

Crisis Management in the Media

Sven Egil Omdal: *The Day that changed Norway* ❧ **Hanne Skartveit:** *VG at it's Best*

Wenche Fuglehaug: *The many Faces of Grief* ❧ **Grzegorz Piechota:** *A never-ending Nightmare*

Kalle Lisberg: *The Sound of Sorrow* ❧ **Jan Ove Årsæther:** *The longest Day; 56 Hours and 11 Minutes*

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The Tinius Trust

Annual Report 2011



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The free press put to the test

The tragedy which hit us on 22 July 2011 put the media to the test too. In his speech at the national commemorative day on 22 August, one month after the tragedy, H M King Harald emphasized the importance of our basic values:

"I stand fast to my belief that freedom is stronger than fear. I stand fast to my belief in an open Norwegian democracy and civic life. And I stand fast to my belief in our opportunities for living freely and safely in our own country."

A prerequisite for these values to prevail is a free press. Tinius Nagell-Erichsen, who established the Trust in May 1996, emphasized the importance of working for the freedom of speech and a free press as an essential safeguard for an active democracy. Securing these values is a task the Trust carrying his name is taking very seriously.

In the media world of today, this challenge is greater than ever. It requires that we protect principles like freedom of faith, tolerance, human rights and democratic principles, just those values which were challenged by the events on 22 July 2011. But that likewise requires that we are able to maintain a financial basis for the free press, also in the new digital everyday.

Through our ownership in the Schibsted Group, the Trust will continue to pursue these objectives. In this annual report you will find out more about where we are standing and our operations as from page 78. In addition, you may visit our Internet site *www.tinius.com.* In recent years we have in our annual report taken up themes relevant to our objectives and themes of current media interest. This year, we are focusing on the first day after the 22 July tragedy.

Seldom have the media been facing greater challenges than in that afternoon in the middle of the Norwegian summer holiday. The need for information in a chaotic situation was enormous, at the same time as the conditions for exercising such information activity were extremely difficult.

After WW II, the underground resistance movement established the newspaper VG. The paper was founded on the struggle against extremism and totalitarian ideas. On Friday 22 July 2011 the employees were bombed out of the VG Building. The glass facade of the newspaper building was in ruins and the personnel had to seek refuge in the Schibsted building, just across the street. They again had to evacuate this house before getting into a hotel in the vicinity in order to produce the newspaper for the

following day. When the political editor of VG, Hanne Skartveit, writes that "it has never been more important to us to get the newspaper out", we have all reason to take her word for it.

Other media houses were also hit. Both Aftenposten and TV 2 editorial office in Oslo had to leave their premises. Later, it has become clear to us that the Schibsted editorial offices themselves were a planned target for the perpetrator.

What can we in the media learn from what happened on 22 July 2011? When editor-in-chief and managing director of radio P4, Kalle Lisberg, writes that "the basic values you have in the company and the culture you are daily building represent the decisive ballast for meeting a crisis" this is evidently correct. The most important of all are able people who know what they are doing.

But the handling of crises can also be the result of good planning and established routines. When the Annual Report of the Trust is marked by the events during those first 24 hours, after the attack on 22 July 2011, it is not only to gather documentation of what actually happened in the different editorial environments, but also to gather useful knowledge for the case if or when a new crisis should occur.

The Tinius Trust has invited a bunch of distinguished media people, who were in the middle of the tragedy as it happened, to share their experiences with us. *Sven Egil Omdal* of Stavanger Aftenblad writes about the day that changed Norway. The news editor of TV 2, *Jan Ove Årsæther,* tells us about the longest day, a live transmission lasting 56 hours and 11 minutes. The P4 chief executive, *Kalle Lisberg,* lends a voice to the story about how the radio channel in the course of some hours changed character, while Aftenposten's *Wenche Fuglehaug* relates how it is to meet the many faces of grief.

The political editor of Aftenposten, *Harald Stanghelle,* discusses the challenges posed by finding the right words when words are not enough, while *Hanne Skartveit,* political editor of VG describes how it is to make a newspaper when the newspaper building has been hit and had to be evacuated.

In order to widen the perspective, the Trust has also invited two distinguished international journalists to share their experiences and points of view with us. *Grzegorz Piechota,* news editor of the biggest Polish quality newspaper, Gazeta Wyborcza in Warsaw, tells us about how the plane crash in Smolensk on 10 April 2010, where the country's president and 95 others were killed, has permanently changed the Polish society. From Madrid, *José Martinez Soler,* one of Spain's most acknowledged and experienced publishers and editor of long standing of the publication 20 Minutos, puts the tragedies into a historical perspective.

This year again, *Rolf M. Aagaard* has excellently portrayed most of the contributors.

I address a warm word of thanks to all of them.



Ole Jacob Sunde
Chairman of the Board, The Tinius Trust

22 July 2011



At 3:16 p.m. the large van filled with explosives turns into the street of the government offices in Oslo. Anders Behring Breivik, wearing a bogus police uniform, ignites a fuse with a burn time of seven minutes and leaves the van. Behind the wheel of another car he drives towards Utøya island where the annual summer camp of the Labour Party's youth organisation, the AUF, is underway.



At 3:25 p.m. the bomb explodes in the government offices. The high-rise building where Prime Minister Jens Stoltenberg and his staff are located, is demolished. Eight people who happen to be in the reception area or right outside the building, are instantly killed. Nine other people are seriously injured. Additionally 200 people are treated for minor injuries.



At 5:04 p.m. Anders Behring Breivik boards the ferry MS Thorbjørn at Utkilen pier. The crossing to Utøya takes only fifteen minutes. In Utøya there are 564 people, mostly young people attending the summer camp of the AUF.



At 5:20 p.m. Anders Behring Breivik walks purposefully around the island shooting at everyone he sees. 67 people are killed, another two die attempting to get away. 32 people are shot and seriously injured and several hundred suffer minor injuries and are traumatised by the horrendous experience.



At 6:32 p.m. Anders Behring Breivik is apprehended by the police who had arrived at Utøya seven minutes earlier. He immediately confesses that he is the perpetrator.

22 July 2011 by Sven Egil Omdal,
media commentator in Stavanger Aftenblad

Twenty-four hours that changed Norway forever

Afterwards all the impossible questions: Why did not anybody raise the alarm? How many more would have survived if the police helicopter had been manned? If the boat had not failed?



Afterwards is a powerless word. *Before* the world was very different. *Before* we thought terror was Islamist sleeping cells and foreign jihadists. *Before* the PST – Norwegian Police Security Service – did not care if a smallholder at Rena had imported suspicious chemicals from Poland. *Before* was a place where a couple of parents were hugging their 16-year old and saw her run happily aboard the AUF – Labour Youth Organization – bus without looking back.

Before ended on a wet and grey afternoon in July.

The mood was sluggish, also at NRK (the state broadcaster). The discovery of fresh bear tracks in Åseral in Vest-Agder county was the latest news. A young male bear in one of the country's most important grazing lands for sheep, worried game manager Tor Punsvik. Twenty seconds interview with him, then only the end announcement "NRK Dagsnytt, Anders Borgen Werring" was still to come.

The time was 15:03.

Barely an hour earlier, had 1002 persons in a number of countries received an e-mail circulated to "Western European Patriot". The sender was "Andrew Berwick". Few found the time to open the attachment; very few started reading the manifesto numbering 1,516 pages. It was summer, and it was Friday.




Aftenblad

16-year old Madeleine Svendsen was happy with her new bracelet. The hospital strip she got when she two months earlier fell from the horse, incurring two back fractures, was replaced by a red plastic strip around the wrist. She proudly carried the visible sign that she was a participant at the AUF summer camp on Utøya, the mythical little islet in Tyrifjorden, by nature given the shape of a heart. She had to smile when she thought how she and Kristin had been sitting on the stairway of the Café Building playing guitar in the middle of the crowd. She still felt the good feeling of the Datarock concert in her body.

The 32-year old man who turned his white Volkswagen Crafter van into Grubbegata had for many years been preparing this moment. The planning was described in detail in the document which now had been distributed to the world. In the back of the van were 950 kg fertilizer procured for Vålstua farm south of Rena in the interior of southern Norway. He had stayed there during the last few months, after he moved from his mother's flat in west Oslo. The fertilizer from the agricultural cooperative had been turned into an extremely strong bomb by the use of chemicals imported from Poland. The purchase was registered by the anti terror project Global Shields and recorded on a list sent over to the Police Security Service (PST). No one there followed up on this information.

Afterwards, it became known that a man had called the Government Block, threatening to shoot AUF'ers – members of the Labour Youth Association. During the telephone conversation he mentioned a manifest. No one reacted.

The van halts outside the KFUM - Norwegian YMCA – building at Grubbegata 6, the premises of the Christian newspaper Vårt Land. One of the newspaper employees sees the driver, a policeman, putting on a helmet. She wonders, but it is not unusual with police action close to the Government Block. The van rolls on, now with blue lights on the roof.

The Government had long wanted to close Grubbegata for normal traffic. It was almost possible to drive into the reception of the high-rise building, accommodating both the Prime Minister's Offices and the Ministry of Justice. Statsbygg – Public Construction and Property – had asked the Municipality of Oslo to close the street, but the reply was that "it was not certain that the gain in security would compensate for such a dramatic permanent measure".

Therefore, there were no physical hindrances to stop Anders Behring Breivik – having no previous convictions, previous vice-chairman of the right wing Progress Party's youth movement, member of Oslo Pistol Club and St. Johannes masonic lodge, active debater on the Internet pages of the newspapers VG and Aftenposten and of Minerva and Document.no – from driving the van as close as possible to the wall of the high-rise building, parking it there.

The surveillance cameras pick up the van stopping. They register that a man is leaving the driver's seat, moving rapidly up Grubbegata wearing some kind of uniform and a helmet with a transparent visor that he had drawn down in front of his face. He is holding a pistol in his hand. He looks back, towards the van he just left. All is visible on the screen in the central watch room, but at 15:16 hours this summer Friday no one is watching this very screen.

Per Ove Sleen from Stord on the West Coast is visiting Oslo and strolling towards Einar Gerhardsen Square when suddenly the world is exploding around him. First,

he heard a bang. Not one, but a series of booms from all quarters as the sound waves were reverberating from the heavy buildings. Then he fell on his knees. Everywhere the sound of glass falling to the ground, the air filled by falling paper and nauseating smoke. Tongues of fire came out from the Government offices. A person was lying on the ground in front of him, a little further up a torn off arm. It was 15:25 on the 22 July 2011 and nothing was to become as it had been.

The heavy sound rolled across Oslo. Prime Minister Jens Stoltenberg who spent the day working at home in the Government's Representative Residence in Parkveien, just behind the Royal Palace, startled. "What was that?" he said on the phone to the Speaker of the Storting (Parliament), Dag Terje Andersen, who was in the neighbouring province of Vestfold and had not heard anything.

Far up north in the wilderness of Nordmarka and in the city districts south of Oslo people thought they had heard a thunderclap. But on Youngstorget and in Akersgata, Møllergata and Storgata – all in central Oslo – there was no doubt. The explosion tore the glass out of the windows high up in the buildings, broke shop fronts on street level, overthrew people in their offices and filled the air with burning, nauseous smell. Panic broke out.

On the eighth floor of the high-rise building Sissel Wilsgård was planning for warning of next of kin when Norwegian delegates are injured or die. The dull bang suddenly filling the Friday silence was to her a well known sound. Sissel Wilsgård had been in Afghanistan and knew the sound of a bomb. An instant later the whole window fell into the room. The sound of breaking glass and everything was dark.

She heard cries, but knew that she could not reach those who cried. After having fumbled down destroyed stairs, climbed over crushed furniture and wondered at the silence down the floors, she staggered out of the building and saw the shock in the eyes of those who discovered her. The whole face was covered in blood, dark red streams were running down the blue t-shirt, colouring the white summer trousers.

As she was brought to a bus that had stopped and been requisitioned to bring the wounded to the main hospital, Ullevål, the Dagbladet photographer Torbjørn Grønning took a picture which the next day was used by newspapers around the world. Sissel Wilsgård became the first face of the Norwegian terror. Later another one would fill the front pages.

