, since 2015. SVT is going through a digital transformation. With success: the number of first-time-voters who considers the digital offer of SVT as trustworthy, has increased from 54 percent to 74 percent. SVT News is listed as one of Sweden's most purposeful digital brands this year and for two years in a row they are the fastest growing digital news site in Sweden. What did it take to get there?

Gro Engen is Editor of the debate program "Einig?" at NRK, that renewed the political debate.

Often TV-debates are a battle that must be won. But what if the participants in the debate must listen to the others, may not interrupt and must try to understand the opponent – what happens then?

Annette Hoth of Zweites Deutsches Fernsehen, ZDF, has been a commissioning editor for „plan b“ since the program went on air two years ago, being the first constructive TV format in Germany. As one of the creators of „plan b“, she is committed to continuously developing a successful TV approach to constructive journalism.

Ulrik Haagerup, founder and CEO of Constructive Institute, Aarhus. The institute has the goal of changing the global news culture in five years by three means: Passing on new knowledge of research, education material and new concepts, giving new inspiration through conferences, global seminars and keynotes and by creating new journalistic role models through an

international constructive fellowship program. So how do you change the culture of journalism?

Kristina Lund Jørgensen, editor at TV2 Fyn is constructive editor of the regional Danish TV-station. She was appointed with the exact purpose of turning the TV-station into a constructive news media and was given free hands to put that concept of constructive journalism into the daily news flow. How do you do such a turn around of a news media?

Gerd Maria May has her own company, Room of Solutions and has developed an entire new concept of local journalism, including the engaging of local high school students and she is writing a book about a new ways of looking at the role of journalism.

Orla Borg, Head of Fellowship Program at Constructive Institute, was an investigative journalist before joining Constructive Institute. He has been working with defining and developing constructive stories and presents answers to the question: So how could journalists actually do constructive stories?

CONSTRUCTIVE MASTER CLASS MOMENTS



GERD MARIA MAY,
CEO AND FOUNDER,
ROOM OF SOLUTIONS

Former fellow Gerd Maria May CEO and founder of Room of Solutions introduced the audience to her analysis of a local news media's efforts to engage and empower the citizens of their community. In the presentation it became clear that the constructive news strategy not only effected its readers positively but also the staff at the local newspaper.



KRISTINA LUND JØRGENSEN,
CONSTRUCTIVE EDITOR,
REGIONAL TV-STATION
TV2 FYN

How do you change the culture of a TV-station and introduce constructive journalism? Constructive Editor at TV2 Fyn and former fellow Kristina Lund Jørgensen presented her strategy for the transistion of the news room at the regional tv-station.



ANNE LAGERCRANTZ,
HEAD OF NEWS AND
SPORTS,
SWEDISH TELEVISION, SVT

"I feel like I'm part of a global movement, and I'm so inspired by the knowledge in this room." This was the main output Head of News and Sports at SVT Anne Lagercrantz took with her from our Constructive Master Class this year when she gave her presentation of the digital transformation that the Swedish broadcaster has gone through.



ORLA BORG,
HEAD OF FELLOWSHIP
PROGRAM,
CONSTRUCTIVE INSTITUTE

Our Head of Fellowship Orla Borg gave an introduction to 'Three Ways of Constructive Journalism', taking the participants through the more practical part of the Master Class digging into 'how to do it'. Here, Orla is playing the guitar for the first task of every day at the institute; singing together.



GRO ENGEN,
EDITOR, "EINIG?",
NORWEGIAN
BROADCASTING
CORPORATION, *NRK*

The Editor of the Norwegian debate show "Einig?", ("Agreed?" in English) talked about renewing the public debate on TV through a completely new concept for political debates, and zoomed in on what they learned from that proces. "We found that the panelists were more civil when the cameras were off, and we wanted to re-create that type of atmosphere," Gro Engen concluded.



ANNETTE HOTH,
COMMISIONING EDITOR,
PLAN B, ZDF

In Annette Hoth's presentation of ZDF's constructive TV show 'Plan B' that zooms in on solutions to societal issues, the editor presented the case on how to make a constructive TV format a success. Her conclusion? Make it relatable. "A constructive format can be challenging in the world of television," editor Annette Hoth said.

Constructive Journalism Fellowship 2019–2020



Constructive Journalism Fellows posing at Stanford University in San Francisco from left; Tine Tud Seerup, Katja Boxberg, Minna Skau, Morten Runge, Jo Williamson, Mette Aaby, Sarah Golczyk, Hans Davidsen-Nielsen, Kasper Kaasgaard, Friederike Felbo, Mathilde Graversen and Jakob Risbro.

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.

On the next pages you can read about the fellowship 2019-2020.

*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 have free access to lectures at Aarhus University, as well as to workshops and training on constructive journalism at the Constructive Institute.

“21 Things I Learned And Two That I Regret”



TrygFonden

WRITTEN BY:
MORTEN RUNGE,
JOURNALIST
AT DANISH
BROADCASTING
CORPORATION
AND FORMER
CONSTRUCTIVE
FELLOW

A 10 month stay at Constructive Institute has raised my awareness of almost everything. Here's some of what I take with me home.

I learned that journalism today does not always depict the true state of the world and that its negativity bias is the key point of attack.

I learned that if you are taken hostage by, say, Islamic State, you need to fix your attention on daily routines and get to know fellow inmates in order not to go nuts.

I learned the difference between causation and correlation.

I learned that one of the fastest ways to rebuild trust in journalism is by making it transparent.

I learned what 11 other bright and funny fellows thought of journalism, politics and life as a whole, and I learned how valuable such inputs and these people can become.

I learned that my kids (12, 10 and 5) ended up profiting a lot from a year as exchange students in Eastern Jutland, which is far enough away from Copenhagen for them (or us) to exit comfort zones.

I learned that if you have two potatoes and your neighbour has two chicken and you really want a chicken and he really wants a potato and you exchange one chicken for one potato – then you end up with something worth more than what you had. It's a beautiful thought and you can win the Nobel prize in economics if you can sort of expand and explain that theory a little.

I learned to be fair.

I learned that we at Constructive Institute should take care not to depict the current state of journalism in sad black and white while asking everyone else to use colours.

I learned that freedom of speech is not freedom of reach. You are entitled to your thoughts but not necessarily to have them amplified.

I learned that it's okay to fall asleep when you prepare for class because that happens to everyone now and then. And it's okay to blame it on the inaccessibility of academic texts.

I learned that fake news was not created by the internet. But the scale of it was. I learned our country must be strong // that it's always right and never wrong // our leaders are the finest men // we elect them again and again

I learned that politics often is about blame avoidance and that's what's keeping us from really liking and trusting politicians.

I learned that you can't always trust surveys on trust that tell you that trust all of a sudden goes up or down. It's easy to confuse disagreeing with distrusting politicians and many big polls don't really care about this distinction.

I learned that the power and influence of the Danish parliament is decreasing, sadly, while the power and influence of the government is increasing, pretty unstopably.

I learned to love a story's nuances even though they may blur the angle

I learned that 80 percent of all legislation is adopted by 80 percent of all parties in Parliament and that this sign of unity and

accord is an underreported story.

I learned that the number of lawsuits against independent media from big companies under journalistic fire is increasing rapidly.

I learned that reporting on solutions may be the way forward for journalism but that you should also be careful as to who gets to pick and assess these solutions.

I learned that you have to close your presentation with something powerful. Like the one that ended an American editor's talk on investigative reporting and fake news: "The truth needs reinforcements and I'm here to recruit."

I regret not having tried to do a book on trust. I did a podcast, which was fun and interesting, but I guess I also had the chance to put everything down in writing, illustrations, characters, graphs, chapters, footnotes and maybe I would have hit a good balance between academic, journalistic and popular angles.

I regret that a 10 month leave from your job is not for everyone in Denmark regardless of your occupation. Journalists often succeed in convincing the world that we are important. But teachers, pedagogues and doctors would be cool to invest in and develop too.

“We Can do Better”



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



They all look really interested although a bit polite. I know from previous conversations that my young classmates are not really that interested in journalism.

We are in a small classroom at the Political Science Department at the beautiful yellow brick Aarhus University.

As part of my Fellowship at Constructive Institute I can follow lectures at the University, and in the Fall of 2019 I attend a course on how the Government can influence the public to make better choices in health, wealth and other matters.

I have agreed to give a presentation on what Constructive Journalism is and why I think it is important. I have made a few presentations before and I expect to see a reaction, when I go through the slides showing that journalism today in many areas give a false perception of the world because it is overly negative.

Almost as on cue I can see a few heads nodding in agreement, smiling as I run through the surveys showing that the News today can create apathy and lead to News avoidance. They recognize the feeling.

These young people are smart, and they are part of the generation that faces serious challenges in the years to come with climate change and polarization between groups of people. Challenges where a strong democracy is essential and democracy is not a given; it needs to be nurtured and checked. As a result a strong, free, critical press is essential, a press that the public will read, listen to and trust, otherwise it is pointless.

My presentation in the classroom introduces the students to what we think Constructive Journalism should be and what it should offer to the public. Constructive Journalism is always critical at its core with a focus on facts, nuances,

perspective. It points to possible solutions that enable the people to act and to see a way forward that protects democracy, in short a more balanced journalism.

After the presentation I talk to a few students that seem almost relieved that journalist are actually willing to work on a journalism that offers more.

I have worked with journalism for more than 25 years often with a critical and investigative approach and I am surprised, that I don't fully understand, how my journalism affects people and what the citizens of Denmark need from us.

Good Journalism is important. I am often confronted by other journalists that believe they already do, what we suggest. Some do but I think that many don't. I have had the good luck to spend 10 months learning about the ideas behind Constructive Journalism, following courses at the University and meeting dozens of interesting and insightful people. It shouldn't be a surprise but we can all learn more and journalism hasn't really changes in the 25 years I have worked with it. So maybe it is about time.

“Don't pity us!” He says, I am having coffee and pastry with a craftsman in a small town on the coast of Jutland. He is quite clear about what he doesn't want from the journalists.

I enjoy talking to one of our “customers”. Normally I am employed at a news department at DR in Aarhus. We have a special focus on people and areas outside the big cities.

A focus I have also had at my Fellowship. I want to learn more about the challenges in the outskirts of Denmark.

The latest couple of General Elections have, I think, surprised a lot of people. The movements of the electorates to form what was known as the yellow Denmark in

2015 and the emergence of new parties on the right in 2019. It makes me wonder if there are groups of the public, that we, the press, are not sufficiently in contact with, stories that are not being told.

Looking outside Denmark there seems to be a divide between people. This divide is there even in countries that Denmark compares to; there is Brexit in Great Britain, yellow vests in France and the polarization in the US that Donald Trump represents.

There are many reasons for these divides, I am sure, but I also believe that the Press plays a part. If you are a journalist and reading this on the website of the Constructive Institute, I am guessing that you are part of the middleclass, with a house, a job and savings for retirement.

Lots of people in Denmark don't have this security and maybe we don't listen enough to them. I know from my own work that we enjoy telling stories from our lives and telling them to likeminded people.

Denmark is a small and fairly homogeneous country, but we still need to ensure the cohesion among people, so when we talk about job security, savings and increase in prices of homes, we should be aware that this is not a story everyone can relate to.

