



**NEWS
XCHANGE**

AN EBU CONFERENCE

2019 PROGRAM

Journalism in the Age of the New Normal

The online and printed programs
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TUESDAY, 19 NOVEMBER

Opening night reception hosted by France Télévisions

19:30 to 21:30

Musée d'Art Moderne de la ville de Paris
11, avenue du Président Wilson
75116 PARIS

This is where News Xchange begins. It will be a welcome to Paris and the beginning of a two-day immersion.

WEDNESDAY 20 NOVEMBER

0800 REGISTRATION DESK OPENS

09:15 NEWS EXCHANGE 2019 WELCOME - AMY SELWYN

09:30 OPENING REMARKS

Delphine Ernotte, CEO, France Télévisions
Incl. Questions & Answers

09:50 INTRODUCTION TO THE NEW NORMAL

BLOCK 1: TRUST

This block comprises three panel discussions: Suppressing Fake News, Covering the Left and the Right, and Disconnection From/With The Public

10:00

SUPPRESSING FAKE NEWS

- Produced by Bill Dunlop
- Moderated by Krishnan Guru-Murthy, Anchor, Channel 4 News, UK

Sarah Brown, Facebook
James Ball, Author, "Post Truth: How Bullshit Conquered the World"
Estelle Cognacq, France Info
Barney Francis, aka Bill Posters, SPECTRE project on Deepfakes
Olga Robinson, Senior Journalist, BBC Monitoring

COVERING THE LEFT AND THE RIGHT

Waleed Aly, Ten Network, Australia
Xenia Fedorova, Russia Today
Ingrid Levavasseur, Gilets Jaunes
Eric Scherer, France Télévisions
Ryan Lee Schuessler, Independent Journalist

DISCONNECTION FROM/WITH THE PUBLIC

Ulrik Haagerup, Constructive Institute
Waleed Aly, Ten Network, Australia
Sam Feist, Washington Bureau Chief, CNN
James Ball, Author, "Post Truth: How Bullshit Conquered the World"

Can people believe what they read, see and hear?

As another US election campaign approaches, Brexit lumbers on and more and more countries feel the influence of populist movements, the media find themselves in the crosshairs.

Facebook scrambles to suppress false content, but fake news stays one step ahead. Traditional media and online alliances seek ways of verifying stories, but how can they cope with the vast volume of malicious material from sources worldwide? Artificial Intelligence brings us deepfakes, in which we can't tell if what people are saying is real or not.

We take a look at the latest initiatives to tackle these fundamental threats to our profession, and see just how easy it is to produce a deepfake video.

And we look at ourselves: who gets too little news coverage and who gets too much? While climate change protestors rarely make the front page, right wing protests and mass shootings dominate the headlines. Can we fulfill our journalistic duty to report major stories without giving oxygen to undesirable movements or inadvertently encouraging copycat killings?

And finally, outrage fatigue: as we publish reports every single day about our political leaders breaching constitutional norms, what if the public aren't with us? What if they say, "I know Trump is a liar but I don't care, I love what he's doing," or, "I support any move the Prime Minister makes as long as we finally get Brexit." What is our relevance if the public simply isn't as shocked as we are about the latest political shenanigans? Panel discussions will include journalists from traditional and alternative media, activists and academic who have studied the effects of journalism on society.

11:30 **BREAK**

11:50 **WHO IS GEN Z? WHO IS THE AUDIENCE OF TOMORROW?**

Presentation by Kate Eichhorn, cultural and media studies professor at the New School for Social Research, author of the new book, *The End of Forgetting*.

For the first time in history, young people can document their lives and share texts and images of their own making with millions of potential readers and viewers around the world. Being young is no longer a barrier to fully participating in the media. This is changing how news is consumed and produced and who has the potential to make headlines.

But with digital media, something else has happened--images and texts that were once ephemeral are now far more likely to stick around for years and even decades. Childhood and adolescence increasingly play on an endless digital loop, and this has consequences. As the past becomes stickier—as it becomes more difficult to forget, move on, and reinvent oneself—more than individual reputations are at stake. Young people are at risk of becoming more conservative and cautious--afraid to take risks and explore new ideas. There is also a risk that as change feels increasingly futile, the world will see a calcification of political positions at an even younger age.

Incl. Questions & Answer

12:15 **GLOBAL YOUTH & NEWS MEDIA PRIZE**

Presented by Mariane Pearl, Journalist and Writer

Journalism Award - Beyond Parkland

News/Media Literacy Award - The Student View

A nationwide project that galvanized 214 teenage journalists to tell the stories of the 1,147 young people who had been killed by guns in the United States in the previous 12 months has won The Journalism Award category of the 2019 Global Youth & News Media Prize. And a national project that teaches media literacy by first having students learn how to do news won The News/Media Literacy Award category of the

prize. The winning journalism project was called "Since Parkland" to commemorate the one-year anniversary of the killing of 17 students and staff at Marjory Stoneman Douglas High School in February 2018.

