

# The Media's Share of Building Trust

*- Introducing:  
Constructive News*



# Media Leadership 2010

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**DR**



# The Times

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**DR**

## They are A'Changin



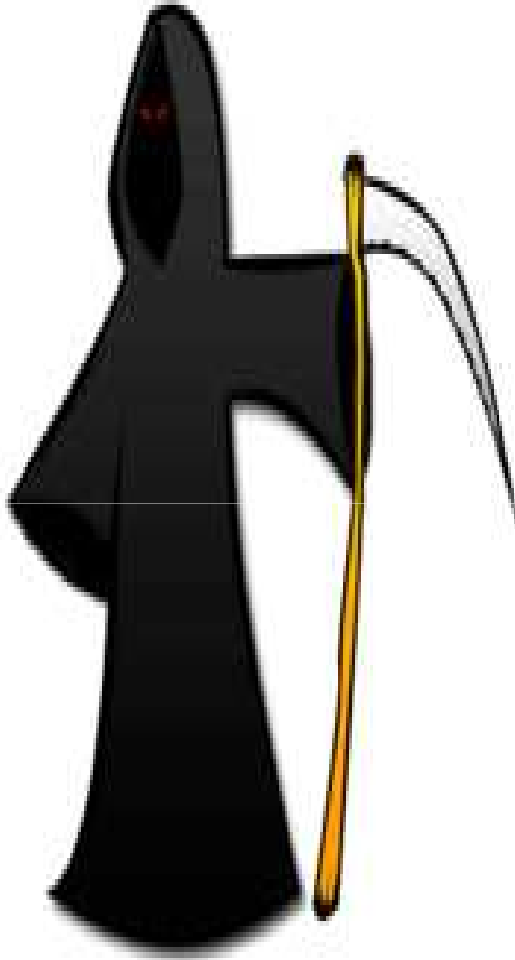
*The line it is drawn  
The curse it is cast  
The slow one now  
Will later be fast  
As the present now  
Will later be past  
The order is  
Rapidly fadin'.  
And the first one now  
Will later be last  
For the times  
they are a-changin'*

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# Media Crisis

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**DR**



- *We live in an over-connected, under-informed world.*
- *The revolution in information technology and communications has probably hit no other sector harder than the news media itself.*
- *No other business has found its role so fundamentally challenged, its value and worth called into question and its organization and business models threatened to the point of extinction.*
- ***How can we save journalism to help it save the world?***

# The Death of the Gatekeeper

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**DR**



It's crazy to think you can make a living of being a gatekeeper, when the fence is gone.....

People can get news and information everywhere.

- The news business need to rethink its role in society.