I have had a lot of inspiration on this through University courses and talks during my 10 month Fellowship. There is no one way to do it better, but awareness is a start if we want to tell stories from another perspective than our own. My luck is that more people at my job are aware that we need to do better. When I return to work, I, along with a colleague, have been assigned to have a special focus on and work with stories from the outskirts of Denmark and of course in a Constructive way – because it makes sense.

“Being a Fellow”



novo
nordisk
fonden

WRITTEN BY:
KASPER
KAASGAARD,
JOURNALIST
AT ALTINGET
AND FORMER
CONSTRUCTIVE
FELLOW

I don't often ride in taxis. Being a journalist, this is the classic, almost cliché way of finding out how 'The People' feel about a certain topic. I do, however, frequently use the ride-sharing app GoMore where I'll spend a couple of hours with three members of 'The People'. First off comes the introduction where I don't always succeed in explaining what it means to be a fellow at Constructive Institute. But when I get to the part about wanting to make journalism more forward looking and nuanced and less focused on conflict, the reaction is always positive and enthusiastic.

At the Institute I have been introduced to the concept of news avoiders, people who intentionally avoid following the news. I realize that I actually know quite a few news avoiders; I've just never given their motivations much thought. These motivations, surveys show, typically include feeling your mood being ruined and being left powerless by the stories in the media. Journalists, myself included, can easily find arguments for highlighting and exposing disagreement, conflict and malfunctions. But if the people who are meant to be reading, watching and listening to our stories have had enough of this, I think we need to listen.

As a fellow I have done a lot of listening, primarily to university professors and media bosses. Even though the great majority of these people have had a positive inclination towards constructive journalism, we have also had guests who have been less than sure that it is the right way to go for the media. A few have even been invited because of their skepticism. In these cases, I have found our differences to be rooted in different views on democracy and journalism's role in it. And even though I disagree, I respect the viewpoint saying that journalism should solely focus on unveiling crooks, corruption and wrongdoing. But I strongly believe we need to do more.

At my normal workplace, Altinget, we do try to do more. To create understanding of the political process, to highlight the nuances and focus on the substance. During my time as a fellow, I have come to appreciate that

much of what the Institute is teaching and preaching is already the reality I came from. It makes me proud to be a part of Altinget and it makes me less nervous about returning to work with the goal of putting the constructive approaches to practical use. I believe I will be able to help put into words what we are doing when we are at our best. Much like the example of news avoiders, conceptualizing and building a language for something that already exists can create a better understanding and, in the case of constructive journalism at Altinget, hopefully help grow it.

Then came corona. For someone with ten months dedicated to looking at the media from the outside it served as a photographic developer, highlighting and enhancing dynamics and patterns already in place. But it also brought changes to journalism, especially in the first couple of months. The traditional method of finding someone to criticize people in power and the choices they make stopped working when everyone rallied around the flag. The space this left open was filled with medical doctors, virologists, epidemiologists and the likes who popped up everywhere. The phones were ringing like never before in the hallways of medical science at every university and the Danes were soon on a first name basis with at least a handful of scientific civil servants and experts.

Along with another fellow, Tine Rud Seerup, I decided to explore how the initial months of the pandemic looked and felt from the perspective of these experts. We ended up interviewing each a handful of professors, asking what they thought of the media coverage in general, how they saw their own role and responsibility in it and what they had learned from the crisis in relation to the media. More or less unanimously the experts were pleased and impressed with the general coverage of the corona crisis. I find this interesting in light of how different the journalism was at this point in time compared to normal. Part of the positive assessment from the experts might be explained by the fact that people like themselves got a lot more airtime than what they are used to.

Apart from this general praise, we discovered

a number of interesting aspects of the role of a health expert. Most surprisingly to me was how almost everyone we interviewed mentioned a feeling of engaging in a cooperation when being in contact with journalists. They see it as a common mission to get information across to the audience and felt this dynamic as stronger in a number of ways when the virus broke out. Some also spoke of a shared responsibility to not blow things out of proportion and incite unnecessary fear in the public.

This to me is very soothing but it also leads to questions of when journalists and experts get too close to one another. It must never be so that necessary critical questions are not asked, especially in a scenario where professors play such a large role in the public conversation as was the case early in the pandemic. Most of our experts did not seem to be met with very many questions in regards to what they based their expert statements on which has left me feeling like I personally need to do a better job at this when I return to my desk.

I'd like to highlight a final point from our interviews concerning journalist's ability to understand the science. Even though some said it was only natural, the professors were generally not impressed with the way the average journalist handled the numbers, charts and scientific reports on the corona virus. To me this is worrying and there is a huge challenge in figuring out how better to prepare reporters to work on complicated scientific material. I'm afraid there are not easy solutions to be found here.

None the less I feel our findings have given me a better understanding of the challenges and opportunities in scientific reporting in general and of the specific difficulties in play in covering the health sector.

As with much of constructive journalism, a good starting point is returning to classical journalistic virtues of taking time to research, making sure to see things with both eyes and keeping an open mind. I feel ready and excited to soon be doing this back out in the real world.

“Con- structive Why? Because it Matters”

TrygFonden

WRITTEN BY:
SARAH GOLCZYK,
EDITOR AT
DANISH
BROADCASTING
CORPORATION
AND FORMER
CONSTRUCTIVE
FELLOW



The very first day in the lounge I remember being busy. Busy trying to decode who this bunch of new faces were. I recalled a former fellow telling me, that in a year from now these strangers will have become close friends. 11 fellows. 12 including myself. Only one whom I knew. Impatiently I was trying to skip the part of getting-to-know-each other as I tried to interpret who each was. One thing I knew. We had to be here for the same reason: Figuring out how to do better journalism. I've spent most of my career as a journalist at the Danish Broadcasting Corporation. A big house. Lots of opportunities. But I never had an opportunity like his before. I gave myself a promise: when you zoom back on this year, you've made the most of it. The first days were a bit blurry. It seems like forever ago, that we stood in the rainbow on top of the museum Aros singing Somewhere over the rainbow, not knowing what this year would bring. I just knew I had got the chance to look into an area of great interest to me. The climate. Ten month to explore how to report on climate changes constructively. As I often cover stories from rural part of the country, I wanted to learn more about how to engage audience on this huge global issue by getting it down to a local scale.

During the first couple of weeks we started at our courses. I joined one on Climate through the history of the earth at Geoscience. I was so eager to understand all about the complexity of the climate issues. My new book had arrived. *Earth's Climate: Past and Future* by W. Ruddiman. I sat down in the University's amazing reading room thinking I would spend the entire day reading all 70 pages for the first class. It took me two hours to read through the first eight pages. My tv-reporter brain had a hard time understanding why it had to be written this complicated language, spending endless number of pages to get to the point. The quick answer was obvious: because it is complicated. And scientists are not forced to simplify the finding into a two minutes news story. At times I really longed for a more concrete approach to things like I was used to. And at times I felt like sticking my head in the sand, like when the first task was to tell your own personal narrative in front of your

(not yet) new best friends. Instead of telling the story about somebody else, I was the story, reflecting on my own life, choices and why I became a journalist. A simple question but somehow the answer needed to be refreshed.

Repetitions increases the understanding, a climate scientist said, when I tried to figure out how to do more constructive climate reporting. Don't be afraid to tell the facts over and over again. That's how we remember. During the fall I was repeatedly reminded of why I wanted to become a journalist. Our talks about doing good for society woke up the passion for my profession. We had ongoing discussions about good journalism, bad journalism, biased journalism, investigative journalism. And how, why and when to do constructive journalism.

Other than that we had inspiring guest-talks and time to sit in the couch-corner with a book of interest.

My handpicked stack of books grew. A luxury I had forgotten to give myself for quite some time, thinking I would never get the time to read it. *The Uninhabitable Earth* by David Wallace Wells became my new horror fix, Rosling's *Factfulness* a realitycheck, Ruddimans complex climate bible my reminder of talking to as many scientists as possible and Saxo's book app played every minute I had alone in my car. I felt the eager to understand more in order to be able to nuance my journalism.

In January the first of the planned study trips took us to San Francisco. Looking through notes and pictures I can't believe the list of interesting people we met. My heart still skips a beat when thinking of the moment where we met with the fellows from Stanford University's journalistic fellowship program. At room filled with journalists from all over the world wanting to make changes.

Spring came full of big expectations. I had plans. We had plans. Plans for our projects, study trips, journalistic discussions. Then Corona came and closed a whole lot of doors.

All of the sudden we had to find new ways of meeting. We basically Zoomed through the lockdown.

For my project it opened new possibilities. Me and my fellow colleague, Katja Boxberg,

wanted to do a workshop bridging the gap between climate science and climate journalism and discuss how to do more constructive climate reporting. And since we were all stuck at home, we decided on doing it virtual. That made it possible to do a constructive climate reporting workshop with attendees from all the Nordic countries.

Being a fellow has provided access to academic and scientific insights. Scientists and journalist have a lot in common in many ways. Both seek to provide facts, nuances and knowledge that can be shared with the society. But we also live in a time of great challenges. Where truth and fact are under pressure. For me it was interesting to dive into what we can learn from each other if we start listen to each other a whole lot more. For example we found out that scientists wish for more transparency on how they are part of the story and what kind of story, often fearing that nuances get oversimplified in media.

We learnt that both scientists and journalists can spend much more time talking to each other. That we strive for the same things, getting the knowledge out to the public as it will only have an impact if others hear about it.

When talking about how to do constructive climate reporting it was pointed out that climate journalism is not what we should be discussing. But how to put in into every beat. Whether you cover economy, health or migration there is a climate angle to be found.

I will bring that reflection with me going back to my workplace. With my fellow colleague Mette Aaby I am going back to a new desk where we focus on stories from the rural parts of Denmark. Stories striving to be constructive. Because it matters. It matters to look to potential solutions in order to bring hope. It matters to paint a true picture so people can find themselves truly pictured in the stories we make. It matters to strive to bridge gaps and not help build walls. Ten months have gone. There are now ten well-known faces. The one I knew I know even better now.

I feel a change. I hope it will show. I think I'll start by asking in a different way. Why is this story important? To whom is it important? Why? Because it matters.

“A New View”



WRITTEN BY:
JO WILLIAMSON,
EDITOR AT
AUSTRALIAN AAP
AND FORMER
CONSTRUCTIVE
FELLOW

I've been a news agency journalist with Australian Associated Press for nearly 30 years. Breaking news, making fast decisions and moving on to the next story is what I do best. So when my editor-in-chief Tony Gilles proposed sending me to Denmark for four months to immerse myself in something called constructive journalism I was bemused, but intrigued. What was a breaking news journalist going to get from being introspective, after all! At the very least, I'd get to take a break from what I have been doing non-stop for 30 years. And I would get to live briefly in lovely Denmark, which, after all, has a very strong connection with Australia in Tasmanian-born Crown Princess Mary. And Lego. The four months I spent on the fellowship (September to December) turned out to be more than just a nice little break from my job. It became an opportunity to really immerse myself in thinking and discussing all forms of journalism with others in my field and discover that I wasn't alone in thinking we could do things better.