The Trace, a newsroom dedicated to gun control coverage, worked with journalism teachers to coach the student journalists as they wrote portraits of the young people (age 18 and younger) killed by guns in the year since the Parkland, Florida, school shooting. NowThis News served as the project's exclusive social video partner, and The Miami Herald, and McClatchy Newspapers built on the student journalists' work to document patterns in child gun deaths and what might reduce them.

12:30 **LUNCH**

WORKSHOPS

The following workshops will be offered from 1:30 to 2:15 and are open to ALL registered NX19 delegates!

SONY (Room 9): Allowing journalists freedom in an increasingly restricted world

We reveal how the benefits of de-centralisation in news production is empowering news storytelling for many forward-facing news broadcasters, and how embracing IoT, the cloud, social platforms and the power of 5G can redefine teams to tell their stories first, fast and most importantly, from wherever it breaks!

Storyful (Room 8) Verifying Social Media Content in the age of Misinformation

Storyful's workshop explores the intersection of social media and investigative journalism in a world plagued by misinformation. Attendees will leave this workshop understanding best practices for newsgathering and video verification on social media, including how to tap the OSINT toolbox to visually investigate news events.

Twitter (Room 5) How to monetize your content in Twitter

An overview about exclusive and original content deals with media companies ranging from the NBA to BuzzFeed and CNN, as well as publishers organically uploading videos to Twitter and making money from Twitter's ad products.

BLOCK 2 TRUST, CONTINUED: THE TEST OF BELIEF

2:15 WELCOME BACK – TRUST CONTINUED

2:30 ELECTIONS IN THE AGE OF DISTRUST

Interview with Sally Buzbee, Executive Editor, The Associated Press
Interviewed by Stephen Gaisford
Produced by The Associated Press

As the world prepares for the next US election against a backdrop of increasingly polarized politics, impeachment threats and public distrust; how do we get it right journalistically and tell the story in ways audiences can separate fact from noise?

The Associated Press has been at the heart of reporting American elections since 1848, so who better to peel back the curtain and offer insight into how to think about coverage of Vote 2020? NX attendees will gain a fuller understanding of the US political landscape – including being first to see new voter polling data which will be released during the session. The AP's Executive Editor Sally Buzbee will be our guest to discuss key campaign issues and share her experiences so newsrooms around the globe can ensure they're properly prepared for a presidential race that has already ripped up the rule book of campaign reporting.

3:30 REPORTERS SANS FRONTIERS AND FREE PRESS UNLIMITED

CHRISTOPHE DELOIRE, RSF, AND HANS LAROES, FREE PRESS UNLIMITED

3:40 ANNOUNCEMENT! NEWS XCHANGE 2020....!

3:50 CLIMATE JOURNALISM: AN OPPORTUNITY FOR MEDIA TO BRIDGE THE GAP, OR ANOTHER MISS?

Produced by Ludovic Vickers and Mehdi Lebouachera, AFP

Moderated by Phil Chetwynd, Global News Director, AFP

Panelists

Frederic Filloux, Editor, The Monday Note

Fiona Harvey, The Guardian

Kyle Pope, Columbia Journalism Review

There is a new sense of urgency around environment and climate reporting. The Guardian now talks of climate crisis and global heating. Over 350 media outlets have signed up to the Covering Climate Now initiative to create an urgent reboot of climate reporting. And dozens of major media including AFP have announced new pivots putting the future of the planet at the heart of coverage.

Beyond a long and very hot summer, what is driving this new urgency? Are the voices of younger audiences finally being properly represented? Is social media filling the space where the traditional media has failed? Have the mainstream media been trapped for too long quoting technical jargon and climate deniers? Have we been too out-of-touch for too long to win the trust of younger audiences? Does climate change coverage with context and depth offer traditional media an opportunity to do what we do best and to (re)gain a level of trust we might not have thought possible? And what to make of the Greta Thunberg effect?

The session will look at all the complex issues around climate journalism -- the skills now required, the changing vocabulary, and what it means to represent diverse voices in climate discussions -- and will include a strong representation of younger voices from both inside and outside the media.

4:50 SHORT SHARP: RESISTING AN AUTHORITARIAN REGIME: NICARAGUA

A one-on-one interview between Director of the Rory Peck Trust, Clothilde Redfern, and 25-year old Nicaraguan journalist Luis Sequiera.