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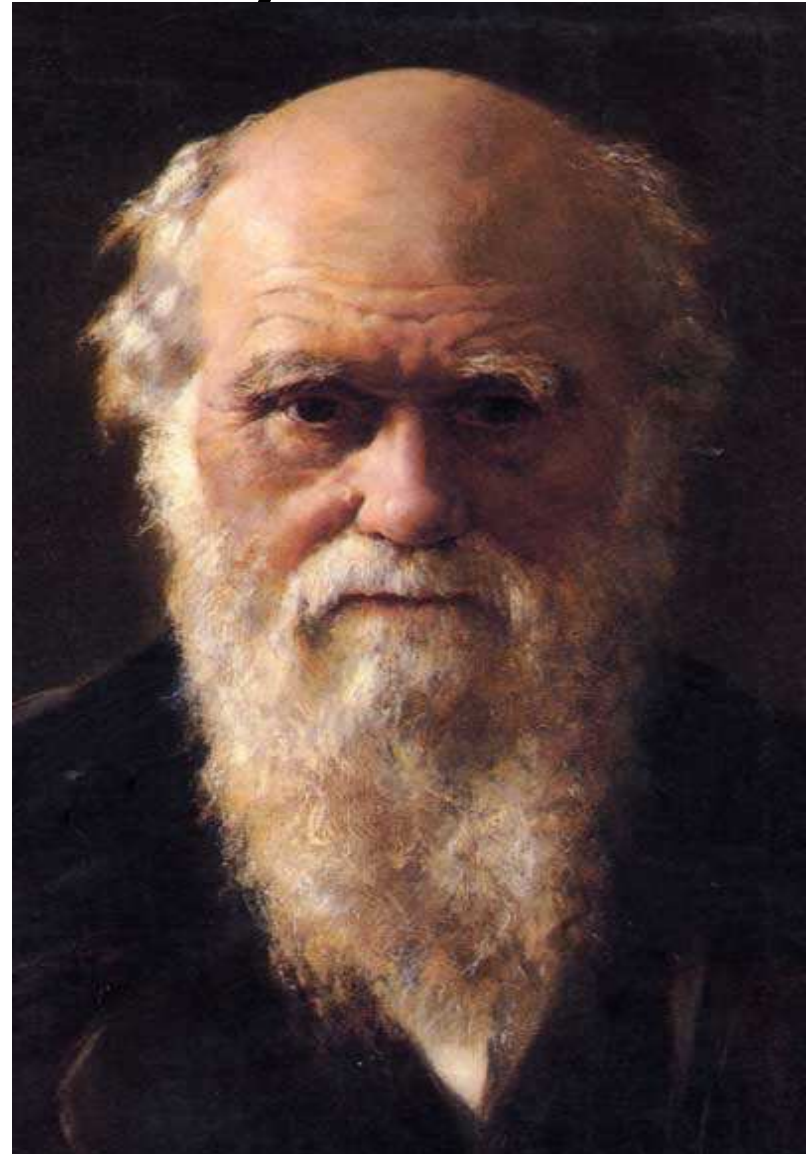


# Hvad did Darwin say?

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**DR**

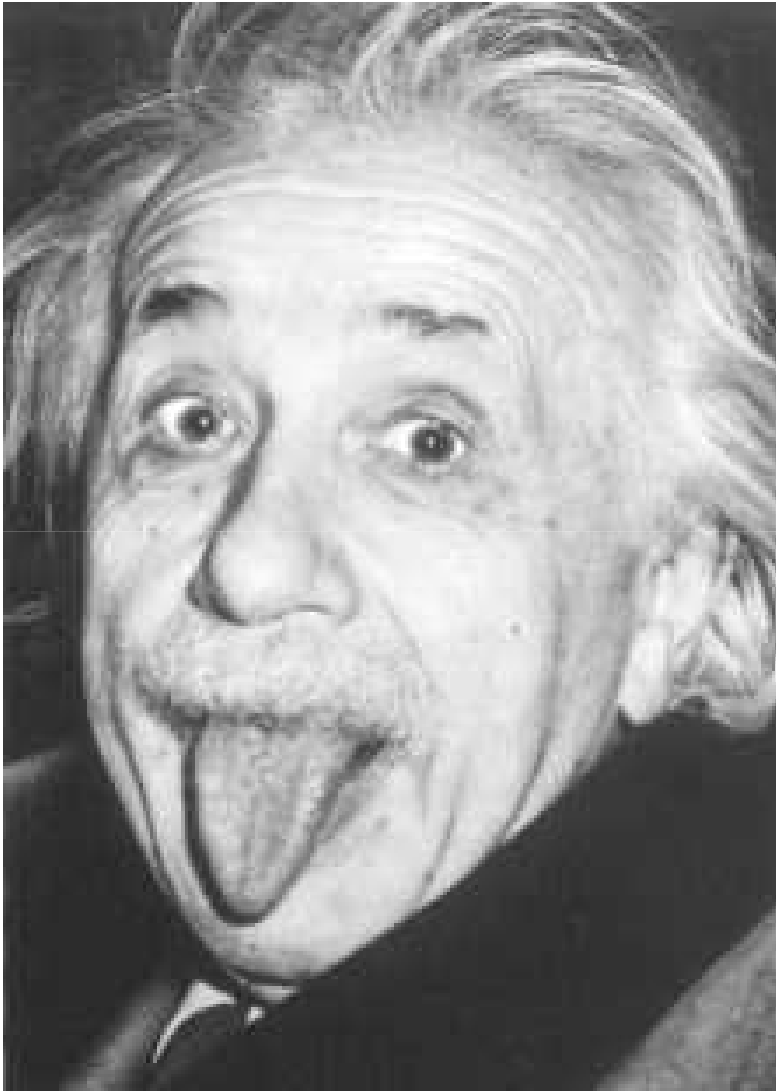
- Han did not say "survival of the fittest". That was Spencer.
- And survival of the fittest do not mean that the strongest survive.
- Darwin said the opposite: Those species best able to adapt to change in the environment will survive