Erik H Sønstelie was standing at the Ford dealer's in Lillestrøm, when a mechanic came running, shouting that there had been an explosion at the Government Block. After having watched a few minutes of the first confusing TV broadcasts, he jumped into his car. He thought the VG building in Akersgata had been the target and wanted to report for duty. Even if he now was working as a project manager for Schibsted, Erik Sønstelie had been both journalist and Head of newsdesk with VG for 20 years. But before contacting news management asking whether they required assistance, he called his daughter Siri. She was at her first summer camp on Utøya.

Sven Egil Omdal, *media commentator and journalist in Stavanger Aftenblad. Employed by Stavanger Aftenblad in 1971, Adresseavisen in Trondheim 1975-1976, editor of Kirkens informasjonstjeneste (Church Information Service) 1976-1979, Vårt Land (Christian newspaper)1979-1991, during the last four years with leave of absence in order to take up the leadership of Norsk Journalistlag (Norwegian Journalist Association). Since 1991 he has been news editor, cultural editor, multimedia editor, and is now a writing journalist in Stavanger Aftenblad. Previously head of Norway's Press Complaints Commission (Pressens faglige utvalg). In 2009, awarded the Golden Pen (Gullpennen).*

One minute after the bang, Jens Stoltenberg was informed that the sound came from the Government Block. A few minutes later communication adviser Arvid Samland called. He was sitting in the Office of the Prime Minister on the 14th floor when the bomb went off. The pressure wave threw him off his chair. Dazed, he got up and out in the corridor where a security guard was lying lifeless on the floor. He was himself bleeding heavily from a cut in the head. He got hold of a phone, and while getting down the stairs as rapidly as possible, he described to the Prime Minister how the political headquarters of the country had been exposed to massive destruction.

The high-rise building was severely damaged, but remained standing. Because another car was in his way, Anders Behring Breivik could not park the large van exactly as planned. His rolling bomb was parked on top of an underground parking lot. Much of the energy of the explosion was directed downwards, and wasted power in making a crater several floors deep. This coincidence probably saved the building – and many lives.

In the basement of the Prime Minister residence, Jens Stoltenberg was sitting, trying to get an overview of the situation. The means were telephone and online newspapers. The Government's crisis centre was also knocked out by the bomb.

In a hired Fiat Doblo, Anders Behring Breivik drives out of Oslo. The traffic is slow, an accident at the Bygdøy lid crossing, forces him out on a number of small roads. Listening to the radio channel P4, he hears that the high-rise building remains standing. Then it did not turn out as he had planned. He drives towards Utøya.

Siri Sønstelie, 20-year old, was on her way to an information meeting in the Assembly Room in the Main Building when she heard the phone and saw that Dad was calling. The meeting had been called hastily, neither Siri nor those around her knew why. But the face of AUF leader Eskil Pedersen showed clearly that something serious had happened. "Hi Siri, did you hear about the bomb in Oslo, at the Government Block?" Erik Sønstelie said to his daughter. They exchanged a few words before she whispered that she was glad he was not injured. Then she stopped the conversation, the meeting had started.

Eskil Pedersen spoke first. He did not know more than that there had been an explosion and that the Prime Minister and the rest of the Government were safe. He could not answer whether the Utøya visit of Jens Stoltenberg the next day would be on schedule. Then he called on Monica Bøsei. All veterans knew the 45-year old, dark and slender woman. They knew that she had earned the title "Mother Utøya" after having been camp leader for 20 years. This was her last. One week later she was going to take up the position as general manager of Norsk Maritimt Museum – the Norwegian Maritime Museum.

"I understand it perfectly if anyone would like to go home right now. But we must remember that right now Utøya is the safest place in the whole world", she said. The words laid a firm and friendly hand over the unrest in the room. Monica Bøsei had herself two daughters at the camp, her live-in partner was skipper on the small ferry "Thorbjørn" which went to and fro between the island and the mainland. If she felt safe, they were all safe.

After the meeting, Monica Bøsei went down to the ferry to return to the mainland. She had received at phone call from the mainland that a policeman had arrived for routine investigation after the explosion in Oslo. He had told the guards that he

came from PST; he had a uniform and brought several cases of equipment. She wanted to see him before he went ashore; there was no need to cause more fear among the several hundred young people there.

A few hours earlier, Kjetil Vevle had sent out an enthusiastic twitter message without the least regard to the rain: "Gro is speaking on Utøya. The day could not have been better". Now the 23-year old student from Odda, board member in Bergen Labour Party and Central Board Member of AUF, was standing on the terrace before the Main Building together with the ferry captain, seeing Monica Bøsei and Trond Berntsen walking towards the policeman. Monica had met the policeman on the mainland, talked with him during the return trip, getting very short answers. She had become uneasy and had fetched Berntsen, an experienced policeman working as a guard during the summer camp. They walked towards the tall, blond man in the dark blue, somewhat unusual uniform. As in a picture without meaning Kjetil Vevle saw that the new arrival with calm movements lifted a weapon and shot both of them.

In the basement of the Prime Minister residence, Jens Stoltenberg was sitting, trying frantically to get an overview of the situation. The means were telephone and online newspapers. The Government's crisis centre was also knocked out by the bomb. Central cabinet ministers were on vacation, far away from the capital. The only guard around the Prime Minister were three bodyguards from PST. No one had called a national alarm, but the officers of the Home Guard's second detachment were considering what had to be done to "go to battle in Oslo". At Rena Camp, not far from an empty smallholding, the Norwegian Defence Special Command, the nation's prime elite corps, started mobilizing. There was still chaos, yet no one knew whether the country was under attack by a foreign power.

Many are running. Kjetil Vevle runs toward the Café Building. He glances over the shoulder and sees the policeman following. He shouts to people to get away. Eskil Pedersen is running. Somebody has cried out to him that he must get onboard the ferry. Only in his socks he storms out of the Main Building, past the two dead bodies on the lawn, down the gravel path and onto the deck. Between 50 and 100 camp participants run away from the Café Building and into the wood, towards the tents.

Vegard Grøslie Wennesland is standing talking on the phone when a bunch of youngsters come storming towards him over the hill crest. He sees their deadly fright, but does not understand why. He hears the reports and walks towards the sound. Then he sees a policeman walking after the fleeing youngsters, calmly shooting one after the other. First a shot at the upper body, then he walks up to the fallen victim and places a shot in the head. A sheer execution. Three. Five.

A young girl comes into the surreal picture. Vegard Grøslie Wennesland sees her walking over to the policeman and hears her saying: "You must not shoot, people get scared". Anders Behring Breivik waits until she is up close, then he shoots her in the breast, then in the head. Vegard turns around and runs. He meets a girl walking in the opposite direction, tears her by the arm and brings her along. They are running. Everybody has to run.

Siri Sønstelie is sucked into the fright filling the Café Building. Many cling desperately to acquaintances and strangers, some screaming out loud. They hear the shooting, very near. There is crowding at the exit, the pressure is great, the panic greater. Siri has played handball, she puts a block by the door and makes room. Then she herself storms out. While she is running towards the wood, she makes a call to Dad. She is shouting and

crying while running through wet bushes, jumping over tree trunks, slipping and falling. "That must be some kind of joke", Erik says. "A prank, firecrackers or something like that". She cuts the call off. He calls back. "There is nowhere to hide", she cries. Then she cuts off Dad once more. She has to get to the water, down the steep slope.

Madeleine Svendsen was sitting in the tent when she heard the first shots. She looked outside and saw a group of youngster storming into the camp. Someone shouted that everybody must hide in the tents. Terrified and stifled by sobs she asked the two others in the tent what to do? Lie down flat, covered by sleeping bags and clothes, she thought for a moment. They squeezed hands. Hard. Then they realized that the tent is a trap, jumped out of the opening and ran. Into the wood, away from the shooting.

Someone shouted that everybody must hide in the tents. Lie down flat, covered by sleeping bags and clothes. Then they realized that the tent is a trap, jumped out of the opening and ran. Into the woods, away from the shooting.

At 17:46 Jens Stoltenberg received an SMS message from the Minister of Culture, Anniken Huitfeldt, warning that the catastrophe perhaps was even greater: "Shooting on Utøya. Deaths, I am told." A few minutes later AUF leader Eskil Pedersen called. He was lying on the deck of MS Thorbjørn, was scared stiff, talking incoherently. But he squeezed out that there was shooting on Utøya, police shooting. The PST guards confirmed to the small staff of the Prime Minister that they had the same information.

Erik Sønstelie is driving towards Utøya. He exceeds the speed limit. At the same time trying to press the phone keys. He calls Oslo police station, then Romerike police station. All are saying the same: Call Buskerud. But all lines are blocked at the operations centre of Nordre Buskerud police station in Hønefoss. Forty calls waiting at all times. The switchboard could take no more. The first message came in at 17:24 hours through the AMK – medical emergency call centre. It was a young girl shouting: "Somebody is shooting. There are injured people here."

Siri Sønstelie is pressing her body against the cold rock wall. Two other girls and a boy are lying partly over her in a small fissure in the rock. Not a cave, only a small opening covering their upper bodies. "I can survive being shot in the legs. That will be all right. A shot in the head or in the upper body is worse", she said to herself. She had seen the policeman shooting youngsters on the point a little further up. She has problems with her breath. She is gradually losing the feeling in legs and arms, she is freezing. Just in front of the hiding place, she sees a lifeless body in the water. A boy tries to climb down the steep wall, but loses his grip and falls. Fifteen, perhaps twenty metres. Siri is sure he must be dead, but he is creeping for cover.

Madeleine Svendsen stands at the water edge shouting in despair to all who have started swimming that they must come back. It is too far to the shore, too cold in the water. She herself cannot swim with two compression fractures in the back. Or can she? She sees how her friends are pulling off their clothes, starting to swim. Then she throws off the fleece jacket, takes a few steps into the water, cringes for cold and fright and staggers back to the shore. Now she is all alone and the sound of the shots is louder.

Erik Sønstelie is standing at the temporary centre for the next of kin at Sollihøgda café. He did not get any further. The road down to Sundvolden and Utøya is closed off. Desperate parents leave their cars and plead with the guards. "We have our daughter

out there." "They are shooting our son." "Please, let us through." Erik Sønstelie feels despair rising as a wave. "Oh God, my daughter!" a woman cries, storming out of the café. She has received the phone call all are waiting for, the daughter safe. The others are looking down, looking at the phone, as if they could conjure up its ringing.

Madeleine Svendsen has anyway started to swim. How far could she be from the shore – 30, perhaps 40 metres, she thought herself that her visual estimate was not too good. But no matter, she was near enough to get all the details. The boy who had panicked out in the water and who had waved her away when she wanted to help was lying at the water's edge, gasping for air. A few metres away, the tall man in police uniform was standing. Madeleine followed him with her eyes as he pointed the weapon against the defenceless boy. She heard the cry for mercy. "It seemed as if the boy put all his strength in that one little word, still it was almost drained of hope", she wrote on her blog a few days later.

After the shot there was silence, then the policeman turned to the terrified 16-year old in the water and lifted his gun. Madeleine Svendsen took a deep breath. Then she dived.

Siri Sønstelie is sitting in a small motor boat. She has just barely avoided a bullet hitting the cliff wall, spraying up pebbles next to her head, she has helped a boy who had been shot in the stomach to get into another boat, she has passed the dead body lying on the edge of the water and climbed on board the elderly man's boat, sat down on the flooring and shivering put her arms around herself. Then she feels something hard under one arm. The mobile! So, she had not lost it after all. As quickly as her ice cold fingers could manage, she presses the code and calls a well known number. The call is picked up at the first sound.

"I am alive, Dad!" She is not able to say any more. Siri is crying. Erik is crying. Then he says that he has been terribly afraid, that he had heard that there were between five and ten dead. "Dad", she answers. "There are many, many more. There were bodies in the water. There were so many shots."

Madeleine Svendsen swims for her life. She comes up to the surface when her lungs cannot take is any more, draws a deep breath and dives again. The first shot missed, now she is waiting for the next. She is wondering whether it hurts more to drown than getting a bullet in the head. Her damaged back is aching, but she is swimming. And she is alive. She glances back and sees the man moving away from the water's edge and up into the wood. Something relaxes inside her. She does not have to dive any more, but can start the long, cold swim towards safety.