It was also a challenge in many ways. Going to classes with smart young things at Aarhus University again was also a challenge. It's been more than 30 years since I was at uni. Remembering how to read academic texts (which are written in a way opposite to how most journalists write!), contributing to discussions, and exchanging ideas was daunting, but fun and, again, an amazing opportunity. The best part was learning from my fellow fellows. They were all accomplished journalists, from different backgrounds, with different focuses, and different skills. But all with the same passion to provide their diverse audiences with the best journalism possible, and all with great ideas about how to do that. The mix of speakers to the Lounge – whether inspiring, challenging or just strange – really added to the experience. I actually enjoyed them all. This discussion of ideas, how we as journalists have traditionally approached stories, how readers of those stories have perceived what they read, and how we view how other journalists have presented stories has helped focus how I can bring change at AAP. I have stayed at AAP for so long because its mission fits my mission. But, as Tony said when he suggested the fellowship, we can do more

as a news agency.* And the fellowship has given me that inspiration. Journalists are expected to hold politicians and other authorities to account, point out the problems in society, and make sure the citizens knew what was happening – including crime and disasters, and world events. But shouldn't we also try to show a way out? Point out when things are working, instead of focusing on the worst version of the facts? There has been ample opportunity in 2020 to focus on the horror, fear and struggles of the stories that have dominated the headlines – Australia's summer bushfire disaster; the COVID-19 pandemic with mass deaths around the world; a resultant economic crisis plunging many countries into recession and massive job losses; worldwide race protests triggered by the death of a black man while he was being arrested in Minneapolis; and now the history wars.

But there has also been ample opportunity to look at the other side of those stories – how Australians fought the bushfires, survived and are now rebuilding; how countries like Australia and New Zealand escaped the worst of COVID-19 (just 102 have died in Australia, while New Zealand now has no active cases); how governments, businesses and individuals are confronting the challenge of an economic crisis with innovation and new ideas, resilience, tenacity and changing attitudes; how we can address the scourge of racism, while addressing the problems of history without erasing it.

The irony of a news year where so many people have been seeking proper information is that the media is going through its own make-or-break crisis. The central mission of a news agency is to produce breaking news without bias, spin or an agenda; with context and background; for use by a diverse client base. Constructive journalism aims to ask critical questions about the challenges that face our society and its people, and to inspire solutions. So how does constructive journalism work with a fast-moving news agency? In many ways, it's simple. It's about the story selection, the angle, the language, the questions asked, and the sources, data and background used. At AAP, we try to avoid over-dramatising

the stories we tell, or blindly follow how organisations (not just media groups, but politicians, authorities, companies, public relations etc) tell their stories. In other ways, it's more complicated. We're not expected to go beyond the initial story, or investigate it further. But we can give it a go. It is important to note that constructive journalism is NOT about replacing breaking news, reporting of news of the day, or investigative journalism. They are all needed to inform our society. Constructive journalism asks the question: what next? For me, constructive journalism is NOT about singling out a story to produce it “constructively” and label it so. It's about factoring in the principles and applying it to all stories on the file. This applies, in particular, to political and crime/terror stories, where our primal journalistic response is to focus on the conflict, drama or outrage, rather than the substance of the issue or going beyond the dramatic. BUT we can and should create unique and constructive stories on key issues affecting and interesting Australians. We are not throwing the baby out with the bathwater, but improving the bath. We can hold onto our journalistic methods of holding authorities to account, of reporting critically on the issues that need to be addressed all without confecting outrage or buying into someone else's spin. And if authorities won't answer the questions, we can take another approach to addressing the story. We can also take the next step in exploring what else can be done about the situation. I strongly believe that if this is to work and be effective it needs to be across the wire – not individual stories. And it needs to include our approach to visuals, including images. A clear story of what we are doing and why needs to be communicated both to our staff and subscribers. As a news agency, with broad reach, we have the opportunity to influence the news agenda and we should embrace and honour that with an approach that includes a “constructive” view.

* (As many know, the future of AAP was put into doubt in early March but a version will live on. I don't know yet if I will be part of that, but whatever happens next, I will continue this idea that we should be pursuing the best version of the truth.)

“Monday Morning – You Sure Look Fine”

Tryg Fonden

WRITTEN BY:
FRIEDRIKE
FELBO, EDITOR AT
RADIO4, FORMER
REPORTER AT
TV2 AND FORMER
CONSTRUCTIVE
FELLOW



What a ride it's been. There's a lot. But maybe the biggest "ah, that's really good" sensation I got these past 10 months was on a day that started pretty crappy. Ulrik and Orla – bless them for their energy, insane networking capabilities and such – had planned a trip to Copenhagen (three hours from the institute. Three! Plus parking!) with the first meeting early in the morning, which meant I needed to get two cranky kids up before dawn and reluctantly send them on their way before normal hours, so I could spend my Monday morning at a niche media literally called 'Mandag Morgen'.

Mandag Morgen specialize in stories about the knots and bolts of governing, society and business, meaning a lot of numbers. Not my thing. But then they explained a new project of theirs, inviting readers to editorial meetings about specific subjects, based on the idea that dedicated readers have a perspective that might be valuable for the stories they wanted to tell. Basically, if the task ahead was to write about municipality budgets, they'd open up for people who felt they had an insight, or interest, in this to help them along. Both because they'd get the complications – the backbone of many a journalistic story – but also because they'd get a view on possible solutions or inspiration on how to do stuff differently.

The concept was simple, as it was brilliant (and borrowed, from the British frontrunners at Tortoise Media). It was also typical for my time at Constructive Institute. Not the early hours, that is – meeting hours was generally much more pleasant. But the sense that I – again and again – was reminded of the value of stepping back and looking at how we do journalism. These past 10 months has been a positive bombardment on how to view journalism in today's society and my own role within it. It has offered input on how to get more nuances, solutions, hope and perspective into stories.

I've had my eyes re-opened to the impact of what I practice every day I go to work – stuff that I had forgotten or that had become secondary to trying to keep a deadline and attempt to try to decipher what's inside the head of the daily editor.

All the while having the time of my life. I've laughed so much and so often. I've looked forward to seeing my colleagues every morning. I've learned that I dare do more than I thought. And the line up of speakers and guests has been impressive. Okay, Corona took away some of the expected highlights in the spring and occasionally I (literally) zoomed out of the meetings.

Anyway, the whole Monday morning thing at 'Mandag Morgen' – that by now had gotten more interesting than expected – reminded me of a story I did for TV 2 back in 2015. Amid the refugee surge through Europe a family of four from Syria had walked up to a colleague of mine in Kolding and asked for help to seek asylum in Denmark. Nour and Mohammed Tahan had left war torn Syria with their two kids, 7-year old Sema and 6-year old Mahmoud, and taken the journey with thousands of other refugees to start a new life in a new country. For the next day and a half, I followed them as they talked to police, met up with friends from back home for the first time in months and settled in their temporary home.

That was the story I did back then. Now imagine there's an integration reform under way and bosses are beating the drum: "we need stories about this!" We all know how the traditional process would be, but now I'm thinking: how awesome would it be today, five years later, to invite the Tahans – and others who are trying to start a life in Denmark – to an editorial brainstorm on stories about integration. What worked for you? what didn't? what have you heard? what have you seen? who knows about this that we could talk

to? Then we add some case workers who have their hands deep in this and all of a sudden we as reporters get a chance to build our angles on a much more grounded and substantiated base than had we gone down the normal path.

Is it time consuming and complicated? Sure. But would we get other stories down the road? Better stories? I think so. I hope so. After ten months on Constructive Institute I feel obliged to.

“Love, Luxury and Language. That is my Ten Months’ Fellowship



TrygFonden

WRITTEN BY:
MINNA SKAU,
NEWS EDITOR
AT RITZAU
AND FORMER
CONSTRUCTIVE
FELLOW

Love. Because I am part of the amazing world of journalism. The job as a news editor with a news agency can sometimes feel a bit like the job of a traffic cop. There is an endless stream of pedestrians, cyclists, motorists, truckers, pilots, train drivers, sailors and even the odd submarine captain competing for my attention and direction. It can be fun. And it is at times a huge responsibility. A daunting task. But it is also constantly busy and demanding to the extent that I can sometimes lose sight of the awesomeness of it all. And somehow forget how much I actually love my profession. I am not one of those who got into journalism thinking that I would topple prime ministers or singlehandedly pull the rug from under the crooks in society.

During my years as a foreign correspondent, I have reported on numerous world changing and countless just plain interesting events. And as a news editor, I am in charge of Ritzau’s reporting on big and small. And that is the essence of what I love. This ability to step into any story of importance to our shared society, sift through the information, figure out what matters, connect the dots, gain a level of understanding – and then communicate it in a form that makes others understand. This feeling that anything can be relevant, and that everything can be interesting. Knowing that my job is a perfect excuse to be curious and a license to ask all sorts of questions. It is pretty basic and at the heart of the role of free media: I want to pass on the relevant information that gives citizens the tools they need to play their part in a democratic society. That is what I love about being a journalist. Right now I feel that I have rediscovered that love and found new energy to go back to reporting.

Luxury. Because that is what student life is. To gain access to the immense resources of a university. To spend time with smart colleagues in a relaxed atmosphere. To lean back to talk and think about why we do the things we do the way we do them – and to navel gaze and wonder whether we are

doing it right. To think about society and the role we as journalists and media play. We are very good performers and doers. We pretty much know how to do things, and we know how to do them fast. And we do our best to react to the ever changing media environment with the constant challenges from social media, big tech, the idea that news is free, people turning off news and as yet unknown new uses of AI. But even though we talk about stories a lot, we don’t often talk about journalism as such – not in the newsroom, and not with our bosses. We just do it. We certainly don’t talk to prime ministers, EU commissioners, elected officials, public servants, corporate bosses and academics – our sources and targets – about it. And when non journalists at dinner parties attack us for being too negative or criticize us for painting a skewed picture of the world, we defend ourselves by saying that is the role of the press. True that. But having had the chance to step into a closed room to have these conversations with – among others – top media people like the US managing editor of the Financial Times, key actors in society like EU commissioner Margrethe Vestager and corporate giants like Snapchat founder Evan Spiegel is indeed a luxury. It feeds the thoughts about where and how we should play our part in society.

Precisely because it is our job to hold people in power to account, journalists have a tendency to think we are infallible in our ivory towers. As one of our guest speakers – a very high ranking politician – said: Journalists should stop worrying: Am I critical enough. And we shouldn’t report stories in such a way that we force our readers to take sides between the parrot sitting on every politician’s shoulder and the journalist as a terrier calling out all the mistakes and problems. We can and must do better. Keep our eye on the ball and focus on equipping people to make up their own minds on the issues. It has indeed been a luxury to have been able to step out of the newsroom and into a room where we have had time and space to talk, reflect, discuss, express doubt and think.

Language. Because I have always felt the importance of nuances and proper choice of words in reporting.