# Change

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**DR**



“Without changing our pattern of thought, we will not be able to solve the problems we created with our current pattern of thought”

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*Einstein*

# Test

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**DR**



A man enters the local radio dealer and wants to buy an iPod. The prize is 78 euros, and the man pays with a check for 100 euros.

The radio dealer doesn't have 22 euros in change and goes next door to his neighbor, the shoeshop. He returns with 100 euros in cash and gives the man his iPod and change.

A few days later the bank returns the check, and the radio dealer must pay his neighbor 100 euros back.

Originally the radio dealer paid 39 euros for the iPod.

**How big is his total loss?**



## Front of Room

**DR**

0-50 euros

51-75 euros

76-100 euros

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The radio dealer doesn't have 22 euros in change and goes next door to his neighbor, the shoeshop. He returns with 100 euros in cash and gives the man his iPod and change.

A few days later the bank returns the check, and the radio dealer must pay his neighbor 100 euros back.

Originally the radio dealer paid 39 euros for the iPod.

How big is his total loss?

101-150 euros

101-200 euros

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## Back of Room

# Now, what was that?

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**DR**



We think the way we always think  
We make too fast decisions – even in areas where we are not experts.  
We join people who think the same way as we do.  
We try to find confirmation to our own point of view and ignore facts that do not match our own result.

Listening louder and trying to understand people who do not think the way we do might inspire to better solutions.

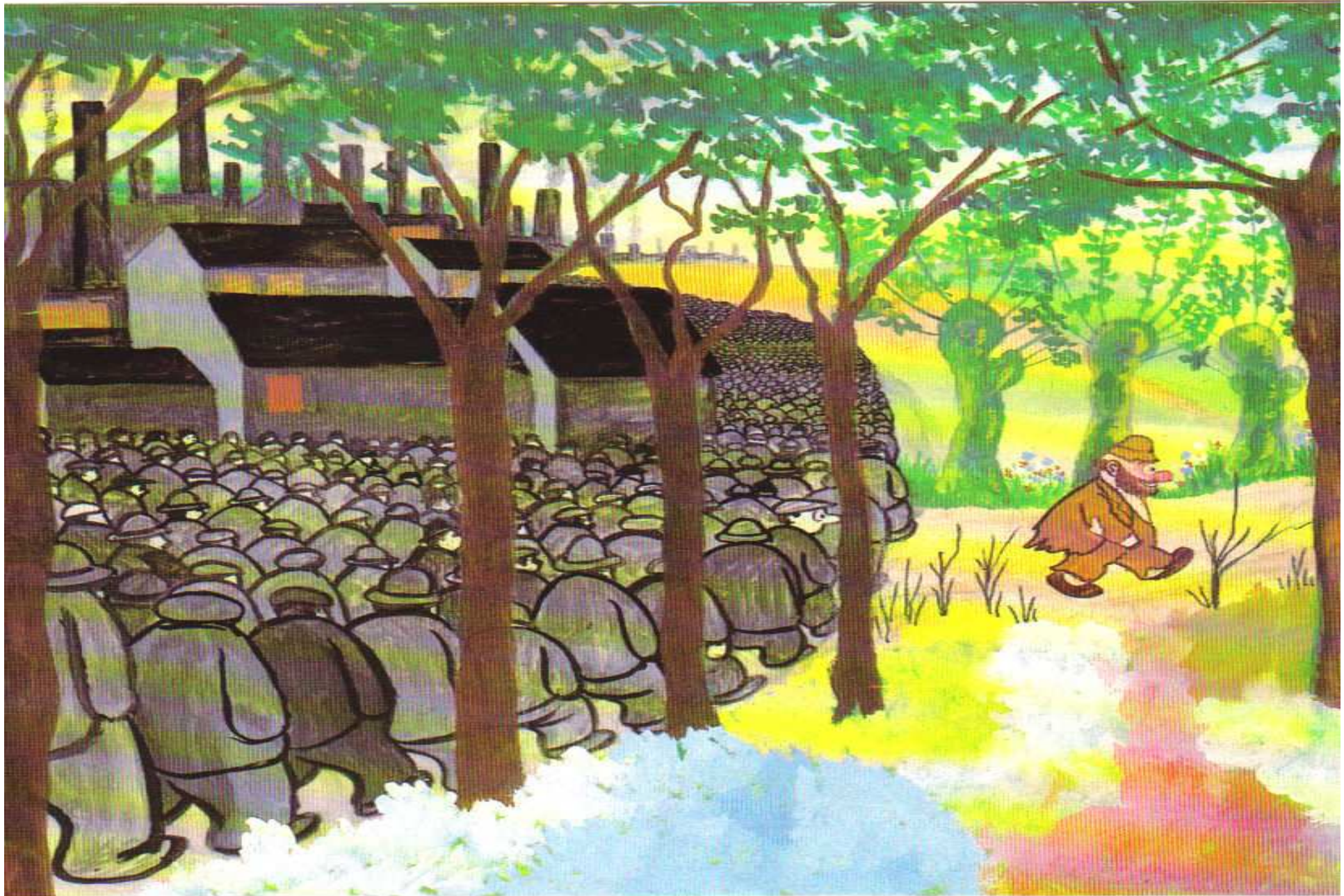
A team becomes stronger if its members are different and therefore think differently. But only if they understand and respects just that.