After tens of years of armed conflict and political instability, Nicaragua looked promising for Central America's economic growth at the turn of the new millennium. The country seemed to have reached political stability until April 18, 2018 when protests erupted against government social security reforms. The demonstrations rapidly ballooned into a larger movement against the government of 73-year-old former guerrilla Daniel Ortega. Over the following four months, the conflict escalated, and clashes killed 325 people between opposition supporters and security forces, hundreds more were jailed and 60,000 exiled.

5:00 SHORT SHARP: MY MEDICAL STORY...HOW YOU SHOULD TELL IT

Zola Brunner, Journalist and Lupus Warrior

South African journalist Zola Brunner was well on her way to become a national superstar on South African television, especially with her youth news program, when her life — and her life's mission — suddenly changed overnight. A diagnosis of a deadly disease has caused Zola to re-evaluate how best to tell stories of illness, yes, but more than anything, stories about human courage, determination and empathy. She shares her story and her learning with us.

5:15 Q&A WITH SPEAKERS

5:30 END OF DAY

5:45 COACHES DEPART FOR TERMINAL 7

NEWS XCHANGE PARTY, CO-HOSTED BY AFP AND THE EBU

THURSDAY 21 NOVEMBER

10:00 **DAY TWO, WELCOME BACK**

Introduction to Identity

BLOCK 3: SOCIETY AND JOURNALISM

10:15 REPORT: EBU NEWS REPORT 2019, THE EFFECTS OF AI ON SOCIETY...AND JOURNALISM

Produced by the EBU

Presented by Maike Olij and Atte Jääskeläinen

On the one hand: AI will make language barriers disappear and make it possible for lesser-frequently spoken/written languages to join the conversation. And, this comes at a time when media is entering a paradigm shift: the era of many to many.

On the other hand, there are ethical considerations. And consequences for control, especially who controls the narrative.

How to make a real difference with AI, and how to use it well: responsibly, ethically, powerfully. Explore the intersection of society and journalism...and maybe a robot or two, as well!

10:45 **SHORT SHARP: THE MIGRANT STORY**

Adrees Latif, Pulitzer Prize-winning photojournalist, Reuters

Interviewed by Jo Webster, Deputy Editor for Visuals, Reuters

Earlier this year Reuters photographers won the Pulitzer prize for their coverage of migration in the Americas. The judges praised the work as a “vivid and startling visual narrative of the urgency, desperation and sadness of migrants as they journeyed to the US from Central and South America.” In this Reuters photographer Adrees Latif, explains the fascinating background to the coverage.

11:05 BREAK

11:30 “VACUOUS LIBERAL WOKENESS” — IS THAT WHAT WE’RE ABOUT?

Produced by Chris Gibson, BBC News

Douglas K. Murray, Author and Journalist

Silvana Hildegard "Sylvana" Simons, Dutch Politician

Moderated by Nuala McGovern, BBC

Douglas Murray, bestselling author and cultural critic, offers his thoughts on media, political correctness and what he calls the “wokeness” syndrome. Said Murray in The Telegraph, “The dementing whirlwinds of our time have many oddities. But among them is the fact that in the face of such demands so few people are willing to do anything but nod and comply.”

In this two-hander, Murray will be challenged by Sylvana Simons, left-wing Dutch politician, who believes just as fervently in the need for greater representation and for more conscious attention inclusivity.

This is just one example of a growing crisis for news organizations: how to navigate and draw the line between political correctness driven by identity politics and journalistic standards. How to report on transgender issues and stories? Gay stories? Blacks and other minorities? Coverage of political divisions over Brexit, Labour anti-Semitism, the Tory party’s Islamophobia scandal, and attacks by far-right or far-

left extremists in the UK and beyond? Legitimate concern or another illustration of the tyranny of the political correctness brigade?

How do we respond to this? Are we turning news into parody, as Murray suggests, or is the trend toward inclusivity and representation a step forward?

12:30 INTRODUCTION TO INNOVATION, AND A NEW WAY OF THINKING ABOUT WHAT INNOVATION ACTUALLY MEANS

12:35 CHANGING THE WAY WE WORK -- NEVER AN EASY TASK! -- TO TRULY ENGAGE

Produced by Noriko Kudo, NHK News

Over its long history, NHK News has been set up with factory-like workflow patterns that involve different skill groups for news production. Division of labor, really. While this approach has contributed to our ability to produce high quality content, the negative side has been that field journalists felt disconnected from audiences and less interested in how the fruits of their labor were actually being consumed.

The new tools are suddenly changing this culture. Our journalists are eager to learn how to produce content that resonates and is shared. They are willing to improve themselves on “PDCA cycle”.

Changing culture and mind-set is probably one of the most difficult things for a legacy organization but now we feel such changes can happen by a trigger which in our case seems to be “the right tools being implemented in the right places”.