To me, constructive journalism is to a large extent really just good, decent reporting. But we easily operate from a common understanding that we deliver just that – even when we don’t. I remember a guest lecturer at my very first year in journalism school in 1989 telling me and my fellow students that we had to learn to angle our stories so pointedly that we could shove them up a lark’s arse. Yes, that might be true sometimes. But I truly believe that we often do ourselves and our readers a disservice by zooming in so close that all context, all perspective, all the noise and nuance disappears. Maybe we ought to think about the poor lark sometimes as well ... And it definitely makes a lot of sense also to look forward and consider possible solutions once we have reported on all the wrongs and the rot. So even though I have always believed in that, I haven’t necessarily had the language, the tools and the guts to express that belief and to execute accordingly. 10 months as a fellow does not make me an expert. It also does not make me a blind disciple. But it has given me better tools and a stronger belief in the need for a readjustment within our profession. And it has given me a new language to talk about it.

... and now what?

My specific project at Constructive Institute has been to figure out whether and how a fast paced news agency with a diverse group of customers can make use of constructive journalism. As part of that I have made a series of thorough and structured interviews with key Ritzau clients. We have talked both about their views on constructive journalism as a concept and about my very specific ideas about what Ritzau could do. I look very much forward to working with that once I get back to my job. I will miss student life, my fellow fellows, and a lot of good talks. But I leave Constructive Institute refueled with love, luxury and language.

“Who to Rescue and How to Cover? Dilemmas of Health and Reporting”

novo
nordisk
fonden

WRITTEN BY:
TINE RUD
SEERUP,
EDITOR AT
DANISH
BROADCASTING
CORPORATION
AND FORMER
CONSTRUCTIVE
FELLOW



Try to imagine a traffic accident. A car crashes into a tree at full speed. The two men in the car are seriously injured, so seriously that they will die if they don't get any treatment.

Try to imagine that you are the only one to witness the accident. The only one, who can supply help to the two men. But you can only help one of them.

Who will you rescue? The youngest? Or the one of the two, who is the father of a young child? What if I tell you, that one of them is handicapped – would that have an impact on your choice?

Luckily this is only an imaginary dilemma. For you. But for some doctors and nurses, these tough questions of prioritization became the grim reality as the coronavirus pandemic hit the world this spring. In some countries the number of infected patients skyrocketed and threatened to leave the health professionals with no other option, than to choose between the patients, when the numbers of ventilators were far too few.

The coronavirus pandemic made the discussion of prioritization in the health sector unpleasantly urgent. Not only when it comes to rationing the treatment of COVID-19 patients, but also in regard to the amount of resources we will spend on trying to fight the virus. The value of a life saved became the topic of an intense debate.

My focus for this fellowship has been the future challenges of prioritization in health. Suddenly, this spring I found that this topic was in the center of the news coverage. The ethical dilemmas, that we had been discussing purely as theoretical questions in my lectures at the university, jumped out of the classroom and right into the columns of the newspapers.

Being a fellow and not a reporter producing news every day, I have been able to follow the coverage closely from the sideline and perform research interviews with both health and media professionals. This has given me an insight into how challenging it is for the media to handle questions of prioritization in a nuanced way. Far too often the reporting ends up being too simplified, focusing only on one side of the problem.

This year I have worked on getting a better understanding on many levels of the health care system and the challenges it is facing in the future.

I have been talking to a lot of clever people about, how we as journalists and editors can present questions of prioritization and rationing, so that the dilemmas are reported fair and nuanced way. This means, for instance, remembering to tell both sides of the story and not only ask critical questions, when a treatment is rejected, but also when it is approved.

It is a difficult task to report in a constructive way about dilemmas, and I haven't found the perfect way to do it yet. But I am working on it. Next step for me will be to conduct debates with both health experts, journalists and the audience about the coverage of the corona crisis and how to discuss the dilemmas of prioritization, so that we all gain knowledge and a better understanding of the challenges and the choices, we will be facing.

Even if a vaccine against COVID-19 is found we look into a future where the questions about how to use our money on health the most beneficial way are even more urgent than now. The demographic development and the costs of the fight against the coronavirus put pressure on the

economy, that makes prioritization a necessity. As a way of dealing with this problem, the Danish health authorities will introduce a new assessment council for treatments, as well as taking a new way of validating both medicine and treatment in to use. This system is called QALY, which stands for Quality-Adjusted Life Year, and is a means to measure how much better your life will be, if you get a specific treatment. This is expected to make the prioritization of medicine and interventions more transparent. But not easier and not free from ethical dilemmas.

Let us return to the traffic accident. Have you made up your mind? There is no right or wrong answer here, only good arguments. And that is one of the reasons, why it can be so difficult to prioritize in health. And why it is so hard to cover it, making sure to include all the important nuances and perspectives.

My fellowship allowed me to dive into all these nuances and perspectives to get a better understanding of both health issues and constructive journalism. It has been 10 months of great quality, that I am sure will last many life years for me.

“Why do we Have so Many Categories Between People?”



WRITTEN BY:
MATHILDE
GRAVERSEN,
JOURNALIST AT
BERLINGSKE
AND FORMER
CONSTRUCTIVE
FELLOW

When I applied for this fellowship, I asked for time to look into the main reasons why some people living in marginalized neighborhoods feel they are living in opposition to the rest of the society. At the same time I wanted to explore how media can avoid being seen as part of this opposition and instead help both the neighborhood and the surrounding society participate in a democratic and constructive debate. In broader terms, I wanted to know, how journalists can cover issues of integration in a more constructive way.

I wish there were clear and simple answers to these questions. After a year of discussing journalism with fellows and staff at Constructive Institute, following courses at Aarhus University, talking to experts and hands-on people, police and ex-criminals, young people on the edge of the educational system, teachers and so on, I have not found easy sound bytes to answer these dilemmas. But I have found guidelines, tendencies, ideas and new questions. Let me try and share some of it here: I have visited Mjølnerparken, Vollsmose and Gellerup – all areas on the governments list of ‘hard ghettos’ – where residents complain, that media exaggerate any negative story related to their neighborhood. They says that the news media forgets to show the full picture and the progress, these areas have seen the last few years. Examples are the rising levels of education and the falling crime rates. The critique is not unfamiliar to me. I am aware, that a neighborhood can be categorized as a “hard ghetto” solely because of the inhabitants ethnic background, their educational level and their income, which is the case for Mjølnerparken. Vollsmose and Gellerup also meet the last two criteria regarding crime and unemployment. Even though I know the critique, one young woman from Vollsmose in particular hit me with her message: “The criminals make up a tiny percentage – and you know who it is, but instead of going after them, you make a collective punishment and decide to tear down buildings. Let me explain it by saying: Every time it is “Anders”, you just hear about people from Vollsmose, who has done something bad. But no. It’s just Anders. Again and again.”

She declined the need for positive stories about her neighborhood. She sees these as the medias search for redemption and mentioned how one positive story is likely seen as the positive exception to a generally troubled area. She wants to be portrayed as a completely normal citizen like everyone else.

Sociologist and author to several books about young men in minority neighborhoods, Aydin Soei, talks about a feeling of “modborgerskab” roughly translated to “counter-citizenship” within minority neighborhoods, where residents feel they must go an extra mile to prove their worth because of their ethnicity and adress: “The residential area is a kind of handicap for them making it more difficult to get an internship, get a job, get into a discotheque”.

It is difficult to know with each failure, whether the name and address really did disqualify, or if a rejection is caused by a poorly written application and a dirty criminal record. But recent research actualized with the Black Lives Matters protests points toward discrimination and racism. You have to send more applications to get a job interview, if you have a minority ethnic background or if you wear a muslim headscarf. It is one thing feeling stigmatized, another living up to the stigma. Aydin Soei points towards one main factor, when young boys turn into grown up criminals: The school. If you can’t read and understand a normal newspaper after primary school and don’t make further progression in the educational system, another way to gain respect, get an affiliation to a community and earn money is the criminal way. The number of gang criminals has declined in the last decade, but simultaneously they have become more marginalized. Other experts, social workers, ex-criminals, residents etc, that I have interviewed on the feeling of “modborgerskab” and criminal behavior also mention the school as an important factor. Besides education other contributing factors are: social problems in the family, lack of confidence in adults, a different upbringing with less strict rules for boys than girls, underrepresentation in media as recognizable citizens and an unproportionate negative focus. We do have a problem with underrepresentation of minorities in news media, and when ethnic minorities appear it is often in articles about crime and unemployment. Regarding the negative focus: I believe that a main job for journalism is to describe abuse of power and problems in our society in order for us all to solve the problems together – keeping a critical eye also on the solutions being brought forward. And I do see a number of real problems in minority neighborhoods with gang criminals, negative social control, extortion and so on. BUT, I believe in one more main job for journalism in a democratic society, which is to give a true and more wholesome picture of the realities, so we don’t go to the polls and vote for changes on basis of a distorted negative view on our society.

Regarding the second main job, studies indicate that media can do better. People think it is going worse than it actually is in multiple areas from crime to poverty. Adding to the job is the tendency in our brain to remember dangerous and negative things.

This brings me back to the question: How to report on problems regarding minorities without stigmatizing? I think we need a better overall representation of ethnic minorities in the news. And then I think journalists need to be thoughtful of the categories we use – but I don’t necessarily believe, that changing the name of a group, makes everyone think any different about the people in it. So rather than debating yet another new title for so called “new danes”, “people with another ethnic background” or “people from non-western countries”, I think journalists need to add nuances and perspective to the reporting about this minority. We still need to address the specific problems, that exists, but simultaneously I think we need to work harder to also present a wholesome picture that reflects “the best obtainable version of the truth” about this group. Reporting on a specific problem should always come with a bigger context. We might have a problem with violence, then let’s take care of that whilst being aware of the overall falling crime rates. One resident in Mjølnerparken put it this way: “Next time there is a shooting, it would be nice, if a journalist interviewed 13-year old Muhammed about how scared it makes him – and not the old white lady.” I also think we need to consider what categories to use at what time. This is a difficult question. When does it make sense to mention ethnicity? Does it make sense to mention a shooters ethnicity? Not if it is a lone incident. But if there has been several shootings, and the shooters have the same ethnicity, there is a pattern to describe and investigate – which gives hope for a solution to the problem. Not to say, that the ethnicity is the cause. As imprinted in any scientists head “correlation does not imply causation”. But as long as we don’t know the causation, the best thing we can do as journalists is to describe incidents as thoroughly as we can. With every possible detail. Coming to the end of my fellowship my head is still spinning with all the input from the last ten months. Categories. Ethnicity. Constructive. I have only mentioned a tiny bit here, and I think I have only just started to digest the fellowship meal. But I look forward to mix all the new knowledge and inspiration with my own fundamental drive to make people understand each other better.

“Look At Me! I am About to Commit a Terror Attack”

Tryg Fonden

WRITTEN BY:
HANS DAVIDSEN-
NIELSEN,
INVESTIGATIVE
REPORTER AT
POLITIKEN
AND FORMER
CONSTRUCTIVE
FELLOW



It is a rare opportunity to return to school at a mature age. Suddenly you find yourself at a university among students who are smart enough to be one's teacher and young enough to be one's children.

Often, for the past ten months, I have felt like the suitor in Oscar Wilde's play 'The Importance of being Earnest', who is asked if he knows everything or nothing and after some hesitation must admit that there are no gaps in his ignorance. The Irish playwright also thought about the perfect society and believed that "a world map without Utopia is not worth looking at because it lacks the one country where humanity is constantly landing". But is it ideally worth striving for, our political science teacher asked us in the course: "Do we (still) need political Utopias?"