The right answer is.... 61 euros



# Think Different

**DR**



# The Challenge

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**DR**

A



B



*The Toilet  
is on fire*



*The New is Better  
than the Old*

**DIR**





# Crisis

**DR**

- From Greek
- Means the point after five days of Fever, where after the patient either dies or the fever drops
- Crisis means turning point.



# What 's News?

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**DR**



- *A good story is a bad story.*
- *If someone doesn't get mad, it is not journalism. It's advertising.*

Teachers at my Journalism School

- Why Are You So Negative? **DR**



# We are just Journalists.. **DR**

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**...And besides that it is part of growing up to know about the world and follow the news. Stupid!**

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*Me*

# Listen Louder

**DR**



# Here is Our World

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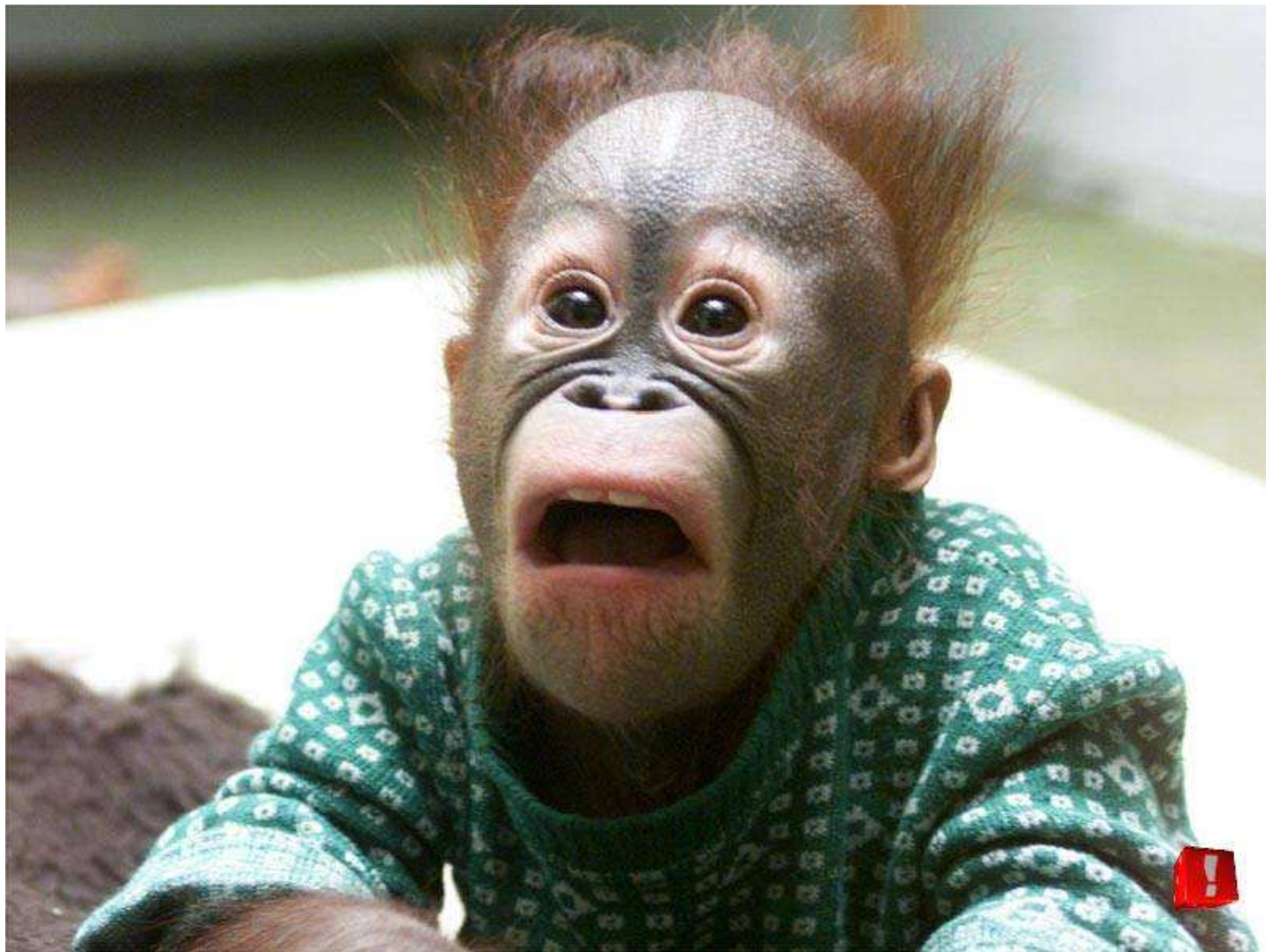
**DR**

- **TV-Avisen, 7.30 pm, Friday, September 5th 08:**

- 1) Welcome
- 2) Terror-threat against Denmark
- 3) New shooting in Copenhagen
- 4) New trains delayed
- 5) Young girls get cancer
- 6) Bus strike continues
- 7) Woman sexually abused in Sweeden
- 8) Political party in a crisis have a meeting
- 9) Old Presidential cadidate in US is in a crisis
- 10) Courtcase after plane crash