At 18:55 Stoltenberg is interviewed live by Gerhard Helskog of TV2. After having given assurances that all that can be done after the bomb in the Government Block, is being done, the Prime Minister adds on his own initiative: "The reports about dead after what is now happening on Utøya are getting worse ... We are a small country, we are close to one another, and it is dramatic." Stoltenberg is visibly sweating, his forehead is glistening and his gaze is empty, "... so we shall in the hours and days ahead get more of an overview about the background and what actually has happened."

When the interview with the Prime Minister starts, Anders Behring Breivik has already a long time ago been apprehended. When the killer and the real police stood in front of each other just after 18:30, 75 long minutes had passed since the massacre started. Much had delayed the police action. The emergency squad had 25 men in the Government Block when the Oslo police got the first message about shooting taking

place on Utøya. Their six vehicles were parked at various places around the block, there was a Friday rush hour queue out of the city and the only police helicopter had been parked for the summer holiday. They have driven as fast as they could on slippery and difficult roads, but the road to the Tyrifjord was terribly long.

While ambulances and police cars were racing towards Storøya and Utvika – just facing Utøya – Anders Behring Breivik came round the pump house, 700-800 metres from the mainland, across the dark water. Behind the little, grey building 20-30 youngsters were hiding. He shouted that he would show them the rescue boat. "Do you have proof?" one asked. "Don't be afraid. The perpetrator has been apprehended. I shall help you", the tall man with the weapon said. Then he started shooting. Here 14 died, the youngest was 15 years of age.



Together: *Erik Sønstelie and his daughter Siri. In the background Utøya, where the drama took place.*

A patrol from Hønefoss police district was the first to arrive. They heard the shots from the island, but had no means to get across. A rowing boat with 10-15 persons came towards the two police officers, but veered away when they shouted. The uniforms did not signal safety any more. The two armed police officers decided to wait for reinforcements.

The police has not reacted sufficiently swift to the tips about the perpetrator from the Government Block, they have not started a public search for the car he was driving, and there was confusion as to where the forces heading for Utøya were going to meet. But now the troops are being gathered. Two colleagues arrive with the police boat, a Zodiac RIB, at about the same time as the emergency squad vehicles, and the crew members are fetching their automatic rifles, sub-machine guns and bolt rifles. Normally, the RIB can carry the 10 police getting on board, but with 30 kg equipment for each, the load becomes too heavy. The boat lies deep in the water, moves slowly and takes in water in the engine. Finally, it stops. The police hails private boats, spread themselves over these and a few minutes later walk ashore on Utøya in three separate groups. They have lost valuable time, for some of the victims their last moments. Also during minutes lost youngsters were dying.

Five police run in the direction of the shots, which are now fewer with longer intervals. Twice Anders Behring Breivik has called, saying that he was ready to give himself up, but both times the call was abruptly ended before any dialogue had been established. After each call he continued the massacre.

But from the moment when the emergency squad landed just after six thirty, only a few minutes passed before he emerged out of the wood with both hands out to the side. For a few seconds the police thought he carried a bomb belt and prepared to shoot him in the head. The man, who had just killed 69 persons, was only a couple of seconds away from being shot himself.

"The perpetrator has been apprehended. Many shot. Both injured and killed persons. Need evacuating by helicopter ... Fast!" The message from the police action leader was brief, but hit those who received it hard. The terrors of the centre of Oslo was followed by a new and possibly greater tragedy on this green, little island. The police

tried to stop the bleeding of the seriously injured youngsters lying in the grass, in the buildings, on the paths and on the edge of the water. On the fiord, camping guests and residents hauled ice cold, exhausted and shock injured AUFers on board in their small boats, helped them ashore, put blankets and coats around their shoulders and accompanied them to buses and cars bringing them to Sundvolden hotel in the vicinity. The helicopter never came.

To the hotel came also Siri Sønstelie. She felt absolutely alone in a world she did not know any longer. She stumbled across the open space in white, torn socks, her eyes searching for something safe, something that could give her the warmth she badly needed. She struggled to write her name in the registry. Siri Marie Seim Sønstelie, it was terribly long and her fingers terribly unwilling.

Erik Sønstelie could not wait any longer up on the Solli Hill. He turned his car and started on the long way round. Back to Sandvika, past Drammen, over Hokksund and Vikersund and then back via Hønefoss. The trip took almost three hours, but he had to get to Siri. On the way he heard on the radio that the police reported ten dead and tenfolds wounded. He heard Knut Storberget, Minister of Justice, say that a presumed perpetrator had been apprehended and that he was an ethnic Norwegian.

Late in the evening he arrived at the hotel. No one in the reception knew where Siri was, she had not checked in. He felt a knot in the stomach while his eyes swept the many sitting and standing in small groups. He heard someone mention friends they had seen die, the many still missing.

Then he sees her, she is sitting together with a group of other youngsters. Pale, exhausted, with an empty gaze, in clothes which are not hers. She lifts her head and sees Dad, gets up and walks into his open embrace. He hugs her, hard and long. She lets herself be hugged.

While several cabinet members join the hundreds of frightened next of kin, gathered in the corridors and lounges at Sundvolden, while tens of thousands of Norwegians realize that it will be a sleepless night, five rescuers walk systematically all over Utøya. Each of them is protected by four to six heavily armed police officers. In the dark they can see small lights everywhere. The phones still lie flashing with desperate calls from many who have not been able to get in contact with their loved ones. The rescuers, both fire fighters and ambulance personnel, place blankets over the dead. There are many in the Café Building and ten on Kjærlighetsstien – the love path. By the pump house and on the north side of the island the search and rescue teams count 31 bodies. There are not enough blankets. A misunderstanding occurs, some of the dead are counted twice.

Saturday 23 July comes with pain: At 08:10 in the morning Norwegian and foreign TV channels, online newspapers and radio stations are reporting directly from the Government's representative residence. The Prime Minister and the Minister of Justice are standing in dark suits in front of a white wall, between two Norwegian flags. Jens Stoltenberg is only just in control of his voice: "At least 80 young people have been torn away. We have also lost colleagues in the Government Block. It is incomprehensible."

Maybe. Still, a process is starting this grievous morning. A process which on 16 April was carried one step further, when Anders Behring Breivik stood up in the court room of Oslo District Court to make his statement. To many it is terrible, but it is a desperately necessary effort to understand even what is incomprehensible.





22 July 2011 by Jan Ove Årsæther,
News Editor of TV 2

The longest day: 56 hours and 11 minutes

It is Friday in the middle of the Norwegian summer holiday. At 15:25 the first in a series of dramatic events occurs which will subject Norwegian journalists to the test of their life.

The office premises of TV 2 in Oslo is not further away from the Government Block than that objects fall down from the glass ceiling and windows facing Kirkegaten are blown in when the bomb explodes. Some employees scream in fear, others run for the exit doors. Despite the drama, TV 2 and TV 2 Nyhetskanalen (News Channel) are on the air almost immediately, whereafter they are sending continuously during 56 hours and 11 minutes without a break.

In the most extensive coverage in the history of TV 2, we know intuitively that we shall most probably be making mistakes. Some purely journalistic mistakes, others near and perhaps even crossing ethical boundaries. Not least because we ourselves are emotionally engaged. Colleagues walk around with a lump in their throat. Under such circumstances the power of judgment is severely challenged. We decide to be particularly careful. Editorial meetings are called more frequently than normal. When in doubt whether we are in an ethical grey zone, we consistently choose to drop the case.

As for myself, I am in the process of changing a wheel after having had a flat tyre in Finnmark, the northernmost county in Norway, by the Russian border, when the bomb goes off. The SMS warning arrives almost simultaneous with a phone call from the head of newsdesk in Bergen. I order this case to be handled as the most serious event since 11 September 2001. All available personnel must be called in. Basically, not a single permanent manager was at work this day in the summer holiday and it

was important to strengthen the middle management with experienced managers, able to make fast and good decisions and to steer the outside teams.

For a TV channel, the most important is to get direct pictures through as fast as possible. Minutes and seconds count. With the spare wheel in place, heading for the airport at the small place of Lakselv, I eventually get in contact with the News Channel on my mobile. To my great relief, I find that we already have established direct contact with the Government Block. The time is 15:49. Since the explosion 24 minutes have passed. In the red warning block a message appears: "Powerful explosion in the Government Block". A relatively fresh summer intern appears on the screen reporting directly from Akersgaten. On top of everything the reporter is married to an employee of one of the stricken ministries; she has not yet been able to get in contact with her husband as she gets on the air the first time. The details caught by the cameras leave no doubt that the damage has been wreaked by an enormous explosion which must have been caused by a bomb. The last thing I am discussing with the news desk before boarding the plane is that we must get a helicopter up in the air.

Going offline during such an event is frustrating, but it will get worse. While making an intermediate landing in Tromsø, I am warned by the head of the newsdesk of hints of shooting on Utøya (a small island close to Oslo). "That can't be true" I exclaimed. The others in the security control turn around, looking at me. I picture religious extremists attacking defenceless youngsters at the annual Labour Party summer camp. We have no choice: we must immediately start redirecting crews from the Government Block in direction northwest, although we still do not know the exact implications of the shooting reports.

Walking down the aisle of the airplane which will take me back to Oslo, the News Channel is again on my mobile. The sound is at maximum level. No sooner have I sat down as the last person on board, I register that all passengers in the proximity are looking at me. An air stewardess is leaning towards me. I am sure she will sternly demand that I turn off my mobile, but no: "Any news from Oslo?" she asks. "Yes, a new terror attack is under way on Utøya" I say. There is all silence around me. The air stewardess leaves, letting me have my mobile turned on."

At Gardermoen, the atmosphere is surreal. Several hundred people are gathered in front of the TV screens in the cafés and restaurants. Many are hugging each other, crying.

While I was on the plane, the Karl Johan TV-house has been totally evacuated by the police. For a TV station this normally means black screens. But TV 2 continues the transmissions from Bergen. We have been cut off from using a studio in Oslo. Some equipment and reporting cars have also become inaccessible. The editorial office has been able to establish temporary headquarters in a hotel, but the reporters and photographers out in the field are the ones confronted with the first and greatest dilemmas. Should you be a journalist or a relief worker?

Fredrik Kirkevold, temporary intern in the national editorial staff at the Oslo office, reacts intuitively by trying to help. After having taken the pulse of a woman, he finds that she is dead. He glances around whether there are others requiring assistance, but professional emergency staff have just entered the scene. And he starts doing his reporting work.

The photographers on the spot are facing an exceedingly difficult task. Most of them have never covered armed conflicts or other events with a similar scale of loss and injury. What to be filming? What would be too grotesque? Can you interview wounded people and eye witnesses clearly in shock? On several occasions ethical discussions take place between photographer and reporter with the interviewees as witnesses.

Live reporting presents its own challenges. Decisions must be made in seconds. A parent couple having children on Utøya would like to give an interview, but are not sure they are up to it. Reporter Yvonne Fondenes decides to solve it as follows: "I shall hold your hand during the interview, if you feel you cannot do it, squeeze me hard."

The shortest way to Sundvollen has been barred at Sollihøgda. Not even ambulances to Utøya may pass. But we are taking the long drive around, arriving at the hotel at Sundvollen before midnight. There we meet the first survivors from Utøya. Fondenes goes in alone to the youngsters, without photographer. She tells them that they must choose themselves whether they want to be interviewed, and that she will not be filming those who do not want to be filmed. She will also not interview anyone without a next of kin present.

Eventually they do come out, one after the other, to tell their story. So we are interviewing youngsters in shock and despair, young persons in their deepest grief. Easily, you can make mistakes. The Code of Ethics of the Norwegian Press (PFU) explicitly states that the press must be very careful in precisely such situations. Per Edgar Kokkvold, General Secretary of the Norwegian Press Association, says at an early stage: "Journalists at the scene of a dramatic situation have obligations. It is not always obvious that you should insist on the rules which are valid under normal circumstances."

Our reporter at Sundvollen the first evening, talking to the survivors, is frequently reporting back, thus anchoring her decisions out in the field. Some of the youngsters are found to be too marked by the situation for us to conduct an interview or to transmit it. One interview was actually interrupted and never aired.

One of those who choose to talk to us is the 17-year old AUFer Sofie Tømmerås Lyshagen. This becomes the very first eye witness description of what happened on Utøya.