That issue has something in common with what prompted me last year to apply for a fellowship at the Constructive Institute at Aarhus University: For years, it has haunted me that we journalists help people whose strongest weapon is the ability to hold media attention because extreme actions and utterances are and will be "a good story". So how do the media avoid being part of the problem and stop making the world a worse place? Since the terror attack on the United States on September 11, 2001 changed the world order I have covered the international struggle against violent fanatics who have been able, with ever weaker means, to hold the attention of an entire world.

In the past year there has been a wave of Islamist and so-called right-wing attacks, a new and unfocused form of terror, which makes one suspect that the real motive is often different from religion and politics. Maybe it's more about lack of attention or an ideology of narcissism. It is hard to decide whether that type of solo attack is terror or rather crime in the style of school shootings.

Angry young men realized many years ago that the way into the media's breaking news stream is through violence. "If it bleeds it leads," is an American press term, and earlier this year before a deranged German drove his silver-gray Mercedes through a carnival in the federal state of Hessen, he told his neighbor that he would soon be in the newspaper.

The hunt for attention places or ought to place the media in a difficult dilemma, as they inevitably become a tool for a marginal group of people who usually have nothing but destruction to offer. Without press coverage, the interest in committing atrocities would evaporate, which could speak in favour of silencing the unwary. On the other hand, it is an illusion to imagine that the media should look the other way. For how does one do that?

THERE ARE ALTERNATE ANSWERS OUT THERE. It is worthwhile turning our attention to New Zealand, where five major news organizations agreed on joint editorial guidelines following the attack last year on two mosques in the city of Christchurch. During the Friday prayer in March, a 28-year-old Australian killed a total of 51 people and wounded nearly as many as he shot wildly and livestreamed the massacre on Facebook.

The prospect of having to convey the perpetrator's thoughts on the supremacy of the white race led to an unusual pre-trial collaboration. The publications of the five media companies would continue to be the eyes and ears of the people in court, but in a different way from the filter less publicity of the social media. Specifically, the guidelines are to not show or blur symbols, hand signs and images intended solely for the propaganda of a terrorist ideology.

<https://www.publicmediaalliance.org/collaboration-for-responsible-coverage/>

If something similar were to happen

at home, established Danish media could be inspired by New Zealand either collectively or as individual news organisations. At the same time, one might ask who in the public would benefit from knowing the perpetrator's name and face – in addition to himself and his followers on the darkest pages of the internet. Why are initials not enough to describe the case, and does it have to be on the front and fill the entire surface of the page when there is nothing new to report?

In fact, there are precedents where Danish media have had a common consensus on covering or rather not covering a case. While the photographer Daniel Rye was held hostage to the Islamic State in Syria, the media didn't mention his case through 13 months in 2013 and 2014 for the sake of his survival. It is not impossible to act responsibly to save human life and avoid public propaganda so what should prevent the principle from being used in other exceptional cases?

Since the cartoon crisis in 2005 Danes have had to live with the terror threat of terror as a basic condition, and this has also been read in the Tryg Foundation's recurring measurements. In 2017, every fourth Dane announced that they are afraid of becoming a victim of terror. Even though the risk of being killed in a terror attack was 0.000000028 percent in 2016 for an average Western European, the feeling of physical insecurity of the population has grown from 7 percent in 2007 to 23 percent ten years later.

In the new measurement from the Tryg Foundation for 2019, the fear barometer has fallen to 18 percent, but with two pending terror cases in Danish courts and a constant serious threat, if one is to believe the intelligence services, this picture can quickly deteriorate. The task of the media must therefore be to cover cases of terrorism in a more constructive way.

“What Did I Learn in School This Year”



TV2/FYN

WRITTEN BY:
JAKOB RISBRO,
EDITOR AT TV2
FYN AND FORMER
CONSTRUCTIVE
FELLOW

Looking into the last few weeks of my fellowship, I have started to sum up, what I will bring back to TV 2/Fyn, and what I will do differently when I'm back. These thoughts have also made me think of what kind of journalism I practiced, and how I approached stories before I became a fellow and began to look systematically into constructive journalism.

And every time I let my thoughts wander, I get back to a story I did about the former mayor of Odense, Anker Boye. He held the position as mayor of Odense for 17 years. After Anker Boye had stepped down, the famous Danish painter Thomas Kluge painted his portrait for it to be on display in Odense City Hall. That's normal procedure in Odense, and seven other former mayors have been portrayed in a painting. The painting cost 250.000 DKK, and when it was presented, I did the story about it with a focus on price. One element was a vox pop with some of the citizens of Odense. The story, of course, was broadcast on TV 2/Fyn, published on our website, and shared on social media.

It was a good story, it was totally correct, and it was relevant because I showed the readers and viewers how the city spent their tax money. But did I do good for society? Did I strengthen democracy, did I facilitate a conversation between the politicians and the voters? Did I tell another story about why it is important to keep memories for posterity, and that the painting perhaps is a very good investment because it will increase in value? No, I did not. I angled the story sharply: The politicians had spent 250.000 DKK at a time when the city had cut the budgets.

At the time I would say, of course, that it was a good story about how powerful men and women are spending the taxpayers' money. But after I have looked into constructive journalism during my fellowship for the last 10 months, I have had second thoughts. Obviously it's a

relevant story that we should tell. But the older and smarter me now thinks that I should have been more nuanced when telling the story. But I wasn't nuanced at the time. I just wanted to tell the story about the politicians stupid way of spending money. And of course I almost knew before publication how people would react on social media. They would be angry, thinking that the politicians are crooks, and the money would have been better spent on other things.

That was my moment of truth, and the beginning of thinking whether I as a journalist perhaps should start to tell stories in a way that not only make people point fingers; and of how stories are not only one dimensional. Could there be a more responsible way to act as a journalist? Now after 10 months of thinking of the role of a journalist and the way the media shapes the glasses through which people look at society, I must admit that we as journalists have to be more responsible.

We frame how people perceive society. And when our starting point is always problems rather than solutions, or about politicians spending money in a stupid way, people will get a wrong impression of their world. We have to look at journalism in a different way. Today – ten months smarter – I would still tell the story about the painting of the mayor.

But I know that I would have made the story with nuances, so that it was possible to see that it is not just a story about politicians spending money in a stupid way. It is also a story about keeping memories for posterity. It is also a story about supporting Danish artists and about honouring a person who has given many years of his life to do good for his city.

Today I would have asked a historian why it is worth paying 250.000 DKK for a painting of a former mayor. What can a piece of art

add to the story of a city. I would have talked to an expert of arts, that could have told something about the very fine piece of art, and why it is so very special.

It's about remembering and thinking of both the black and the white. And when you do so the result could sometimes be grey. But sometimes reality is grey – many shades of grey. When you tell the story of how 50 percent of immigrants coming from Turkey, Pakistan, Iran and Bosnia are unemployed, it is a very good story. But when 50 percent are unemployed, that must mean that the other half is not. And then the very good story could be to tell how the other half got a job. That story might inspire some of the unemployed immigrants, and that would be good for society. So for me it is a way of thinking: Tell the story about the problem, but please tell the story about the solution or the nuances afterwards.

During my fellowship I've started to write down many good pieces of advice, ideas and thoughts on constructive journalism. In the beginning I only did it in order for me to remember. But after a while I'd written so much that I thought I could make some kind of pamphlet that I could give to my colleagues at work. But the piles of notes grew and I've decided to write a book about how to do constructive journalism. And that is what I will do when I return to my job at TV 2/Fyn. It will not be easy or a quick fix. But I hope that it will play its part in making Funen a better place, and I hope that my book and my findings could be my little contribution to making the world a better place.

“Living in a Dream Country with Pre-puberty Kids, Constructively”



WRITTEN BY:
KATJA BOXBERG,
JOURNALIST AT
TALOSELÄMÄ
NEWS MAGAZINE
AND FORMER
CONSTRUCTIVE
FELLOW



To summarize into one essay the meaning of the fellowship, seems nearly impossible. The time in Aarhus meant different things on many different levels. Let me try to explain.

When I studied journalism in Paris in the late 1990's, I befriended two Danish journalists who became very dear to me. During the years to follow, as I worked as a foreign correspondent in many different countries, I kept visiting Denmark. I often thought it would be great to live in the country for a while.

To me Denmark had managed to combine the best of two cultures. It was a solid Scandinavian welfare state with familiar well-functioning public service, similar to Sweden and my native Finland, but it also seemed to have a more relaxed side to it, a bit more of southern European flair with a taste of good cooking and closer family ties.

My interest in the Danish system had a more professional side to it too. I had co-written a best-selling book *Lumedemokratia* (Quasi-democracy), where my co-author Taneli Heikka and I questioned the Finnish post-war history with its sometimes flirtatious relationship with the Soviet Union, its self-censorship and its lack of genuinely free press – and the implications all this had on the society. We also criticised the Finnish consensus-society, the comfortable union of the elite and the lack of a real civil society.

Since our book came out in 2009, Finland has transformed from a semi-forced consensus to a more liberal and open-minded country. Denmark was also a consensus-society, but from our point-of-view, a very different one. It looked as if it had managed to keep the 5 plus million population in the same boat. Even if Denmark has since the beginning of our relationship in

the 1990's moved to a more closed and somewhat harsher direction, it still seems to have the capacity to act as a nation when necessary, whether it is about reforming the labor laws or locking the country down when facing a pandemic.

Journalistically our fellowship took place in an interesting time. I realized this when a Finnish colleague asked how my fellow fellows see journalism after Aarhus. Are they optimistic or rather sceptical of the future?

Some years ago, when the crisis in media was at its peak many prominent journalists left the profession. We who stayed made gloomy forecasts about how long the big papers would still be around. I believe the tide has now turned and the fellows will return from Aarhus more confident about their future. I will at least.

The fellowship meant rethinking the way we do journalism. It has to do with what we learned during the fellowship, but it is even bigger than that. The doomsday sentiment that overshadowed journalism for years has dissolved and the audiences are showing their appreciation of trustworthy media. Personally, I re-found the thrill of reporting and the love of journalism that had started to fade.

The pandemic left its mark on our fellowship, obviously. When the lockdown started in March, the teaching went quickly online. With all its implications, the pandemic made us think how impossible becomes possible when there is no other way. Could we do something similar when facing the climate crisis?

My personal project in Aarhus was to reflect on climate crisis reporting. The subject itself was not new to me, but I wanted to put things into

perspective. What does it really mean if the temperature rises 1,5 degrees or if a company has managed to reduce its CO2-emissions?

As a part of our final project my fellow fellow Sarah Golczyk and I organized a Climate Reporting Workshop during June 2020. We gathered Nordic scientists and journalists together to discuss the challenges they faced reporting on this complex and crucial story.

During the workshop we talked about the tough decisions our respective countries could make by June 2021. Maybe more subvention on electric cars and tighter bans on gasoline and diesel cars? Stricter controls of mass tourism and a tax on flying? 10-fold investment in green tech and many other things! We talked about the difficulty (of journalists) to distinguish the real facts in climate debate and the challenge (of scientists) to get the facts across to media without simplifying the truth too much. We discussed democracy and activism and whether we should be afraid of being too “activistic” in our reporting. The workshop was a success and we vowed to keep the discussion going.