- 11) Suppressed North Koreans do gymnastics
- 12) Giant Spider spreads panic in Liverpool
- 13) And finnally the Weather: The rain continues.....





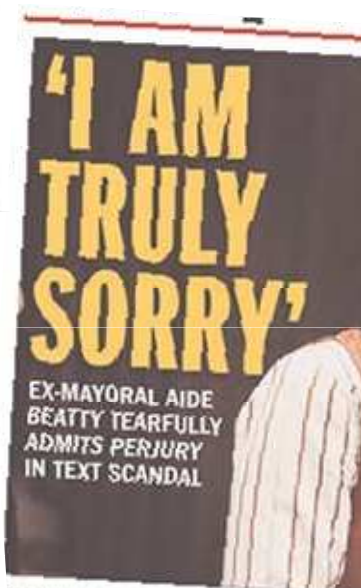




# World Wide Press Illness

DR





Snow will give way to storms





# Sorry

DR



- Sorry we have been so negative.
- Sorry we have been so predictable.
- Sorry we took you for granted.



The London Evening  
Standard

# Climate Change

**DR**



Does the press have a **DR**  
responsibility to the future  
of the world?

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*... or should we just go on covering it's problems?*



# The 5 Templates of Journalism **DR**

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# 1) Crooks

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**DR**



- We dream of bringing down the crooks
  - But are all politicians, lawyers and CEOs corrupt and incompetent?
-

## 2) Victims

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**DR**



- There's always someone to feel sorry for
  - But do we have to feel sorry for every powerful interest group?
-

# 3) Conflicts

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**DR**



- Because confrontations are entertaining and easily understood.
  - But where do the parties agree?
  - And where is the solution?
-



## 4) Drama

**DR**



Because there's always an accident somewhere **DR**



- And we have access to all of them. Right now. All the time.