Sofie's story is shocking in all its cruelty: She and several friends were hiding for the killer. But many chose to step forward when Anders Behring Breivik said he was a policeman. Sofie saw how he cold and calm was executing her friends coming out of their hiding places. Sofie started swimming, was fired at, but was finally rescued. It was a horrible and unreal description and we can see that Sofie was strongly affected by what had happened.

Our reporter, Yvonne Fondenes relates: "The interview with Sofie Tømmerås Lyshagen is the most powerful I made the first night. It was not done live, but live-on-tape. She had just lived through seeing ten of her girlfriends killed. After we had finished the interview, I once more ascertained that she wanted us to transmit what she had told us. Both she and her mother were explicit in underlining the importance of letting everybody know what had happened on the island. Later, I have been in contact with all the persons I interviewed to hear what their thoughts in retrospect were. They have all answered that they were glad they had told their stories there and then."

During the days which followed, several reporters were working exclusively to get in contact with survivors and next of kin in order to be in a position to inform the viewers better about what had happened on Utøya that historic Friday. We took direct contact with survivors we knew had not lost brothers and sisters or close relatives. Regarding the next of kin of youngsters we knew had lost their lives, we made contact via another person, i.e. a lawyer, friends of the family or others. At the time of writing, we still have not heard of any interviewees regretting interviews sent on TV 2, and we do believe we have talked to all of them.

TV 2's premises in Oslo were released at 22 hours in the evening and we are moving back into our usual editorial offices. We on the desk gain access to our nor-

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TV 2 Gruppen AS is owned by Egmont in Denmark and is the largest commercial TV channel in Norway. TV 2 has 850 employees with the head office in Bergen. TV 2 sends nine daily news transmissions on TV 2 with 21 Nyhetene as its most important broadcast. In addition, TV 2 Nyhetskanalen is transmitting news continuously throughout the 24 hours. In 2011 the media house TV 2 achieved a turnover of 3,197 billion kroner, the highest volume in company history.

mal servers. Very dramatic pictures have gradually come in. The footage, including those taken by freelancers at Utvika, a small camping on the mainland facing Utøya, are appalling in their sheer horror. The pictures show dead youngsters, youngsters with severe injuries and traumatized children expressing their grief. We did not want to show close-ups of people in shock, and we decided not to show close-ups of dead youngsters. On the other hand, we showed youngsters clearly vulnerable, crying and almost naked. A stretch of footage we published show the reactions of a couple of youngsters as they evidently are receiving a message of death or more probably; they are seeing one of their killed friends lying on the quay. At a point we decide not to make use of this very strong stretch of pictures in our transmissions.

In the beginning, TV 2 received some reactions to our use of pictures. In particular, the mentioned footage of youngsters just arrived on shore from Utøya, as well as a photo of a seriously wounded but not identifiable woman at the Government Block. In two instances, we experienced that pictures we had decided not to use, were still published on one of our platforms. The routines were not water tight and information did not reach the news desks at all levels. In one of these instances a complaint against the use of pictures was brought before the PFU, but was not condemned. Our own limits were thus more severe than the current rules of press ethics.

Another ethical dilemma coming up soon was the use of pictures of the youngsters taken before the attack. We had in fact a team on Utøya the last three days before the terror action. We were then sitting on a great many pictures and interviews with youngsters who later were killed. At this early date, we did not know which ones of the youngsters on the pictures were alive, and who were among the dead. Therefore, we decided not to use these pictures during the first phase. These shots were first published a few days later. An example was when Bano Rashid was to be buried. The reporter Finn Ove Hågensen was on Utøya in connection with Gro Harlem Brundtland's visit and had interviewed Bano earlier in the day of 22 July. When we took contact through a lawyer, the family insisted that we should make a case based on the interview. The family wanted Bano to be remembered in just this way. When the Labour Party wanted to close the burial of Bano to the press, the parents protested: – TV 2 must be present, they said. Our interview with Bano was also shown at a reception after the funeral.

Then, what about those not employed by ourselves, but still contributing with important video documentation? Not long after the explosion in the Government Block and the shooting on Utøya, we got access to pictures made by various freelance photographers. These were photos showing the cruelty without a filter. It was a chaotic situation for everybody, time was limited and there was a need for documentation giving an impression of what had happened. One of the freelance photographers who arrived early on Utøya, wanted to approach the crime scene while the situation was still unsettled. He was instructed to keep a distance until we knew more about what was going on. We must ask ourselves: What did we really know about the circumstances around the arriving footage taken by others? Were we sufficiently effective in informing freelance photographers about the code of ethics valid for such situations? A great number of freelancers were active out there and we did not have any control with their behaviour when working for TV 2. TV 2 recognizes responsibility for external collaborators who have agreed to supply content for us. We have later gone through individual cases, finding that some freelancers have been less considerate than we ourselves would have been. In future, we shall emphasize better training and follow-up of our freelancers.

During such events, it is important to avoid misguided speculations regarding possible causes and perpetrators. Our own examination of the published material shows that we are not speculating much in who could be behind this attack. Through-

out the afternoon our political editor Stein Kåre Kristiansen explicitly states that it is much too early to suggest who might be responsible. However, we have interviewed several experts who refer to Al Qaida and the Norwegian participation in Libya as possible causal relationships.

Furthermore, we are quoting BBC and New York Times on speculations around both Mullah Krekar and three persons who allegedly had been apprehended at Gardermoen airport. That was not a good idea, although we normally trust these media. In this case, we should primarily have trusted ourselves. Our examination did show that three persons had been apprehended at the main airport, only this happened one year earlier. For inscrutable reasons, BBC had actually published a one year old case. With hindsight, we have wondered why we would think that BBC and New York Times, who at this point did not have a single reporter on Norwegian soil, should have better knowledge of these events than ourselves?

The extent and seriousness of what had taken place was so enormous that it quite soon was clear to us that we would identify the perpetrator as soon as we knew his identity. An important reason for this decision was that we wanted to avoid further speculations about who could be behind this catastrophe, and reduce the danger of conspiration theories and ensuing reactions against innocent groups in the Norwegian society, hereunder Muslims in particular. Already before 21 hours, tips about the possible perpetrator began flowing in. There were also several tips about the same, named person. The name was thoroughly checked with several other sources before publishing. Picture and name were published at 00:24 hours on the Internet, first censored (because one of the sources was very uncertain concerning one of the pictures) and thereafter at 01:43 hours uncensored. Sky News, VG net and the News Channel were first out with the identification. Underway, I had done some rounds with the Chief Editor. This was not a case for bringing wrong names. Not without being remembered for it throughout the rest of your career.

It was important to identify Anders Behring Breivik for several reasons. He had acted alone, he was ethnic Norwegian, was unknown to the police and the intelligence service, and had no criminal record. Thus the viewers and net readers received the important information that the attack had not been carried out by a group or by an individual well known to the police.

When it became clear who the perpetrator was, the hunt started for pictures and information giving us a better description of who this person was. The first pictures we found on Facebook. These were pictures recently made available by the perpetrator himself and therefore, we must assume, were part of his propaganda plan for the media coverage of the terror. I.e. posing pictures giving the impression of Breivik that he wanted to present. The published pictures were a photo showing him in ordinary clothes, as well as pictures where Breivik is posing inter alia in freemason clothes. First when he was to meet in the district court for a remand proceedings, TV 2 got their own pictures of an apprehended perpetrator. We then decided to make exclusive use of pictures of the perpetrator taken in police custody, instead of using pictures chosen by him. However, we were not able to comply completely with this decision and did have a few episodes where the perpetrator's own pictures were still used.

It is now two o'clock in the morning. Information at our disposal suggests that the number of dead on Utøya is much higher than the figure nine quoted by the police. We are communicating this to our viewers, but we do not state it with all our news power. For which number should we use? Some relief workers talk about at least 30. Other witnesses insisted that it was more than 60. One police source was of the opinion that it would be more than 100. In hindsight I see that we should even more explicitly have underlined the uncertainty concerning the number of dead. But

this very night I am sending an e-mail to the other editors and top management in TV 2, writing that Norway will wake up to a shock Saturday morning. It is necessary to make room on the transmission schedule for the coming days.

At three o'clock in the morning, I take a walk outside. I have never seen Oslo as silent on a Friday night. How often do the cries of the seagulls dominate at this time of the day? I do not meet a single soul on my way to the hotel. From the balcony, I look out over the city with a mixture of shame and despair. Shame that we as a nation have produced such extreme and merciless brutality. Despair over the veritable executions which have taken place. How they must have been stricken by fear! In that very moment the SMS warning comes in: At least 80 killed on Utøya. Also this number is later proven wrong, thus documenting the general confusion.

Despite the prior notice that the number would be high, I was emotionally totally unprepared. I can hardly believe the number and burst into tears, call my wife, thereafter abandoning my plan to get a few hours sleep and eventually get back to work. At this moment we had been transmitting continually for more than 13 hours. The transmissions are now coming from Bergen and there is not much I can do beyond making the plans for Saturday. The day of shock. Every national news editor in the whole world would send their team to Norway. The Utoya shooting would be on everyone's lips for weeks to come.

This first night it also became clear that Breivik had left behind an obscure last will. Just hours before the bomb went off in Oslo, Breivik had sent a text collection of 1500 pages, in media referred to as a manifesto, to a number of e-mail addresses. The title of the document was 2083 – A European Declaration of Independence. The basic ideology of the manifesto is founded on the conspiracy theory about the so-called Eurabia, claiming that European politicians are in league with Islamists to "invade" Europe with immigrants, so that they after some generations will make up a majority of the population. Saturday we are publishing the first case explicitly quoting from the manifesto of Anders Behring Breivik. It was important for us to try to draw a picture of the motif behind the action. We wanted to start the search for an answer to why a young man would want to blow up the Government Block, and then veritably executing 60 innocent youngsters.

Saturday the work mapping the victims of the terror also starts. I decided that we should refrain from identifying anybody against the will of the next of kin, although some of our competitors would be ahead of us publishing the names. We were not participating in a race. We were of the opinion that this was the task of the official Norway. In TV 2 news we published the names as they were announced by the police. All names were read out loud by the host of the program aired immediately after they had been made public. Most names were given with pictures. Where no picture was available, a rose symbolized the dead.

The names published before they were announced by the police, were either given by the next of kin themselves, or through other official channels, inter alia in Prime Minister Jens Stoltenberg's speech in Oslo cathedral.

We continuously received new information about how the perpetrator had operated on Utøya. It became a continuous evaluation which information we should publish, and what should be held back. In a direct reporting we transmitted details of the bullet wounds the youngsters had suffered and how this complicated the identification work. At this point it was not generally known that several of the victims were difficult to identify. Our direct reporting led to a rather strong reaction from one of the next of kin. In our evaluation we accepted criticism for this. We should not at this point have reported in such detail about the injuries the victims had suffered. We apologized to the next of kin. In addition, the person in question had not

immediately been put through to me, in spite of the fact that this was his request; we have also apologized for this fact.

The national grief then sets in with force and gradually takes over after the first tremendous shock. The grief is visualized for the whole world through the sea of roses slowly rising in front of the Oslo cathedral. At the same time, it is our duty to raise the critical questions. One of our most important tasks is to contribute to make the nation capable of protecting its citizens and preventing that something similar can happen again. But in this particular case it took a long time before the Norwegian press started to raise the critical questions.

- Could we have protected our youngsters better?
- Why had the PST not exposed Anders Behring Breivik?
- Why did the police take so long to get to Utøya?
- How could the NRK (the state broadcaster) be in helicopter above Utøya before the police?
- Why did the police Delta group make a detour to embark in a small, clearly inadequate rubber boat, when several larger boats were available much closer to Utøya?

Our colleagues from abroad were surprised the criticism in Norwegian media came that late. In our neighbouring countries the criticism against those responsible has still been much sharper than what we have seen in Norwegian media. Especially in Denmark the criticism has been very tough. The explanation is probably that we Norwegian journalists have felt the brutality and the grotesque actions much more personally. And thinking of the fact that the object of the criticism above all must be to improve the systems, the timing of critical questions was not of prime importance. We decided that the criticism should not be aimed at individuals. That would be unjust and represent an extreme burden for the individual. Therefore, all criticism should be against systems, society and various services, but not against individuals. Eventually, the criticism has become louder, but during the first days hardly any critical questions were raised in the Norwegian press.