On the personal level moving two school-aged children to a foreign country was a bigger challenge I had anticipated. Leaving friends, own school and extended family behind was tough, and we faced some difficult moments in Aarhus. Still, I am confident that one day my children will remember their time in Denmark with similar joy and gratitude as I do.



CENTER FOR INVESTIGATIVE REPORTING
SAN FRANCISCO, USA

The Constructive Fellows of 2019-2020 went on a study tour to San Francisco. One of the highlights (among many interesting visits) was the trip to Center For Investigative Reporting. Here pictured Editor-in-Chief Matt Thompson and CEO Christa Scharfenberg.

Constructive Institute Activities 2019-2020

The institute works across continents to create a global network for constructive journalism. In 2019-2020 Constructive Institute has embarked on or revived shorter or longer term engagements all over the world. Offering workshops, keynotes, presentations as well as our Constructive Master Class to journalists all over the world.



THE BIG "CLIMATE SPRINT" AARHUS, DENMARK

Constructive Fellows Katja Boxberg and Sarah Golczyk hosted a virtual workshop bridging the gap between climate science and climate journalism. "We wanted to facilitate a discussion between scientists and journalists in order to see what we can learn from each other, and how to do better when reporting on the biggest story of our time; the climate changes," Sarah Golczyk said.



EVENTS & WORKSHOPS

Democracy Bootcamp for newly elected MP's to the Danish Parliament

The bootcamp was located at Rødding Højskole, and introduced the new members of parliament to constructive journalism as well as a format for constructive dialogue. 27 September 2019

Workshop for The Times in London, United Kingdom

Workshop on constructive journalism for editorial staff. 4-5 November 2019

Workshop for Journalists at Flensborg Avis, Flensborg

What is constructive journalism and how could it be applied to this Danish newspaper that has a very specific audience just south of the border between Denmark and Germany. 23 November 2019

Workshop for Skive Folkeblad

Workshop on constructive journalism for editorial staff

at the local newspaper of the Danish city Skive. 27 November 2019

Workshop for Google

Workshop held in Aarhus. 10 December 2019

Constructive Journalism Masterclass

The Constructive Journalism Master Class took place at Aarhus University, Denmark and brought together participants from around the world. 16-17 January 2020

Workshop for PA Media London, United Kingdom

Workshop for staff at PA Media 22 January 2020

Workshop for ABC News in Australia

Workshop for ABC News in Sydney, Australia 9 March 2020

Workshop for AAP in Australia

Workshop for the news agency Australian Associated Press' editorial staff. 9 March 2020

Workshop for 'Frej'

Workshop on constructive journalism at Danish think tank. 22 April 2020

Workshop for Nordjyske Medier

Workshop for editorial staff at regional news media Nordjyske Medier in Aalborg. 11 June 2020

Online Sprint on Climate

Online sprint on the journalistic coverage of climate issues. Participation of climate experts and journalists working with climate coverage from a large number of countries - as well as fellows from the

Constructive Institute. The so-called "Climate sprint" was organised by the two fellows Sarah Golczyk and Katja Boxberg. 12 June 2020

The Alumni Day of Constructive Institute

The former constructive fellows at Constructive Institute - the alumnis of 2017-2019 - "came home" to meet with the fellows of the 3rd year from 2019-2020 - in order for the three classes to exchange their experiences working with constructive journalism. - This was the second Alumni Day held at Constructive Institute. 19 June 2020

Graduation Day at Constructive Institute

The fellows of the fellowship program 2019-2020 graduated and got their certificates. 26 June 2020



CI/HQ AARHUS

This year the CI Lounge Session has become a truly global meeting space. As the world went into quarantine, the sessions turned digital, further underlining our efforts to bridge the world of academia to the practicing world of journalism.

The Digital CI Lounge AARHUS

This year's online meetings offered access to people from all over the world. For instance, the digital CI Lounge had the pleasure of hosting Margrethe Vestager, Executive Vice-President of the European Commission discussing the EU's role in relation to tech giants like Google and Facebook.



LOUNGE SESSIONS

Anne Skare, Partner of Future Navigator:

The role of journalists and journalism in the future.
26 August 2019

Brian Bech Nielsen, Rector of Aarhus University:

The idea behind the collaboration between Aarhus University Constructive Institute.
27 August 2019

Jacob Bundsgaard, Mayor of Aarhus:

Welcome to the city of Aarhus.
28 August 2019

Sten Tiedemann, Rector of Folkeuniversitetet:

Lifelong learning and sharing knowledge with society.
29 August 2019

Hans Henrik Knoop, Associate professor, Danish School of Education, Aarhus University:

The impact of the negativity bias in news.
30 August 2019

Mette Koue, News Editor, Danish Broadcasting Corporation:

Former Constructive Journalism Fellow on her learning path and the fellowship program from a fellow's point of view.
30 August 2019

Christian Bjørnskov, Associate Professor, Aarhus University:

Why the Danes are some of the happiest people on Earth.
2 September 2019

Ida Donkin, MD, PhD:

How the media handles health coverage in general.
10 September 2019

Daniel Rye, Freelance Photographer:

Negativity bias of photo journalism,

and how the photographer tries to cover nuances in his own work.
11 September 2019

Anders Agger, TV Documentarist, Danish Broadcasting Corporation:

Storytelling on television.
16 September 2019

Clement Kjærsgaard, Host of the Danish debate show 'Debatten', Danish Broadcasting Corporation:

The purpose and effect of debate shows.
18 September 2019

Lea Korsgaard, Editor-in-Chief of Danish news media Zetland:

Introduction to Zetland and about the process of creating a new journalism format.
19 September 2019

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.
3 October 2019

Lindsey Green-Barber, PhD, Founder and CEO of Impact Architects:

Researching effects of investigative journalism for Center for Investigative Journalism in USA.
7 October 2019

Gregor Fabio Wolkenstein, Assistant Professor, Department of Political Science, AU:

How is populism defined and how is the concept of and examples of populism covered in the media?
9 October 2019

Michael Bang Petersen, Professor, Department of Political Science, Aarhus University:

On the latest research about hostility in political discussions on social media.
21 October 2019

Martin Vesterby, MD, PhD, Director of Department of Clinical Medicine - INNO X Health, Aarhus University:

Introduction to research in clinical medicine and the history of medical innovation in Denmark.
24 October 2019

Jonas Strandholdt Bach, Associate Professor, Department of Psychology, Aarhus University:

Researching social housing areas in Denmark e.g. Gellerup Parken in Aarhus, the people who live there and how they feel about where they live.
28 October 2019

Ann Lykke Davidsen, Director & Linda Olsen, News Editor, both from the Danish youth radio station LOUD:

How to start up a new youth radio station and the media coverage of their journey.
30 October 2019

Kurt Strand, Journalist and Host of the Danish radio show 'Mennesker og Medier (People and Media)', Danish Broadcasting Corporation:

The evolution of Danish journalism and constructive journalism in general from his point of view.
31 October 2019

Jacob Linaa Jensen, Research Director, Danish School of Media and Journalism:

The Danes' attitude towards news media.
6 November 2019

Helle Harbo Holm, Head of Press at Statistics Denmark:

How the press uses statistics to do news stories also in a constructive journalism context.
11 November 2019

Ingo Walterschied, Entrepreneur:

About him inventing a way to sort plastic waste.
13 November 2019

Tor Nørretranders, Science Journalist and Author:

About his new book 'Samfundsglæde' (Societal Joy) on how we should be active citizens in our communities.
25 November 2019

Morten Pihl, Investigative Journalist, Tea Krogh Sørensen, Investigative Journalist, both from Danish daily Jyllands-Posten:

The two journalists received the Danish prize 'Cavling' for their investigative project 'The Big Health Failure' and discuss next steps in the investigation including constructive journalism angles.
29 November 2019

Morten Hesseldahl, Publishing Editor, Gyldendal:

About the challenges book publishing houses are currently facing.
4 December 2019

Peter Qvortrup Geisling, MD and Health Correspondent, Danish Broadcasting Corporation:

His work with health coverage on TV and the media's influence on the discourse surrounding health challenges in society.
10 December 2019

Vagn Bach, former Hospital Director at Ringsted Hospital:

The Director offers his point of view on the investigative project 'The Big Health Failure' by Danish daily Jyllands-Posten.
11 December 2019

Andreas Marchmann Andreassen, Digital Editor of Journalism Magazine 'Journalisten':

Introduction to his research into the current and future use of robot journalism.
16 December 2019

Bertel Nygaard, Associate Professor, Department of Culture, Aarhus University:

Introduction to how science is covered in the media.
18 December 2019

Julian Christensen, PhD, Department of Political Science, Aarhus University:
Research showing the politicians' tendency to reject and dismiss facts if it challenges their own conception in political debate.
19 December 2019

Mikkel Gudsøe, Lawyer, External Associate Professor, Department of Law, Aarhus University:
Workshop on mediation and evaluation of the autumn semester.
20 December 2019

Hans Henrik Holm, Associate Professor, Danish School of Media and Journalism:
The state of the world.
6 January 2020

Mikkel Gudsøe, Lawyer, External Associate Professor, Department of Law, Aarhus University:
How to mediate a conflict from a lawyer's point of view.
7 January 2020

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.
9 January 2020

Søren Skjold, Associate Professor, Danish School of Media and Journalism:
What can you learn from authors?
10 January 2020

Poul Kjærgaard, Editor-in-Chief Jysk Fynske Medier:
Introduction to their work with constructive journalism at the media house.
13 January 2020

Kristoffer Granov, Editor-in-Chief and Alexander Rich Henningsen, Editor, both from Danish magazine Atlas:
Based on the magazine's opinion piece on the subject the need for constructive journalism was discussed.
15 January 2020

Anders Klöcker, Area Director, Danish Agriculture and Food Council:
The director's perspective on the meat scandal in Denmark.
5 February 2020

Tine Gøttsche, former Anchor at TV-Avisen, Danish Broadcasting Corporation and Chair of the Cavling Committee:
The implementation of constructive journalism in Danish Broadcasting Corporation.
17 February 2020

Lasse Laustsen, Associate Professor, Department of Political Science, Aarhus University:
The interaction between media and politics.
26 February 2020

Louise Abildgaard Grøn, Editor of Børneavisen, The Children's Newspaper:
How does Børneavisen make use of the concept of constructive journalism – and how does it work with the readers?
28 February 2020

Morten Ro, Editor-in-Chief, Høerken:
How can media outlets interact with citizens.
4 March 2020

Marco Zatterin, Editor-in-Chief, La Stampa in Torino Italy:
Online meeting. The Editor-in-Chief on how the corona crisis has impacted the lives of the Italian citizens and how to produce a newspaper from home.
13 March 2020

David Trads, former Editor-in-Chief for Nyhedsavisen and former USA Correspondent:
Introduction to his new book on American politics.
16 March 2020

Michael Møller, former Director-General, United Nations, Geneva:
Online Meeting. How the corona crisis has influenced the international cooperation in the United Nations.
23 March 2020

Rasmus Dahlberg, Historian and Crisis Expert, Royal Danish Defence College:
What long term impacts will the corona crisis result in?
25 March 2020