In this short session, we will share what we've learned and what it means to news, to engagement of audience AND to staff.

12:40 INTERNATIONAL NEWS SAFETY INSTITUTE

Update from Elena Cosentino, Director, International News Safety Institute, on Initiatives being undertaken with major social media platforms to increase journalist safety and privacy.

12:50 FACEBOOK: WHAT'S NEW?

Jesper Doub, Facebook

Jesper Doub is the director of news partnerships, EMEA, Facebook. In this role he focuses on building relationships with publishers and newsrooms across Europe, Middle East and Africa as they embrace digital change and seek new, sustainable business models. Prior to joining Facebook, Jesper served as CEO, SPIEGEL ONLINE and SPIEGEL TV, as well as publishing director of SPIEGEL-Verlag, where he grew SPIEGEL ONLINE to its largest ever audience and revenue. Before joining SPIEGEL, he was CIO of the media group M. DuMont Schauberg and Managing Director of DuMont Systems and has also held senior positions at the Bauer Media Group, and Axel Springer Verlag. Jesper studied industrial engineering at the Hamburg University of Technology.

1:00 THE NORWEGIAN MEDIA CLUSTER

Anne Jacobsen, CEO

Media City Bergen

1:10 INNOVATION SPEAKERS ON STAGE FOR FINAL THOUGHTS

1:20 **LUNCH**

WORKSHOPS

1:50 to 2:35

Google (Room 9) Google fundamental tools for news

This workshop will walk journalists through a suite of Google and non-Google tools to help journalists find, verify and tell news stories online.

From search to data visualisation, this introduction session is aimed at all levels and abilities with the goal of helping reporters in their daily working life.

Ruptly (Room 5) Unpacking the process: how to apply newsroom validation and verification

The Ruptly Verification Unit offers a workshop focused on giving the participant a transparent insight into how we report and overcome challenges in covering some of the world's most dangerous and difficult to reach areas. We unpack the process of our pioneering video validation and verification techniques, which is offering reliable coverage solutions for our global clients. In our workshop, we put participants into a real-life scenario and show the possibilities of our pioneering methods. Some examples of our work is across the Middle East from Syria, Turkey and Iraq to the Palestinian Territories to Egypt and Libya.

2:50 **SHORT SHARP: WHAT ARE THE STORIES THAT GET TOLD? WHOSE VOICES ARE HEARD?**

Geraldine Moriba, Stanford University & Brown Institute

Each day, the editorial decisions at TV news networks set the context and tone for how information is provided to millions. To better understand these choices and the resulting presentation of news, we are exploring ways to use artificial intelligence-based image, audio, and transcript processing techniques to analyze patterns and trends in content, bias, and polarization in TV news broadcasts. We are using data gathered from nearly a decade of 24/7 broadcasts of CNN, MSNBC, and Fox News. Ultimately, we plan to release interactive web-based tools that will enable journalists and data scientists to rapidly explore and answer questions about the data. Overall, our mission is to use computational techniques to help improve transparency about editorial choices on TV News. What stories get told? What perspectives are included? What are their political viewpoints and in what context are these views presented? Who tells these stories and what are their genders? And so on.

3:00 **WHO IS TO BLAME FOR THE COLLAPSE IN CIVIL DISCOURSE?**

Moderated by John Pullman, Reuters

Panelists

Sarah Brown, Facebook

Brendan Cox, Survivors Against Terror

Tanit Koch, Editor-in-Chief, RTL

Produced by Craig Moseley, Reuters

Throwing eggs or milkshakes at politicians is now common. In the Western world today, the new norm for social discourse includes online trolling, death threats, physical intimidation, conspiracy to murder, and even – as in the case of MP Jo Cox in 2016 – death.

What happened and who is to blame? Many point a finger at the echo chambers of social media, but this seems like an easy scapegoat in a political climate where bifurcation looks like it's here to stay. The question is - how can media organizations promote the freedom of debate, without hate?

This session will include an interview with Anthony “The Mooch” Scaramucci, who spent 10 days as Donald Trump’s Press Secretary and blazed a new trail in the area of discourse...not necessarily civil!

3:45 FINAL KEYNOTE

CLARISSA WARD, CHIEF INTERNATIONAL CORRESPONDENT, CNN

Followed by Q&A

4:05 SPECIAL VIDEO PRESENTATION

**4:10 FINAL OBSERVATIONS, CONCLUSIONS ON JOURNALISM IN THE AGE OF THE NEW
NORMAL**

THANK YOU...A LONG LIST!

4:30 NEWS XCHANGE 2019 CONCLUDES

FAREWELL DRINK

FOYER, PALAIS DE CONGRES D’ISSY