

Journalism and Newsrooms in 2021

Federica Cherubini

Head of Leadership Development

Reuters Institute for the Study of Journalism

EFJ - “Trust in media: Trends, Skills and Training in Journalism”

Our mission

The Reuters Institute for the Study of Journalism is dedicated to **exploring the future of journalism worldwide through debate, engagement, and research.**

By connecting practice and research, by facilitating global exchange, and by driving conversations around the future of news, we work to ensure that journalists, editors, and media executives face the opportunities and challenges of a changing media environment from a position of strength. Our goal is to help them build better and more sustainable journalism for tomorrow.

What skills do journalists need to navigate the news media ecosystem in 2021?

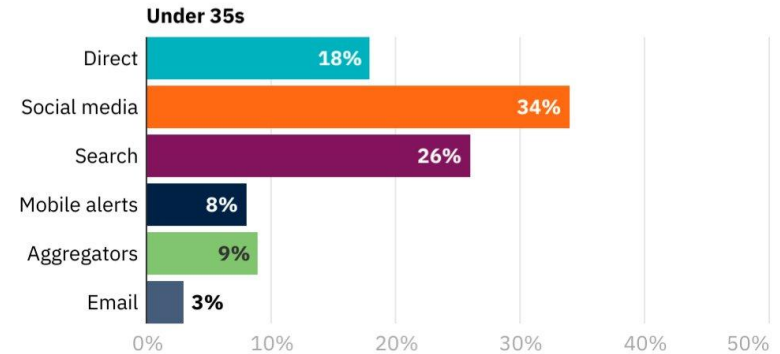
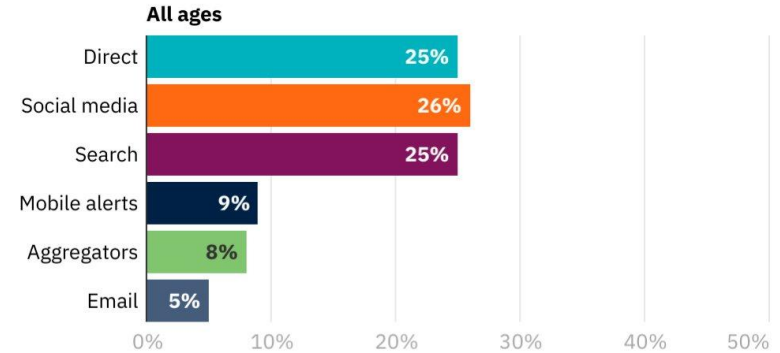
Some of the big questions the industry is facing:

- How and where do people consume news?
- Do people trust news? Do they feel represented in the news?
- On what platforms do people spend their online time? Who do they pay attention to when it comes to news?
- How are news organisation sustained financially?

How and where do people consume news?

Proportion that says each is their main way of coming across news online by age

All markets



Q10a. Which of these was the ****MAIN**** way in which you came across news in the last week? *Base: All/U35s that came across news online last week in all markets: 85,831/26,985.*

Knowledge and skills that journalists need:

- How and where do people consume news?
 - **Audience strategies & user needs, formats and distribution**
- Do people trust news? Do they feel represented?
 - **Debunking misinformation, fact-checking. But also diversity in coverage**
- Who do they pay attention to when it comes to news?
 - **Platforms, engagement strategies, tone of voice**
- How are news organisation sustained financially?
 - **Reader revenue, membership models**

New areas of expertise

- Audience: growth and engagement
- Audience research
- Product development & user experience
- Data journalism
- Technical skills

GROWING IMPORTANCE OF BRIDGE / TRANSLATION ROLES, SUCH AS THE PRODUCT MANAGER, BUT...

Product role in your company is...

Data from a survey of 234 media leaders in 43 countries for *Journalism, Media and Technology Trends and Predictions 2021*.

Important

93%

Well understood

43%

Performed by people with the right skills

54%

Effective

58%

Q17. Product management has become an important discipline in media companies in recent years. To what extent do you agree or disagree that the role in your company is ? N=220

Source: Journalism, media, and technology trends and predictions 2021

Attracting, developing and retaining talent



REUTERS
INSTITUTE
FOR THE STUDY OF JOURNALISM



UNIVERSITY OF
OXFORD

LEVELS OF CONFIDENCE OF ATTRACTING TALENT OUTSIDE EDITORIAL IS LOW

Confidence in attracting and retaining talent

Showing proportion that are very or extremely confident

Editorial talent

53%

Product, audience and design

23%

Data and insights

21%

Technology

18%

Q12. How confident are you that your organisation can attract and train the talent you need in the following areas? Base: 122.

Source: Changing Newsroom 2020



Thank you

Federica Cherubini

Head of Leadership Development

Reuters Institute for the Study of Journalism

federica.cherubini@politics.ox.ac.uk

www.digitalnewsreport.org/2021