## 5) Don't be Boring

**DR**



- The hunt for conflict and drama is enhanced by our fear of boring the users
- This creates a demand for shorter sound bites
- Media savvy politicians to go for clear and simple confrontations to get coverage

# Tablodization

DR



- “Mass media love to perfume themselves with the odour of inlightning the worried masses.
- But the function as provider of information and light which democracy once wanted the press to fill out has mostly turned into an illusion.”

Danish author,  
Henrik Jensen in  
*The Disent Man*

# The Challenge

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**DR**

A



B



*The Toilet  
is on fire*



*The New is Better  
than the Old*



# What do we focus on?

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**DR**





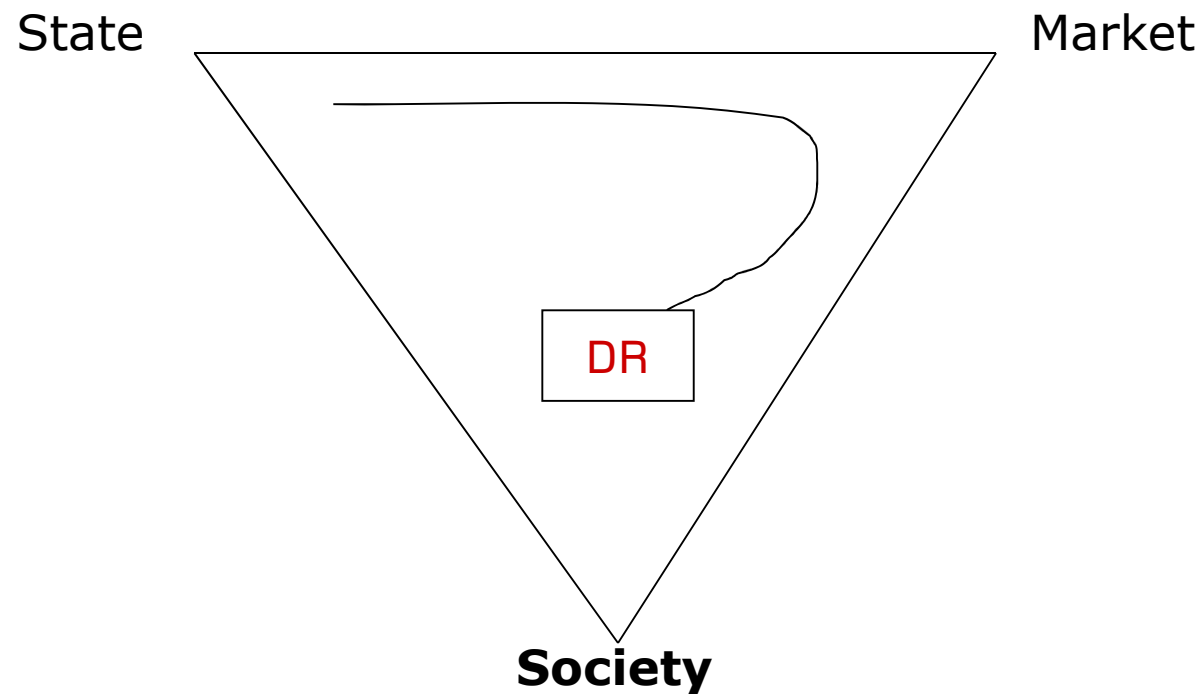
# Against the Wave

**DR**



# Public Service – for whom? **DR**

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# Solutions are good stories **DR**

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- When we uncover a problem for society we now also look for stories which can inspire to the solution of the problem.
  - In interviews we ask:
    - *What is your own idea?*
    - *What could be a solution?*
    - *What can we learn?*
    - *How have others (countires, cities, companies) solved it?*
    - *If it can be solved elsewhere, why not here?*
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# 24 hours for Denmark