Lasse Jensen, former Editor-in-Chief, Information and Editor of TV-Avisen:
How has the development been in the Danish press' coverage in recent decades, and what scenarios do we see for future development?
27 March 2019

Michael Svarer, former Chair of Danish Economic Councils, Professor, Department of Finance, Aarhus University:
Online meeting. The corona crisis' influence on Danish economy.
30 March 2020

Naja Nielsen, Head of Digital News, the BBC:
Online meeting. How the BBC are covering the corona crisis.
30 March 2020

Christian Jensen, Editor-in-Chief, Danish daily Politiken:
Online meeting. How does the Danish daily work with constructive journalism.
31 March 2020

Peter Spiegel, Editor, the Financial Times in New York, USA:
Online meeting: The challenges of working as a journalist during the corona crisis in USA.
2 April 2020

Gabriela Stern, Communication Director, WHO:
Online meeting. Which role does WHO play during the global pandemic.
3 April 2020

Linda Olsen, News Editor, Danish youth radio LOUD:
Online meeting. About the struggle and negative press coverage the editorial team faced around the launch of the new youth radio station.
3 April 2020

Jesper Zølck, Correspondent based in Sweden, TV2:
Online meeting. Introduction to the different ways the Danish and Swedish government tackled the corona crisis.
6 April 2020

Thembias Fakude, Researcher for

Al Jazeera Center for Studies:
Online meeting. Introduction to the corona crisis spreading in Africa.
7 April 2020

Vincent Hendricks, Philosopher:
Online meeting. What role does philosophy see for the media in society?
14 April 2020

Mathilde Kimer, Russia correspondent of DR:
Covering Russia so that the TV audience get a nuanced picture of the lives of people in Russia.
15 April 2020

Troels Bøggild, Associate Professor, Political Science, Aarhus University:
What does trust in the politicians mean in the current situation with major interventions in freedom of movement in the corona crisis?
17 April 2020

Søren Brostrøm, Director General of the Danish Health Authority:
About leading a nationwide campaign - and about his experiences with the press in that context.
20 April 2020

Lars Løkke Rasmussen, former Prime Minister of Denmark:
Online meeting. About starting fights and settling in politics.
21 April 2020

Lars Olsen, Author:
"The other Denmark" about class and other differences in Denmark.
22 April 2020

Knud Brix, reporter, Danish Broadcasting Corporation:
The reporter reflects upon his time as investigative political journalist at Christiansborg.
24 April 2020

Lars Østergaard, MD, Chief of Staff, Aarhus University Hospital:
The Chief of staff at one of the biggest hospitals in Denmark offers his perspective on the press coverage of Covid-19.
24 April 2020

Louise Haag, Editor, Sveriges Radio:
The Editor has worked systematically to introduce constructive journalism at the Swedish radio station.
27 April 2020

Morten Østergaard, Leader of Danish Social Liberal Party, Radikale Venstre:
On the political struggle and political cooperation at Christiansborg during the corona crisis.
27 April 2020

Rune Stubager, Professor, Political Science, Aarhus University:
On voter migration in the recent many parliamentary elections.
29 April 2020

Morten Skovsgaard, Professor, University of Southern Denmark:
The Danes' attitude to the media coverage of the corona crisis.
7 May 2020

Ole Ryborg, EU-Correspondent, Danish Broadcasting Corporation:
The reopening of Europe after the corona crisis and on the significance of the crisis for future cooperation in Europe.
11 May 2020

Jørgen Ullerup, Correspondent based in Paris, Jyllands-Posten:

The reopening of France, on the political strife and on the coverage of the corona crisis by the French press.
13 May 2020

Kim Bildsøe-Lassen, Correspondent based in London, Danish Broadcasting Corporation:
The British politics and the press during the corona crisis - as well as the significance of the crisis for the implementation of Brexit.
15 May 2020

Emily Cochran Bech, Senior Consultant, Ramboll Group:
The media coverage of minorities in the United States.
18 May 2020

Derek Beach, Professor, Department of Political Science, Aarhus University:
Why is there so much focus on USA in the Danish media?
19 May 2020

Billy Cross, American Musician:
On the development of American music and the importance of music in the development of society.
19 May 2020

Charles A. Kupchan, Professor, Georgetown University:
Former member of the National Security Council under President Obama talks about the international position of the United States.
19 May 2020

Lone Wisborg, Danish Ambassador in USA:
On the challenges of being ambassador in a country where the president calls the Danish prime "nasty" for refusing to sell Greenland.
20 May 2020

Linda Greve, Director of Science Museums, Aarhus University:
On presentation techniques.
2 June 2020

Ilia Swainson, Rhetorician, Performance Trainer:
On how to make an impact.
2 June 2020

Margrethe Vestager, Executive Vice-President of the European Commission:
The EU's role in relation to tech giants like Google and Facebook
5 June 2020

Sofie Jo Rytter, News Editor, World's Best News:
About the work with the special news form that World's Best News uses.
18 June 2020

Gert Tinggaard Svendsen, Professor, Political Science, Aarhus University:
Why Danes are world champions in trust - and what trust means for the political system and the press' coverage of politics.
22 June 2020

Casten Fenger Grøndahl, Publishing Editor, Aarhus University Press:
How do you as a publisher evolve from print to digital media?
23 June 2020

"Arthur", Negotiator:
How to negotiate with terrorists? The character, "Arthur", who was behind the release of the Danish photographer, Daniel Rye, who had been captured in Syria, tells how he worked to get the Dane released.
24 June 2020



Photo: Peter Damgaard

EXCURSIONS & STUDY TRIPS

Excursion to Gellerup, Aarhus.

The social housing 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.

28 November 2019

Study trip to Herning Municipality, the Danish local newspaper Herning Folkeblad, and Danish soccer club FC Midtjylland.

2 December 2019

Excursion to TV2 Østjylland, Aarhus.

An example of a local TV station that has adapted to the fact that 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.

12 December 2019

Visit to media in Funen, Odense.

Introduction to the work at the local TV station DR Fyn and TV2 Fyn who became the first TV

station to base their newsroom strategy on constructive journalism.

17 December 2019

Visit to the Danish radio station Radio 4, Aarhus.

The Editor-in-Chief Anne Marie Dohm on how they launched a new national radio station located in Aarhus.

8 January 2020

Visit to Danish local newspaper Aarhus Stiftstidende, Aarhus.

The Editor-in-Chief Jan Schouby on how they, being one of the last local newspapers, have survived until now.

Study trip to Novo Nordisk Foundation, Copenhagen.

Introduction to the foundation's work and projects was introduced.

14 January 2020

Study trip to San Francisco and Silicon Valley, USA.

Visits to media houses in California, from classic print media like The San Francisco Chronicle and Center for Investigative Reporting to public radio news rooms like 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 Stanford University Journalism Program.

22-30 January 2020.

Visit to THE KITCHEN.

An introduction to a community for entrepreneurs in and outside Aarhus University

21 February 2020

USA-days in Aarhus.

Associate Professor Derek Beach, Aarhus University. Why is there so much focus on the USA in the Danish media? The programme consisted of an introduction to American music culture by the American musician, Billy Cross on the development of American music and the importance of music in the development of society. An online meeting with Charles A. Kupchan, Professor at Georgetown University and member of the National Security Council under President Obama on the international position of the United States.

19 May 2020

USA Days in Aarhus.

The Danish Ambassador in the United States, Lone Wisborg, online from Washington. The ambassador talked about the challenges of being an ambassador in USA under the

current presidency.

20 May 2020

Excursion to Northern Jutland, Denmark

Full day excursion to the Northern part of Jutland. The first visit was at the media house Nordjyske to learn more about constructive journalism. Then at the trade union 3F in Brønderslev to hear how people experience being treated by the media. Final visit was Rubjerg Knude Lighthouse to hear about the coverage of moving something big, the lighthouse.

26 May 2020

Constructive Fellow Bootcamp, Mols, Denmark

The bootcamp consisted of talks and workshops on how to present constructive journalism to colleagues when the fellows return to their workplaces.

2 June 2020

Studytrip to Copenhagen.

Meeting with Political Editor at TV2, Troels Mylenberg, and Political Analyst, Bjarne Steensbeck at Danish Broadcasting Corporation, about changes in political journalism in the direction of a more constructive approach to politics.

8 June 2020.



KEYNOTES, TALKS & PRESENTATIONS

Cologne, Germany, WDR

Talk on constructive storytelling for German broadcaster WDR
12 September 2019

Rødning, Denmark, Rødning Folk High School

Constructive Bootcamp
27-28 September 2019

Berlin, Germany

Presentation for German Ministry of Foreign Affairs
1 October 2019

Aarhus, Denmark, Constructive Institute

Meeting with the Management of Aarhus University
2 October 2019

Odense, Denmark, Landsforeningen SIND

Lecture, 'Sindets Dag'
10 October 2019

Ebeltoft, Denmark, European Film College

Lecture on Constructive Journalism
11 October 2019

Kolding, Denmark, Trygfonden

Talk on Constructive Journalism at 'Tryghedsdagen'
25 October 2019

Aarhus, Denmark, BSS

Moderator for Aarhus Symposium
28 October 2019

Aarhus, Denmark, TV2 Øst

Presentation on constructive journalism for the board.
29 October 2019

Helsingør, Denmark

Keynote for municipal leaders
30 October 2019

Aarhus, Denmark, BSS

Moderator Aarhus Symposium
1 November 2019

London, United Kingdom, The Times

Workshop on constructive journalism for editorial staff
4-5 November 2019

Aarhus, Denmark, Danish School for Media and

Journalism

Lecture on constructive journalism for journalism students at DMJX
8 November 2019

Amsterdam, The Netherlands

The Future of Community News
12-13 November 2019

Paris, France, NewsXchange

Debate participant in the panel on "Disconnection from or with the Public"
20 November 2019

Flensburg, Germany, Flensburg Avis

Talk for editorial staff at the local newspaper in Flensburg
23 November 2019

Skive, Denmark, Skive Folkeblad

Workshop on constructive journalism for editorial staff at the local newspaper in the Danish city Skive
27 November 2019

Denmark, DK4

Interview at Danish TV channel, DK4
4 December 2019

Aarhus, Denmark

Workshop for Google
10 December 2019

Aarhus, Denmark, Aarhus University

Moderator at the Constructive Master Class
16-17 December 2019

Aarhus, Denmark, Aarhus University

Lecture on constructive journalism for participants at Constructive Master Class
17 December 2019

London, United Kingdom, Danish Embassy in London

Talk on constructive journalism
21 January 2020

London, United Kingdom, PA Media

Workshop for staff at PA Media
22 January 2020

Odense, Denmark, TV2 Fyn

Editorial meeting giving post-criticism on constructive journalism news strategy
26 March 2020