22 July and the following days became the most challenging event TV 2 has been confronted with since the start in 1992. The employees slept little and ate scantily. I talked to several exhausted employees, suggesting they take a break. But none of them thought that was a good idea. They wanted to be on the job. Digesting tough impressions and grief by working, interview sources, understand what had happened, discuss with good colleagues who had gone through the same experiences. After the Oslo bomb and the Utøya shooting all employees of TV 2 had been offered a follow-up by a psychologist. The bomb exploded at a point in time where we do have a maximum of summer interns working. In total, about 60 persons have seen the psychologists we had engaged to help them digest their experiences. Many have also asked for follow-up consultations. The employees have expressed satisfaction with the treatment and the follow-up offered by TV 2, but we can see that we have let them down on one item. The personnel working in the Government Block or at Utøya were not supplied with any safety equipment, although we should have known that terror actions often take place in several rounds.

Our editorial office was not inexperienced in covering catastrophes and brutalities. But even for our most experienced reporters and editing managers this event became the toughest task they had ever faced. Even veteran reporters who had experienced terror at close range before, were shedding tears between reports going on the air. The cause was obvious: It had never before been so near, as close-up as now.

This brutal event has given us new experience and knowledge. We hope we shall never need it again on Norwegian soil.


EXTRAUTGAVE
VG
TATT!
MISTENKT:
Anders Behring Breivik
UTØYA: En skadet person får hjelp.
Anders Behring Breivik (32) misten
bomben og Utøya-drapene



22 July 2011 by Hanne Skartveit,
Political Editor of VG, Oslo

At the centre of the drama: This is VG at its best

The resistance movement founded VG after the end of WW II. The paper was founded to fight extremism and totalitarian ideas. On Friday 22 July 2011 we were bombed out of the VG building.

It was my last day at work before the holidays. I had just submitted my Saturday commentary, about surrogacy. In the office of editorial colleague Grete Ruud we summarised the most poorly staffed week of the summer. We were pleased with ourselves, the week's papers had been good.

A picture fell off the wall and broke in front of us. That is my clearest memory of the actual explosion. I went to an adjacent office facing Akersgaten and saw that the entire front of the VG building had been blown in. I had been standing only a few metres away from where the glass was blown in. I believed VG was the target of the bombing, so I turned towards the emergency exit.

We streamed down the circular staircase to the sound of the fire alarm, with the smell of smoke in our nostrils. I recalled the pictures from 9/11. Would the building come tumbling down over us? I did not see anyone panicking. All was calm.

We were forced to exit from the back of the building. Broken glass was still falling at the front. Outside people were running away from the government buildings while we ran the other way, towards the centre of the disaster. That's the way of journalists – we seek out the dramas other people flee from.

When I turned the corner into Akersgaten, I still believed VG to be the target. I approached a police officer, introduced myself and told him that I was in charge of VG on this particular day. Should he need anything, he could contact me. He hardly looked at me.

Only when I got further up the street did I understand that the situation was far more serious than I first thought. In front of the bombed-out government offices I realised that terror had reached Norway. It felt like verification of something I had sensed. Baffling, but still predictable.

VG employees gathered behind the VG building and I joined them. We had to find somewhere to stay. The choice was obvious: Schibsted's premises across the street. I asked a colleague to mail all VG staff about where to meet. People poured in.

We gathered in the big conference room. Was anyone hurt? Any colleague missing? The response was encouraging – all our people seemed to be safe. The next question was: What were the dangers the staff might be exposed to? What about the photographers who still remained in the bomb area? Were there more bombs? To start with, we called the photographers back to the Schibsted building.

Now we could start planning tomorrow's newspaper. Photographers and news reporters in print and on the internet were already at it, they had started working the minute they hit the street after the explosion. Francis Lundh, in charge of VG Nett that day, was linked to the internet from the pavement outside Stopp Pressen, our local pub.

The bomb went off at 15:26. At 15:34 Francis published his first article: "Explosion in the centre of Oslo". The journalistic mission was determined from the outset. Admittedly, we were bombed out of our editorial offices, but VG was in the lead in the coverage of the explosion.

We organised the news effort. Reporters were sent out into the field. The quiet Schibsted premises had become a newsroom.

We had however no writing tools. Everything was left behind in the VG building which was now closed. We got an opening. One at a time we were allowed into the building to collect computers and battery chargers.

The newsdesk was another problem. It soon became clear that the technical production of the paper was the biggest challenge. All the things we needed to make the newspaper were left in the building. Production editor Grete Ruud was clear from the outset: We can do this. Data staff from both VG and Schibsted arrived, some from home, some from holiday trips. Together with VG's people on the newsdesk they looked for technical solutions to enable the printing of VG.

We knew that Aftenposten was still working from their premises. I called the editor-in-chief, Hilde Haugsgjerd, and asked if we could produce our newspaper from there. That was ok with her as long as we had our own computers. Thus we had a backup solution.

Hanne Skartveit is Political Editor of VG. She has been with the paper since 1991, initially in the political department, then in commentary before she became Political Editor in 2009. Hanne Skartveit graduated in law from the University of Oslo and has a Master's degree in International Public Policy (MIPP). She was awarded "Årets meningsbærer" ("Opinion bearer of the year") by Oslo Redaktørforening (Oslo Association of Norwegian Editors) and Riksmålsforbundet's Gullpenn 2012 (the Golden Pen Award).



Appeal: *Hanne Skartveit addressing VG staff after having been evacuated.*

It looked as if we might succeed in producing the paper from Schibsted's. Optimism was spreading. Then – a new message: We were allowed back to VG.

Before we took to the streets again, we all got together so that I could lay down a few ground rules. It was important for me to emphasise that those who did not want to enter the VG building, did not have to. We had experienced dramatic events in the last few hours. People react differently and no one had to feel pressured to do something they were uncomfortable with.

I informed them that I had requested HR to get hold of a psychologist, who would be along later that night. We planned a meeting in the VG canteen, where people could talk with each other and with the crisis therapist, and where they could get something to eat.

Finally, I made an improvised appeal, standing on the landing. I did not realise that this was being filmed. The footage helps me repeat word for word what I said:

– So those wanting to put out a newspaper will just have to make a decent one for tomorrow. It's a very special day for producing a newspaper. We must make sure it's really good, reflecting the seriousness of what has taken place here in Oslo today.

People left Schibsted. But outside VG we were unexpectedly stopped. The police had not been informed that the building had been declared open again. There had been a misunderstanding.

While I stood on the pavement exchanging telephone numbers with the police officer keeping watch, we got the message about what was taking place on Utøya island.



Blown in: *The front of the VG building in Akersgaten in Oslo was blown in by the explosion. VG's Espen Olsen Langfeldt on the right.*

– I'll put you through to my boss, said one of the journalists to the person calling, handing me his mobile phone.

At the other end of the line a young boy said shots were being fired on Utøya, that the island was full of people and that the police were on their way. I have since learnt that he was a member of the AUF (the Labour Party's youth organisation), he stood on the mainland, a spectator to what was going on.

The drama in the centre of Oslo suddenly became secondary. As a young girl I had often been to the island of Utøya. I know the island. How close it is. How few places there are to hide. What I was hearing was unreal.

I went cold inside. What was it we were up against? What kind of enemy was this? If they could shoot and kill innocent youths on Utøya! What next? What was happening to our country? You couldn't believe it: A mass murderer was in the act of massacring youths on an island in Tyrifjorden lake.

The sub-editor sent out new teams, to Utøya this time. The rest of us returned to Schibsted to continue our work from there, but we weren't left in peace for long. Suddenly the police arrived, armed, in protective gear, this time to order us out of the

Schibsted premises. They suspected more bombs in the centre of Oslo. For the second time that day we were evacuated.

Were to go? It was essential to keep the editorial staff together. If we split up now, it would be difficult to get together again. According to the police, all those evacuated should meet up at Akershus Castle. It would however be challenging to produce a newspaper there. Aftenposten was out of the question as the police had closed off the entire area around Oslo S, the main railway station.

I decided on Hambro, ordinarily a quiet cafe round the corner where I often lunched with sources. We could go there. I called out and the word passed from mouth to mouth. It was closed – of course.



In the hotel: *Svein Kjølberg sitting on his bed in a Hotel Bristol suite reporting.*



In the hotel: *Morten Hegseth reporting and Marius Tetlie directing the news staff from the hotel suite.*

While waiting for everyone to get there, I sent my colleague Anders Giæver round the corner to see if Hotel Bristol could put us up. He was told to book all the suites he could get.

Those minutes, waiting outside Hambro, seemed to last forever. The responsibility was mine There was no protection where we were standing. Oslo was deserted. Anyone who didn't have to be there, had of course left. For the first time that afternoon I was briefly conscious of my own fear, before I pushed it to the back of my mind and concentrated once again on the newspaper.

Anders returned. He had rooms for us. We turned the corner and entered the cool reception of Hotel Bristol. We rented six suites, three on the 6th floor and three on the 7th floor. The editors moved into the room at the end of the corridor upstairs on the 7th, the others shared the remaining suites.

There were journalists everywhere. Some were writing sitting on a bed, others were lying on their stomachs in the corridor, interviewing sources on the phone. Photographers were processing pictures on the computers. News editors were editing. Kirsten Bolstad, HR, provided food. The atmosphere was tense. It was easy to forget to eat, but everyone needed food. They needed their strength – it was going to be a long night.

Producing was still difficult. Grete Ruud and her people had been working all afternoon to find a solution. It crystallised during our first telephone meeting with VG's management team that night; Grete and I in Hotel Bristol, the others spread around Norway and the rest of the world.

In a whispering conversation with Grete, VG's and Schibsted's IT managers said they thought they could get templates and other production tools transferred from VG's machines in Akersgaten – through the cables running between VG and the printing plant at Nydalen. VG's news pages are usually sent from Akersgaten to Nydalen, now they wanted to try to reverse the data stream.

Grete left the telephone meeting and started to organise the newsdesk's departure for Nydalen.

But newsdesk – the production people were still out of computers.

Even that resolved itself. One of VG's most experienced foreign correspondents, Jon Magnus, had throughout the afternoon refused to leave VG's premises. He and some of the net reporters had stayed on and worked in the VG building in spite of the evacuation. He now arrived at Hotel Bristol, his arms replete with computers.

So the newsdesk and the technicians departed for Nydalen, laden with equipment. On arrival they found more equipment. What they still didn't have, such as extra screens and keyboards, they bought.

I walked around in Hotel Bristol while people worked. I saw how the seriousness of the situation affected them. A situation which was kept at a distance and taken in, all at the same time. A professional distance, combined with compassion and warmth. An impressive piece of journalistic work in a situation which was very demanding for everybody, professionally as well as humanly.



On the street: *VG in the newspaper racks, despite everything.*

We made it. The newsdesk at Nydalen did the impossible. They got hold of the newspaper pages. The pages they designed are historic. The paper was on the street the next day. It is my allegation that VG had the best coverage of all the papers on that day – from an entirely subjective point of view, of course. Nevertheless, I believe it to be true.

I am proud of what we achieved on that evening and throughout the night. This was VG at its best. Creativity. Improvisation. Cooperation. People had been flocking in all night. They all gave everything they had, in classic VG manner. At the same time they were looking after each other.

And they were being looked after. Throughout the evening and night in Hotel Bristol the crisis psychologist sat on the landing at the bottom of the corridor. He did not draw attention to himself, but we knew he was there. Some needed to know that.

To others, that he had been there and seen them was useful for when they later were to talk about their experiences. A session with the crisis psychologist was compulsory for those who had been working on 22 July. The offer was extended to all employees and follow-up sessions were offered to those requiring it throughout the autumn and winter.

So, what lessons have we learnt from our experience with 22 July?

- Some are purely practical: We need better backup solutions outside our building, that goes for print production as well as digital publication. When we still managed to publish VG on all platforms on 22 July, it can in many ways be attributed to sheer luck. If the power had been cut in the VG building, not even our top IT people could have saved us.
- Lists of next of kin must be readily available. We did not need it this time, but leaders in the ministries who lost some of their staff, learnt the hard way; they were helpless when they had lost a colleague – and did not know who to notify.