**DR**



Et døgn for  
**DANMARK**

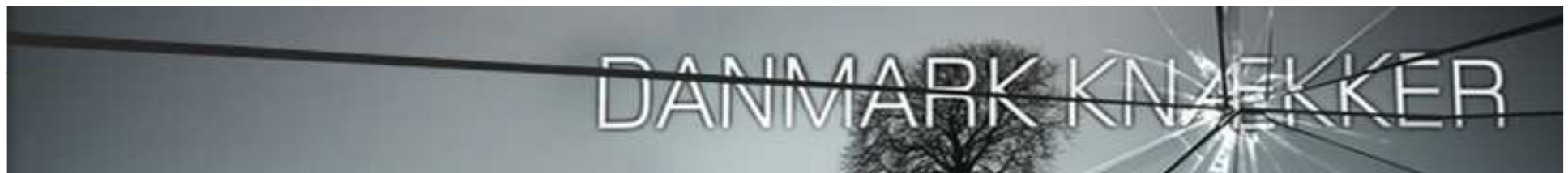


Et døgn for Danmark, Tønder vandtårn, 9. maj 2010

  
Bertel Haarder  
Vicevært og stedfortræder

  
Bent Hansen  
Formand for Danske Regioner

- 114 original stories in two weeks in Maj on the decline of the Danish provins.
- All platforms
- Politicians locked up for 24 hours to make a plan.
- We were facilitators, not accusers or judges.
- Danes participated
- Policy was changed





# They agreed

24 hours.

- Two ministers of government
- Two opposition leaders
- Three leading local and regional politicians
- Three CEOs from Danish Industry
- And one News organization ready to change its own role

DR



Et døgn for Danmark, Tønder vandtårn, 9. maj 2010

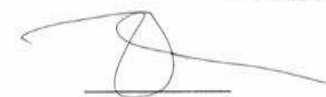
  
Bertel Haarder  
Indenrigs- og sundhedsminister


  
Bent Hansen  
Formand for Danske Regioner

  
Kjeld Johannesen  
CEO, Danish Crown

  
Jan Trøjborg  
Horsens Borgmester og formand for KL

Et døgn for  
DANMARK

  
Karen Frøsigt  
Bankdirektør, Sydbank

  
Villy Søvnald  
Partformand SF, og MF

  
Søren Espersen  
MS, DF

  
Georg Sørensen  
Adm. dir. MCH og Formand, VisitDenmark

  
Charlotte Sahl-Madsen  
Minister for Videnskab, Teknologi og Udvikling

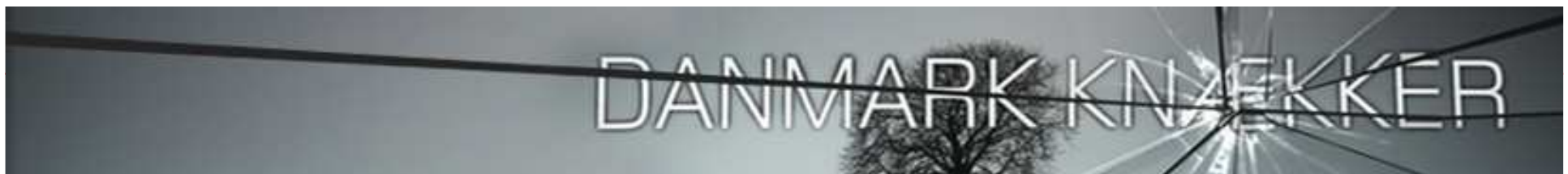
  
Laurids Rudebeck  
Tønder Borgmester

DR

# Facilitator in the Public Debate



- Thousand of Danes participated with articles, questions, comments and ideas on Facebook, Twitter, our own website, in newspapers and on the iPhone-app, Scribble Live.



# GPS for Danes



From provider of Information to  
provider of Navigation

# Journalism In A Paradigme Shift **DR**



Now also with constructive news



# Team Saxo Bank's 3 Rules for the Team

1. Be positive
2. Believe in it
3. Do something





-Us  
mediapeople?  
Improve the  
state of the  
World?

And save  
journalism?  
Yes we can!

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Stay  
Hungry

Say  
Foolish

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