24 January 2020

San Francisco, USA, Stanford University

Lecture on constructive journalism at Stanford
29 January 2020

Copenhagen, Denmark Velux Foundation

Panel debate participant at Velux Foundation Conference
5 February 2020

Aarhus, Denmark, Radio4

Guest host at Danish public radio
10 February 2020

Odense, Denmark, TV2 Fyn

Lecture on constructive journalism for staff
21 February 2020

Sydney, Australia, AAP

Workshop for AAP, Australia editorial staff
9 March 2020

Sydney, Australia ABC News

Interviewed for ABC News in Australia
9 March 2020

Sydney, Australia

Keynote speaker at Industry Debates
10 March 2020

Sydney, Australia

Presentation and workshop at Australian Future Project
10 March 2020

Sydney, Australia

Talk for National Press Club
11 March 2020

Sydney, Australia ABC News

Workshop for ABC News in Sydney, Australia
9 March 2020

Sydney, Australia, UTS University

Lecture at the university for the university journalism programme
13 March 2020

Odense, Denmark, TV2 Fyn

Lecture on constructive journalism for staff
20 March 2020

Aarhus, Denmark

Talk for Danish think tank Frej
26 March 2020

Bruxelles, Belgium, Euroactiv

Talk on Euroactiv, Europe media lab Stars4media project
6 April 2020

Copenhagen, Denmark, Frej

Workshop on constructive journalism at Danish think tank
22 April 2020

Odense, Denmark, TV2 Fyn

Editorial meeting on constructive journalism news strategy with editors
24 April 2020

Copenhagen, Denmark, Worlds Best News

Meeting with Worlds Best News
28 April 2020

Australia, Global Talent Summit

Digital lecture for journalists
28 April 2020

Aarhus, Denmark Folkeuniversitetet

Digital lecture at Folkeuniversitetet
Participants: 1000
29 April 2020

Aalborg, Denmark, Nordjyske Medier

Workshop for editorial staff at regional news media Nordjyske
11 June 2020

Frankfurt, Germany, WAN-iFRA

Webinar on Covid-19, resetting journalism
16 June 2020

Kerala, India, Christ Nagar College

Webinar on constructive journalism for Indian journalists
16 June 2020

Copenhagen, Denmark Presseløgen

Panel participant on Danish TV show debating press ethics
21 June 2020

Sau Paulo, Brazil U Grupo RBS

Lecture for Brazilian media conglomerat
25 June 2020

Copenhagen, Denmark, Mediemøllen

Participant in Danish radio show 'Mediemøllen'
26 June 2020

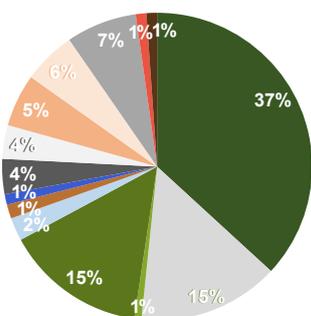
POWERED BY PHILANTHROPY

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.



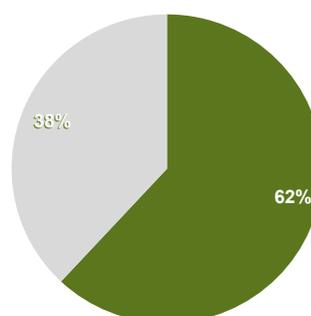
FUNDING OVERVIEW

CURRENT DONORS (%)



- Trygfonden (37%)
- Bestseller (15%)
- Den Fynske Bladfond (1%)
- Salling Fondene (5%)
- Realdania (15%)
- Digital News Initiative (2%)
- 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%)

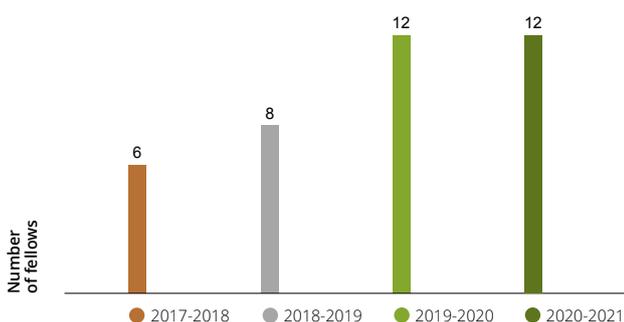
CURRENT ACTIVITIES (%)



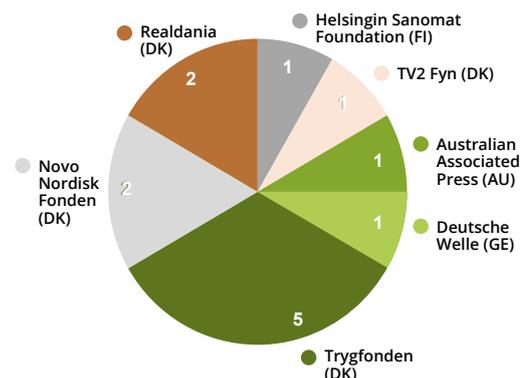
- Other Projects
e.g. Constructive News Mirror, network, website, bootcamp, workshops etc.
- Fellowships

FELLOWSHIP PROGRAM

DEVELOPMENT IN FELLOWSHIPS 2017-2021



FELLOWSHIPS BY DONORS 2019-2021



CONSTRUCTIVE FOUNDATION BOARD



PER WESTERGAARD
CHAIRMAN OF THE BOARD,
CONSTRUCTIVE INSTITUTE,
CHAIRMAN OF THE BOARD, JYSK
FYNSKE MEDIER, DENMARK



CONNIE HEDEGAARD
CHAIRMAN OF
BERLINGSKE MEDIA,
CHAIRMAN OF
AARHUS UNIVERSITY
AND FORMER EU
COMMISSIONER,
DENMARK



ULRIK HAAGERUP
FORMER EXECUTIVE
DIRECTOR OF NEWS AT
DR AND FOUNDER &
CEO OF CONSTRUCTIVE
INSTITUTE, DENMARK



**JEAN PHILIP DE
TENDER**
MEDIA DIRECTOR
AT THE EUROPEAN
BROADCASTING
UNION, SWITZERLAND



JIMMY MAYMANN
CHAIRMAN OF THE
BOARD TV2 DENMARK;
FORMER EXECUTIVE
VICE PRESIDENT AT
AOL / VERIZON; AND
FORMER CEO AT
HUFFINGTON POST,
USA



ANNE LAGERCRANTZ
HEAD OF NEWS AND
SPORTS, SVT, SWEDISH
TELEVISION, SWEDEN



KIRSTEN JENSEN
HEAD OF OFFICE
OF BUSINESS
COLLABORATION,
AARHUS UNIVERSITY,
DENMARK

INTERNATIONAL ADVISORY BOARD

PETER BRO
PROFESSOR OF JOURNALISM AT
THE CENTER FOR JOURNALISM IN
UNIVERSITY OF SOUTHERN DENMARK,
DENMARK

ESPEN EGIL HANSEN
EDITOR-IN-CHIEF AT AFTENPOSTEN,
NORWAY

CHRISTIAN ERFURT
CEO OF GLOBAL STARTUP BE MY EYES,
DENMARK

DAWN GARCIA
DIRECTOR OF JOHN S. KNIGHT
FELLOWSHIP PROGRAM AT STANFORD
UNIVERSITY, UNITED STATES

JESPER HØJBERG
EXECUTIVE DIRECTOR, INTERNATIONAL
MEDIA SUPPORT (IMS), DENMARK

RASMUS KLEIS
ASSOCIATE PROFESSOR AT REUTERS
INSTITUTE FOR THE STUDY OF
JOURNALISM, UNITED KINGDOM

ANNE LAGERCRANTZ
DIRECTOR OF NEWS AT SVT, SWEDEN

MICHAEL MOLLER
FORMER DIRECTOR GENERAL AT THE
UNITED NATIONS OFFICE, GENEVA,
SWITZERLAND

NAJA NIELSEN
DIGITAL DIRECTOR, BBC NEWS,
UNITED KINGDOM

TRINE NIELSEN
DIRECTOR OF EDUCATION AND
KNOWLEDGE AT DANISH SCHOOL OF
MEDIA & JOURNALISM, DENMARK

ERIK RASMUSSEN
FOUNDER OF GLOBAL THINK TANK
SUSTAINIA, DENMARK

RICHARD SAMBROOK
DIRECTOR OF THE CENTRE FOR
JOURNALISM AT CARDIFF UNIVERSITY
AND FORMER DIRECTOR OF BBC NEWS,
UNITED KINGDOM

ROLAND SCHATZ
CEO OF MEDIA TENOR, SWITZERLAND

OHANN OBERAUER
CEO OBERAUER PUBLISHING, AUSTRIA

CI PARTNERS



GLOBAL ORGANIZATIONS



MEDIA ORGANIZATIONS



UNIVERSITIES AND INSTITUTIONS

CI STAFF

This year the institute has welcomed a couple of new faces to the staff, making the total number of employees 8, so we thought it was about time with a proper introduction to all of us.



ULRIK HAAGERUP

The founder and CEO of Constructive Institute. He is member of the advisory boards of People's University in Denmark, Bolius and Dalberg Global Media. For 10 years he was the Executive Director of News at the Danish Broadcasting Corporation, Denmark's public service broadcaster. He was previously Editor-in-Chief at NORDJYSKE Media from 2002 to 2007, editor-in-chief at the national daily Jyllands-Posten from 1994 to 2002 and an investigative reporter the same place from 1986 to 1991.



PETER DAMGAARD

CFOO (Finance and Operations). Peter is overseeing and co-developing a number of CI's development projects. He is MSc in Political Science, and has previously worked in the university sector and has extensive experience in project management, public affairs and policy advice. Furthermore, he has worked as a consultant on various large scale research applications, and has helped develop the scopes and frameworks for several research projects.



ORLA BORG

Has been head of the Fellowship Program of Constructive Institute since the opening in 2017, organizing the teaching in constructive journalism, both at the institute and at workshop for media in Denmark and internationally. Before that he held positions as head of reportage and as investigative journalist at Morgenavisen Jyllands-Posten.



CYNARA VETCH

Project Lead for international projects and partnerships. Previously, Cynara worked for over a decade with international news broadcasters including Al Jazeera, BBC and CCTV Africa in the Middle East and Africa. She also led media development projects using media programmes to both inform and entertain.



MONICA SENKER HOLBECH

Project Manager for communication and digital projects at Constructive Institute. Previously, she worked for more than five years with national news media including Danish broadcaster (DR), the Danish business newspaper Børsen, as well as other digital news media covering economy and business.



GUSTAV AARUP LAURIDSEN

Data Analyst at Constructive Institute. Previously, he has worked as a research assistant at Aarhus University and is now involved in projects in the Constructive Institute News Lab. Gustav is doing a bachelor in Cognitive Science at Aarhus University.



ROSA ULDALL

Student Worker at Constructive Institute. She works with communication, content and social media, as well as various ad hoc tasks. Previously, she has done voluntary work at a youth organisation by providing social media support and event planning. Rosa is currently studying journalism at the Danish School of Media and Journalism in Aarhus.



CAMILLA BEVENSEE

University intern working with digital content and several of the development projects at the institute. Camilla is studying a MA in journalism at Aarhus University and holds a BA in Digital Design. She has been working with journalism in sport (Orienteering) and has a lot of experience with UX-design, graphical design, CMS-managing and digital content production.



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.

visit
www.constructiveinstitute.org

connect
constructivein
constructive institute



Perhaps,
we journalists
took a wrong
turn

What about ...
A journalism
for tomorrow?

Watch our explainer
'The World Needs Better News'
visit constructiveinstitute.org