- In VG we have often practiced evacuation drills. In a crisis situation people do what they have been trained to. When the evacuation went as smoothly as it did after the bomb went off, this can be attributed to our regular fire drills. Never again will I moan when my work is interrupted by the fire alarm.
- I have also been considering emergency plans. Businesses must of course have emergency plans, but the plans should not be so detailed that they block improvisation. No emergency plan would have brought us to Hotel Bristol on 22 July. All battle plans are drawn up to fight yesterday's war, the next crisis will always be different.

The unofficial slogan of the US Marines, probably the world's best trained soldiers, is: Improvise. Adapt. And overcome. In Norwegian: Improviser. Tilpass deg. Overvinn.

The resistance movement's newspaper was not to be stopped. We did our job, even after having been bombed out of our offices. We told the story. Even when we were a part of it.

That's what we did in VG on 22 July. There must be room for improvisation, even when we are making plans. Plans and routines must be flexible. If the course of action is already determined, we may not think freely enough.

You cannot train for every situation, your common sense may desert you if you have been drilled too well A story from a forest fire in California illustrates this:

The firemen were drilled to never ever let go of their equipment. This they had been practising, time and again. When fighting an extremely aggressive forest fire, their boss realised his men were in mortal danger. They had to get away from the fire.

– Drop your gear, he shouted, again and again. No one listened to him. They couldn't let go of what they had learnt. It was a crisis and they did what they had been trained to do; hold on to their heavy equipment. That cost the firefighters their lives.

The challenge is to know what to plan for and what to train for. Many people spend a lot of energy drawing up detailed plans, implementing new measures and sending out comprehensive forms, but there is no guarantee that all these serve the intended purpose. On the contrary, some of them may be counterproductive – even in a crisis.

We have raised the level of security in VG after 22 July. That was necessary. It had to be done after the terror attack. We must however still be realistic, a newspaper should never be a fortress, visitors must feel welcome. It is better to be sensible than over cautious.

Our 22 July story is about what we achieved. I have thought a lot about what our story might have been if there had been one of our people lying on the pavement, if one of our colleagues had been severely injured or dead. Many of us were literally only a few metres from being on the wrong side of the thin line between life and death.

I am immensely grateful for how it turned out – and very sad about those who didn't make it.

I am affected by it, as is everyone in the VG building. It is therefore inevitable that it will also affect the future work with Anders Behring Breivik's terror attacks. Never before did journalism seem more meaningful than in the hours, days and months after the bomb exploded in the centre of Oslo on 22 July 2011.

The resistance movement's newspaper was not to be stopped by a violent extremist. We did our job, even after having been bombed out of our offices. We faced the most tragic and dramatic events of our lifetime by doing what we have to: Tell the story. Even when we are a part of it.

Less than two weeks after 22 July I was holidaying in France when suddenly I heard the explosion again. Out of the blue. I was in a car up in the mountains. The view was beautiful, we weren't talking. Suddenly I heard the explosion in my inner ear. Only then did I realise that the sound of the bomb blowing up the government buildings had been absent. Again I could recall that moment, 22 July became more real. My picture of the event became clearer, a piece fell into place.

22 July 2011 by Kalle Lisberg
Editor-in-Chief and Managing Director of P4

Grief opens the air to listeners

The devil never announces his arrival. When the explotion hits, we are never sufficiently prepared. An enjoyable drive time radio show becomes a report of blood and death, hate and fear.

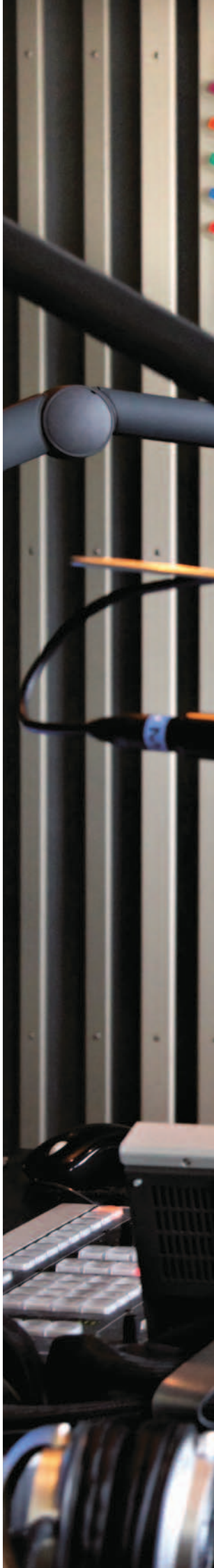
The explotion hits at 15:25 this Friday in July. The P4 premises are in Akersgaten, 400 m from the Government Block. The house is shaking, windows blow open, but the modern building withstands the pressure wave. As opposed to the wooden building next door – where the windows are breaking.

Øyvind Knutsen, radio host, stands in studio feeling the building tremble. For a moment it is as if everything happens in slow motion. As we may experience, when we feel something irrevocable has happened. Sees the reporters in the editorial office freeze in their movements, watching the windows shake open, looking at one another. Running towards the windows, shouting at each other. Pointing.

The news editor, Derek André Bjølgerud, peeks into the studio.

– That must have been quite an explosion. An accident. Perhaps a bomb. Kathrine is on her way with a direct transmitter. We are checking. We shall keep you informed.

P4 is as usual on the air with "Midt i Trafikken" (In the middle of the traffic) live. Knutsen draws a deep breath. He feels a deep, intuitive uneasiness. Not knowing that he will be standing there during four and a half hour, leading the most demanding and heart-rending transmission in his life. The nightmare now evolving is taking place live. For hours he will be anchoring a transmission filled with reports of bloodshed and suffering.




LYDEN AV NORGE

Our purpose is to transmit news. Our objective in P4 is to be first with the last.
But now? Can we put it in plain words?

Broadcasting – a suggestive expression. We are casting the sound around us – to everybody. The message is filtered by the listeners. In this way, the radio is like the book – a so-called one-on-one medium. Everything transmitted is immediately interpreted by the listener – and promptly transformed in the listener's inner universe. Of images, smells, tastes and not least, feelings. The crying of children produces images of our own child or grandchild in the head. Or of our own childhood – all depending on who we are. A melody produces a mood, and calls up memories. Smells, tastes, fantasies. A report of illness brings up thoughts of caring for our loved ones. A shot shatters the safe everyday life, fright creeps up.
So, working with broadcasting, making P4, we are aiming for caution. We know that we may be sending a shock into the heads of our listeners.
Preferably, we would like to create joy. That is our mission. Making every single day a little more pleasant to our listeners. This may not sound as honourable as doing investigative journalism all the time. But we are trying to cultivate the role of the radio in a multimedia time. And it does happen that even we are investigating.
Listening to the radio is a part of life for most Norwegians. More than seven out of ten Norwegians are listening to the radio every day. We get up, turn on the radio and connect the coffee percolator. We drive to work listening to the radio. We work and listen to the radio. The radio is a collateral medium. We are mostly listening while doing something else. This is the advantage of the radio. We are present all the time.
P4 is part of life for more than a million people every day! And we are a part of life of sixty percent of all Norwegians every week. That's a lot. They have invited us into their life every day! We think a lot about this. It fills us with humbleness. It is a contract between us and the listeners. Internally, we refer to them as "close family" – trying to behave decently – as if they were our good neighbours or dear relatives.
We in P4 are very conscious what we are broadcasting, how we do it and when we do it.
That the radio is a companion, introduces some limitations and rules of the game for us who are producing the contents pouring out of the receivers.
Quite simply – we are trying to stand in the middle of the life of the Norwegian people. To be there, first and foremost in joy – but also in grief. We are solidly planted in Norwegian values. You will find us fairly precisely in the middle of the value barometer of Norsk Monitor. We are not quite as hard-hitting as the tabloids, not as shocking as TV or the net media. We are more engaged in unifying than in provoking. Accompanying, entertaining and informing. Breaking in with news, when something important is happening. Finding our place among other media. We are trying to cultivate the role of the radio in an incredible media proliferation – where they are all fighting for attention.
We rather try to be the friend who is always there for you. Whom you love and trust. And who always lets you know when there is news. With radio programmes suitable for the morning, while you are working – and when heading for home at the end of the working day. And when you potter around in the evening.

What should we say? Holding back a little? What about all those with relatives, children and friends in the Government Block and later – on the small island of Utøya? Do we create unnecessary chaos, fear or grief? Is it at all possible to hold anything back in our digital age where everyone has access to everything, anywhere?
Just now it is very important to be aware that we are into broadcasting – to everybody.

To the one sitting alone and to those sitting together. To those who may be affected and to those who are together with children. The radio reaches all. What do we say and how do we say it?

We are trying to do it with dignity, decency and presence. And perhaps with a certain composure in the madness. The companion. One they can trust. And communicate with. We are part of their lives, trying every day to earn it.

Now it is really being put to the test.

In this situation everything becomes much clearer. And we are sticking to it, or rather: We are holding onto it. For now we need something to hold onto!

In this situation it flies through our heads: The experience, the value basis. The Code of Ethics and all we have learned as reporters and programme hosts. Crises we have experienced before. The ballast. Calm now! A deep breath – use your knowledge. And be a fellow human being.

Close family. Think of the listeners as a big family – and behave accordingly. Now it becomes rather important to repeat it. For now we are all in shock. And now we are still going to show our best sides. It is now that we are not going to fail.

The boom! The editorial office is in vacation mood and thinly covered with reporters. But already one minute and thirty-five seconds after the explosion, the camera in the reception shows reporter Kathrine Berg Tollefsen on her way out with a direct transmitter. At 15:30 she is telling live that a bomb has devastated the high-rise building in the Government Block. That people have been hurt and that there are massive damages to the buildings in the area. She is playing down her own impression, that she is standing in a bombed and blood-stained war zone where several must have been killed. She must find out for certain.

Derek André Bjølgerud, news editor, had cleared the desk to start his vacation. He rapidly acknowledges that this represents a catastrophe the extent of which is difficult to ascertain. That we may have to review the transmitting schedules.

I am receiving the telephone call, at sea, where I am motoring well satisfied in my boat of leisure off the pretty island of Nøtterøy together with two of my sons.

– Are there dead persons?
– *Most probably.*
– Several?
– *From the look of the Government Block and vicinity, it must be assumed that there are several dead. I suggest that we cut out the advertising spots, turn down the music and are prepared to review the transmitting schedule.*
– My God. We must do that. I am coming in. Who is radio host in studio?
– *Øyvind Knutsen.*
– Good. Do we have enough staff?
– *No, but people are starting to report in.*

***Kalle Lisberg** (61) is Editor-in-Chief and Managing Director of P4 Radio Hele Norge AS and one of the founders of the radio channel, which started up in 1993. He has also been at the head of TV3 in Norway and the media company Modern Times Group's activities in Norway. Lisberg was educated as a journalist and has practised both as a reporter and as a manager with NRK (Norwegian Broadcasting Corporation) and the newspaper Dagbladet. He has also served as Information Manager with the publishing house J.W. Cappelens forlag.*

P4 Radio Hele Norge AS is owned by the Modern Times Group AB (MTG) and is the largest commercial radio channel in Norway. Today the P4 Group also includes the four regional radio stations P5 – transmitting from Oslo, Bergen, Trondheim and Stavanger. The P4 Group has in total close to 140 employees, with head office at Lillehammer. The channels are characterized by entertainment and music on the light side, but not least by frequent news transmissions – an essential part of its programme schedule. The radio channels deliver altogether more than 100 unique news transmissions per day. Already from the start, P4 introduced so-called dynamic news, also called "breaking news".

– Any idea about who is behind?
– *No. But I guess we are all thinking the same.*
– What does the police say? Could there be more bombs?
– *We cannot get in contact with the police, except for those we meet on the street. They say that we ought to evacuate the building. No one has an overview. No response from the duty officer or other central police quarters.*
– What about personnel safety?
– *We are here close to the scene. I think we are safe here on the fourth floor. We should continue to report with Akersgaten (some kind of Norwegian Fleet Street) as our base.*

P4 is a part of Modern Times Group – a media group. We are a full-fledged media house on our premises at Akersgaten 73 in Oslo. Viasat's customer service, which is also in the building, is moved to a call centre outside Oslo. The personnel of TV 3 and Viasat 4 are also evacuated. That is no problem, as the channels are transmitting from London. Program hosts in P4 not attached to the news are instructed to go to the headquarters in Lillehammer in order to transmit from there until further notice – for safety reasons. But we continue to cover the catastrophe from Oslo.

We are opening P4 to the listeners on a scale as never before. A silent musical revolution takes place. It is in their own music the listeners now find comfort.

We are quickly on the air with live reporting from several locations. P4 veteran Øyvind Knutsen is a solid studio anchor. Kathrine Berg Tollefsen is one of our most experienced live reporters and is delivering eye witness reports from the bombed area, but using formulations like "it is quite probable that several persons have been seriously injured". The USA correspondent Tim Peters is on a vacation visit in the editorial office. He takes a transmitter and interviews eye witnesses around the Government Block. Radio is a fantastic simple medium. Tim covered the earth quake catastrophe on Haiti and is used to keep his head cool when the world is collapsing. He brings the summer intern Anna Rydland Nærum along. Now they are spreading out, talking to paralyzed Norwegians, confused police officers and level-headed ambulance personnel. The SMSs have started to pour in. The reporter Mari Aftret Mørtvedt is keeping track of what other media are reporting.

At 16:15 Øyvind reports that the police fears more bombs. The buildings in the city centre are being evacuated, people are asked to get out of the area.

At 16:25 he reports that the Prime Minister is safe.

At 16:30 the expert Atle Mesøy states that this most certainly represents an action of terror on Norwegian soil – at a little later – that it may be jihadists or Islamists wanting to revenge the killing of Osama bin Laden.

At 17:00 the police confirms that at least two persons were killed in the explosion at the high-rise building.

At 17:30 Brynjar Meling denies that Mullah Krekar is behind it (!).

At 17:52 the police reports that they do not any longer fear more bombs in the centre of Oslo.

P4 has now already long been turned into one single long news edition. There is no music. No advertising – it was removed in the course of the first half hour. Knutsen

are picking up live reporters, sound from the police press conference, sound from other media, the Prime Minister. Trying to keep order in a catastrophe, the extent of which is just growing.
Bjølgerud, the news editor, has begun to say no thanks to the many people reporting in for work. He is himself producing the transmission – keeping in contact with the news anchors Kai Morten Habberstad and Elise Hazel Asbjørnsen sitting in Lillehammer summing up – every whole and half hour.

Then the reports of shooting on the small island of Utøya are coming in. Of persons killed, on Utøya. That a massacre is taking place on Utøya. And I am thinking what everybody is thinking, over and over again. This cannot be true! But it is! And if Islamists have attacked innocent youngsters at a summer camp, then we have a civil war in Norway! In Scandinavia! Europe!

At 17:57 we are finally getting the confirmation from the police. The reporter Jo Vemund Svensen goes on the air telling about shooting at the AUF – Labour Party Youth Movement – summer camp on Utøya, but that it is unclear whether anybody has been hit or injured. SMSs are pouring into the editorial office.

> At 18:09 we are quoting VG-net. A man disguised as a police officer is shooting wildly at everyone on Utøya. Persons covered in blood have been observed, many are swimming away from the island. P4's reporter says:
>
> *– If you have friends or family on Utøya, do not call them! The ringing sound will give their hiding places away!*
>
> At 18:15 the police is on the air requesting all in the Oslo area to stay inside. Do not go out! Do not assemble in groups. The threat level in Norway is increased to the highest level.
>
> At 18:39 we are reporting that at least four have been killed on Utøya. A false police officer is firing at summer camp participants. The admonition not to call people on Utøya is repeated several times. "This may give away the hiding place, where people are hiding."
>
> At 19:11 the police confirms that the perpetrator has been apprehended. An "ethnic Norwegian". And in the middle of the shock and the borderless grief – a sigh of relief is heard in the editorial office – and all over Norway. The perpetrator is an "ethnical Norwegian".

A train of ambulances are under way, at least 30. The massacre is a fact.

We are sitting around the desk all knowing that this is a heartbreaking watershed in Norwegian history. Can we understand it? Can we explain it?
Øyvind Knutsen is almost staggering out of studio, saying that he could well continue to anchor the transmission, but then he would first need half an hour on the sofa. He is absolutely empty. He has been leading P4's transmissions since 15 hours – super concentrated, calm, present. Now the reaction is there.
Daniel Høglund and Jo Vemund Svensen have taken over in studio. The new generation P4 radio hosts. They are sport staff on a normal day, but grown up in the news editorial office. We must continue and get through this. The shock. What happened? Why?
The death toll rises. Eye witness descriptions. Reporter Hanne Haugland has got through the traffic chaos over Sollihøgda and to Sundvolden, meeting the nightmare. The despicable so-called "manifesto" emerges on the Internet.

The feelings are becoming manifest among the staff. The anger. Tears flowing. In the middle of an interview with a young woman rescued from Utøya, Daniel Høglund starts trembling all over the body. He cannot bear being the calm interviewer any longer. We run into studio holding him tightly, holding each other, all crying.
There and then we find strength in having a job to do. We must get on. Grotesque witness reports are coming in as survivors are gathering at Sundvolden. All of Norway knows now. Experts are helping us to find explanations. Who is this murderer, how can he have been thinking and why would he commit such an atrocity?
We are bringing in spiritual advisers – someone who can give comfort.
For the grief knows now no boundaries.
No one refused to contribute at P4 these days. Everyone was ready to participate, as long as we thought they could contribute. Most of them on the phone. For P4's premises at Akersgaten were inside the police barriers. The only ones we could not get a continued contact with was the police. Radio warning clearly forms no part of the police preparedness. They did not have anything organized to keep true time media informed on a continuous basis.

At 21:00 hours in the evening. we are leaving the news transmission with the melody "Amazing Grace". P4 had then been "talk radio" during four hours. That releases an avalanche of wishes from the listeners on chat and SMS. Can you play "How fragile we are", "Imagine", "You are not alone", "Where the lost ones go", "Til Ungdommen" ("To the Youth"). Reports about sorrow, despair and condolences to the next-of-kin.
And we are playing what the listeners want. And reading reports. Opening the channel for the listeners to an extent we have never done before.
And we are playing songs about love, songs about hope, longings and comfort. Music manager Even Rognlien is sitting online putting together playing lists which equals he never saw.
Ten years ago, we would have taken out the pile of classical music. Now, there is a quiet musical revolution. This is what the listeners are now asking for. They find comforting in their own music.
And never before has it been clearer how important music is for us humans. How important music is for those who listen to radio. As a catalyst for feelings. Now to lessen the grief. As a reminder that good things still exist, even if everything is painful now.
We decide to let the listeners "edit" the channel during the next few days. The programme hosts Marte Kaasa Arntsen and Kjetil Hugin are leading us through the horrible Saturday morning – when the number of dead is given as ninety. Together with the listeners and the music. Together with guests in studio who can give comfort.
In this way we are working out way through the weekend. We are trying to imagine where the listeners are up into all the horrors which have taken place. And to be there with them. In the safe everyday an important part of the job is to entertain. Now it is to comfort.

At great national events or catastrophes Norwegians tend to turn to NRK (the state broadcaster). The authority. P4 had this time a clearly higher weekend attendance than normal. P4's everyday listeners stayed with us. And more came in. Perhaps because the images became too tough on TV. Perhaps because the country's authorities and experts were first and foremost dominating elsewhere.
What did we learn from this catastrophe?
That the value basis you have and the culture you are daily building, make out the absolutely decisive ballast for meeting a crisis. In addition, of course, experience and competence. Able people who know what they are doing.

In crises, everything becomes much clearer. People bring out the best in themselves. Generosity and solidarity become decisive factors. And weaknesses may turn into serious faults. Therefore, we should not live with them in the everyday either. I am grateful to be able to declare that all of P4 during these days came forward with an incredible strength.
We tried to look after each other while it was happening, and we have tried to look after each other afterwards. Talking a lot about it. Some of us have resorted to professionals. We still talk about it. We shall never stop talking about it.
And – in the middle of all that horrible, there were in fact many thinking of those working for P4.

That warmed a lot. Here are two of them:

24 July 2011 20:53:15
You have forgotten somebody, or perhaps is it that you do not understand it. I must thank you in the studio at P4. What a unique crew of professional radio reporters keeping it going in an inconceivable and sinister crisis situation. Yes, a match for this would not be easy to find. Thanking you of all my heart. No advertising, nothing except the latest news and compassion for a whole people. Comforting us out of all your heart. Thanking on behalf of P4 listeners. Regards Magne T.

24 July 2011 21:22:40
We have been in a cabin without TV this sad weekend and want to direct great thanks to you in the P4 editorial office who have transmitted the Friday tragic events in such a commendable good way. Fine balance between contributions and music which seem to be respectfully 'hand-picked' for the occasion. And no advertising also communicating great respect. Regards, two new P4 listeners.

When it became clear that there was a murderer shooting wildly on Utøya, P4 admonished people not to call acquaintances and next-of-kin on Utøya, as a ringing tone could give away a hiding place. Many youngsters there used SMS to communicate silently with the outside world.

Jardar Berg was one of them, and he got in contact with P4's reporter Ingrid Forbregd. Here follows an excerpt of his blog after all was over – on 23 July:

> *I hear the shots being fired closer now, much closer, I do not know where, but I believe he was standing right on top of where I was sitting. I am thinking that now, now is the end ... having SMS contact with friends and family, sending a message to my mother and father where I am writing: "Love you both of you" I was certain that this would be the last they were hearing from me ... also had contact with a very nice journalist in P4, I answered a few questions from her, and she kept me updated on what was happening on the island, how the police is doing, I will claim that she saved my life, something for which I am eternally grateful, Ingrid!*
>
> *Only when she has informed me that the perpetrator is supposed to have been apprehended, I dare to come out of hiding when I hear the shouting:*
>
> *"Hi, is there anybody down there? We are from the police!" I get out carefully, still terribly nervous, peek up and look straight into the eyes of a police officer, he points his weapon at me, shouting "hands up!" I put my hands above my head, hoping that this is the real police ... and yes, luckily it is...*





22 July 2011 by Wenche Fuglehaug, journalist Aftenposten, Oslo

Meeting grief's many expressions

Victims are also strong. In my capacity as a journalist I have gained new knowledge and insight in regard to those who were hit, but I also acknowledge the need for professional advice.

On 15 September, seven weeks after the bombing of government offices and shooting on the island of Utøya, I was sitting in the newsroom, the lump in my throat was growing as I realised my own inadequacy after having been criticised by one of those affected by the disaster. I did not think that I had written anything that could be perceived as being offensive. The manuscript had been quality assured in the usual way, and I read it again to find what words, wording or angle could be perceived so negatively. I did not understand what it could be, but I did understand that the person criticising my writing and I had very different platforms.

Anyway. What upset me the most was the fact that I had hurt a grieving person. It was also difficult to admit that I personally felt the criticism to be so distressing, although rationally speaking there was no need for me to spend much energy on one single incident.

However, that was when I realised I needed to gain more knowledge of and insight into the actual meaning of a crisis and how it affects people; how grief strikes so differently and has so many expressions. I needed to understand and accept that every person is unique and that people react differently. I had to steel myself – also in order to understand my own feelings and response pattern.

– Don't probe everything. Therefore, on this Thursday in September I wrote an email to Renate Grønvold Bugge (72).

"To organisational psychologist Renate Grønvold Bugge.
I am a journalist working for Aftenposten, currently attached to the paper's July 22 group. I should like to talk with you and get some advice on difficult questions and topics I have jotted down in connection with the shootings on Utøya. Can you give me a little of your time?"

The experienced organisational psychologist had soon been drawn into the Centre for Crisis Psychology's crisis management team (Senter for krisepsykologi) established after the events of 22 July. I also knew that she was helping the Labour Party to handle the crisis. Grønvold Bugge has a long and extensive experience of big disasters such as the rail accident at Åsta, the Partnair plane crash and the Caledonien Hotel fire – to mention a few.

She immediately agreed to see me.
– Don't probe everything. If you are to work with this, you shouldn't probe your own feelings at this moment. You must enable yourself to do the tasks imposed on you, that in itself is mastering. You may be weary, unhappy or tired, but don't go looking for it all the time. There is a time for work, and a time for crying and recovery ..."

Renate was hard and direct. She did not beat about the bush. Later, during an interview I did with Raymond Johansen, party secretary of the Labour Party, I learnt that this had also been an important message to him and other affected party members.

The psychologist gave me a tool to handle my feelings. However, what was most important was of course to gain knowledge of how a tragedy like this affects those directly involved, how differently it affects them, but how at the same time there are common challenges.

Survival guilt. Grønvold Bugge immediately provided me with insight and understanding of the concept of survival guilt. Why living can be so difficult when you have been fortunate enough to survive.

"Survival guilt manifests itself as a feeling that those who died were good people who really had deserved to live, while you yourself unfairly survived. This irrational feeling of guilt is often experienced by those who have survived disasters and tragedies. All the "ifs" and "buts" bother them. Survivors believe that at the time he or she could have made a different decision, another choice might have saved someone's life."

I learnt that those of us who have the answers after 22 July, should be extremely cautious so as not to add to the difficulties of those who found themselves in a life-threatening situation on Utøya. Falling into that trap can cause strong reactions.
Those who survived as well as those who died were acting instinctively while fighting for their lives on Utøya. They had no basis for or possibility of making rational and deliberate choices.

Criticism of the system. Aftenposten soon established a July 22 group, and I was made responsible for the victims and the bereaved.
Naturally, this was not an ordinary journalistic assignment, and I soon realised that meeting deeply grieving people in a crisis was very challenging, even more so than I had imagined.
Young people, many under 18, had witnessed and experienced unimaginable cruelty and suffering. Parents had lost a child, as had brothers and sisters, grandparents, sweethearts, classmates and neighbours.

Aftenposten's July 22 group has engaged in systematic criticism of the system since the terror attacks. Being critical in our writing about the police, the government, politicians, health personnel and members of the AUF (the Labour Party's youth organisation) has caused tension between colleagues.

Showing compassion through journalism while at the same time being critical and investigative has been challenging, but not too problematic. The important things are quality and decency regardless of the nature of the journalistic assignment. There is no recipe for how to combine and meet the two requirements, and I have personally lost only one important source who wanted to "punish" Aftenposten after a critical article. The person in question was quite clear about not wanting to make her knowledge available to Aftenposten in the future.

One source only, but even so, it is one source too many.

I feel that I have cleared the air and made peace with the victims who have expressed their anger and frustration to me and/or Aftenposten. All of them, I think. Most of them have been generous to me as a journalist and lent an ear to the explanation or explanations I have given based on the paper's journalistic choice. We have not always agreed in principle, but the people involved have in my opinion been very understanding about the media's job.

In Aftenposten's July 22 group we respect each other's jobs. At the end of the day it is the editor who decides what to publish and what to emphasise.

__Wenche Fuglehaug__ (47) is a journalist with Aftenposten. She started out in Aftenposten as a temporary employee in Aften (1986-1991) and was permanently employed by Aftenposten in 1991. Wenche Fuglehaug is a news reporter with the Royal Family as special field (1991-2010), Allround reporter currently in the July 22 group (2010-).

Competition. I have been with Aftenposten since 1986 and have often interviewed sick people, grieving people, lonely people or people facing great challenges. Over the years I have been on assignments in Africa and Asia and seen the fear in refugee camps, experienced the pain of famine and the fear of an HIV-infected mother giving birth.

Still, 22 July was an entirely different kind of crisis and grief. It happened near us, many of us knew or knew of the victims, and the brutality and extent of the atrocities were hot news in little Norway. The terror hit us this time, it was not just something we read about, watched or experienced somewhere else, somewhere far away.

As a journalist on job on 22 July you must of course perform and deliver in fierce competition with other editorial offices. The challenges lie at the crossroads of being a fellow human and a journalist. Since terror hit, it has been important for me to try and resolve the exceptional tasks by reasonably normal work methods. You are first and foremost a reporter, with extra focus on Vær varsom-plakaten [the Code of Ethics of the Norwegian Press] and any other ethical considerations. To be a decent human being and show empathy has been essential to me and, I expect, to most of my colleagues. Chasing after news and meeting deadlines is what you usually do, but I soon decided to draw a line not only in relation to the victims, but for myself as well. I decided to practice a couple of simple ground rules.

Throughout this period I always contacted the counsel for the victims about interviews unless the victims themselves had written to me, contacted me or in any way signalled that they wanted to talk. I obtained permission from parents or counsel for the victims before contacting young people under the age of 18. As for the young people of age I sent them text messages, messages on Facebook or by mail asking if I could call them, thus giving them time to think it over, or be warned before the phone rang. An Utøya youth I met in the office of Barneombudet (Ombudsman for

Children) put it like this: "It feels like being pressured when journalists call. Many say that we have the right to refuse, but that, actually, is difficult …"
It has been essential to check quotations and get manuscript approval, and I have made it a habit to forward the entire manuscript for approval, not just the quotations. Unusual, but necessary for me with 22 July.

Taking no for an answer. A few days before I started to write this article, I had an appointment with a victim about a possible cover story in A-magasinet. Two hours before the meeting was to take place, I received a text message to the effect that the person had to cancel. He couldn't face being interviewed after all …
At the time I was disappointed, angry and frustrated, and for a few minutes I gave vent to my feelings – to my colleagues and bosses. I then forced myself to think rationally, and to remember what Grønvold Bugge had said about the many expressions of grief. And I must continuously practice the principles I have chosen to promote: The victims are strong and confident while at the same time vulnerable and insecure. They must be allowed to change their minds, and I must never put myself, the paper, a superior or other people's needs and wishes before that of the victims, all those people who are hurting. This means that you might miss a good story, that you don't meet the expectations that other people and you yourself have of you being best. This means that I do take no for an answer, and I do not bother people more than absolutely necessary.
It is important to respect the choice and the platform of the sources. I cannot permit myself to enter into discussions with them or contradict them. I must simply go back to square one and start the journalistic planning again.
This is a time-consuming, but necessary process. I am very honest about one thing: I feel great responsibility for all the July 22 victims that I interview, and to go wrong is a defeat. There is never ever room for going wrong.

Victims as a resource. This does not mean that I have been reduced to a tail-wagging poodle, a yes-person who has no misgivings or the courage to protest. Mourners and victims are not fragile dolls who can't take an exchange of words.
After 22 July, Aftenposten has made editorial decisions which have for some people have been hurtful. On one occasion the paper printed a powerful and controversial story leading to much debate. I was co-writer of the story. That weekend we received many angry emails and messages. Many of them even hateful and accusing, claiming that we as journalists had to be evil to write like that.
We mailed and called people by return to explain the importance Aftenposten put on bringing the story to the attention of the public. However, the bad feeling still stayed with me. Renate Grønvold Bugge was not to be my conversation partner that weekend, but a young man called Bjørn Ihler.
Ihler saved himself and rescued two boys of eight and nine from Utøya.
I got to know Bjørn when he accepted me into one of his therapy sessions with psychologist Tine Jensen from Nasjonalt kunnskapssenter om vold og traumatisk stress (Norwegian Centre for Violence and Traumatic Stress Studies). Meeting Bjørn made a strong impression on me, not only because he had been shot and injured on Utøya and thus experienced the extreme, It was more because he was more concerned about others than about himself, and because he worked systematically to put the traumatic experience behind him.

Not words, but action. Bjørn Ihler is a low-voiced, but determined person. He is one of those people who has been practising the Labour Party's mantra after 22 July: *We shall have more openness and more democracy.* For many people that was just words, for Bjørn it meant action. All along he has stated that no one or nothing must be subject to censorship, not even Anders Behring Breivik.
I exchanged emails with Ihler during that weekend, and he demonstrated wisdom, insight and maturity. He managed to sweep away my gloomy thoughts and my doubts about whether I could keep on working as a journalist.
Not long after I got my strength and spirit back.
Bjørn Ihler put the nightmarish events on Utøya into words, and he has shown us many facets of terror. He is not the only one.
Through my work I have met so many unique people since the events of 22 July, people who have told their stories and given me as a journalist a new perspective of grief, crises – and happiness. I know that the readers have appreciated this.
16 year old Cecilie Herlovsen from Sarpsborg who lost half her arm after having been shot by Behring Breivik, never lost her laughter. Unni Espeland Marcussen, the mother of Andrine Bakkene Espeland who probably was the last one to die before the perpetrator was arrested. Unni who never allows herself to be bitter, but who is managing to come to terms with her loss. What dignity!

After having read the article, a reader sent me an email which said:
"We need information on how to become whole human beings again. How to live our lives with deep sorrow without perishing in self-pity and blame. Thank you for reminding us. By sharing with us the experience of this wise and generous mother, you have today contributed something that is real and valuable.

This shows that the Utøya stories about grief, loss and crises are relevant for so many who are experiencing pain in their lives.
Philip from the ID group of Kripos (National Criminal Investigation Service) has meant so much to so many of those who lost their loved ones on Utøya. Wise Adrian Pracon, brave Hanne Hestø Ness, tough Eirin Kjær, Lars, Jofrid, Jannike, Synne, Ida, Lars … There are so many I admire – for their openness, courage, determination and ability to look ahead. Despite it all. These are the people who made work after 22 July meaningful and very illuminating.

It must hurt. Crises and sorrow are tears, feelings, anger, shock, brutality, but there can also be good moments. I have experienced my finest moments as a journalist after 22 July because I have been given the opportunity to work on important issues. Some say that the media have been mourning for too long, that the sad stories must end, and many wonder if I haven't had enough.
No human beings are alike, none of the stories we write about the terror attacks are identical. They are all unique in all their atrocity, unique in their optimism about the future. A human being is never irrelevant, a story about a person's life – or death – is never boring.
22 July left no one untouched. I and many others have tried to communicate a small part of the darkest chapter in Norwegian history in peacetime. How we managed it must be judged by others. I have wanted to seek the truth and be honest in my approach and communication.
It has been demanding in several ways. That's the way it has to be. The acts, most evil, hurt. Even us who are to relate them.


Aftenpo
Norge i dag
Europa i dag
Europaværet
Verden i morgen
Norge i går
Verdt å vite
StormGeo
På kryss og quiz
Aftenposten
22-0



22 July 2011 by Harald Stanghelle,
Political Editor Aftenposten, Oslo

How to coin a phrase when words are not enough

On 22 July 2011, the divide between the journalist and the fellow human being, the observer and the citizen, was erased. We were certainly still journalists, but to the same degree we were fellow citizens.

❧

"Find the words!"
Seven hours in seven acts.

I

In 2003 Aftenposten moved from Akersgaten – once called the Fleet Street of Oslo – to the National Giro Building next to Norway's most important traffic interchange, the Central Railway Station. This relocation placed us close to the capital's biggest construction site. We have seen the new Opera building rise and daily observe how the Bjørvika new urban district is taking shape.

All this goes to say that we in Aftenposten during the last few years have been living with all the sounds and noises of a construction site. The rumbling of cranes and the booming of blasts. It has all become part of our daily life. Such an integrated part of the total pattern of sounds that we hardly notice it any longer.

That was also the reason why few doubted that what we heard at 15:26 on Friday 22 July 2011 heralded something exceptional. While the National Giro Building was shaking and the pressure waves were spreading through the entire construction, those of us present knew that something was terribly wrong. We also knew that there were no gas

or petrol depots in central Oslo which could suddenly blow up. Therefore, we knew something terrible had struck us – we just had no idea what this terrible could be.

In such situations news people show their best sides. Of course there was confusion. The insecurity was almost tangible. The shock and fright also, but at the same time there was an undertone of purpose: The awareness of the mission to communicate we all had before us on this very day, more important than on any day our generation of journalists had ever experienced.

In the commentary group of Aftenposten, the pattern for next day's themes had already hours before been finalized. Political Norway was dominated by summer tranquillity. Not a conflict in sight, no initiative worthy of commentary to be spotted. One of those days when we must look across borders to find a theme in the wide world worthy of reflection.

On this quiet Friday of July it was decided to dedicate the main editorial to the hunger catastrophe at Africa's Horn, while Ola Storeng, the financial editor, were to write a main commentary on the hottest theme of the 2011 summer – Greece and the financial crisis. As to myself, I was to start my summer vacation this very evening, and assumed the responsibility for finding a suitable subject for the last of our regular opinion columns, a secondary editorial of a modest 1450 keystrokes. In my view, this was a manageable effort on a day I would otherwise have spent tying up loose ends of administration before four weeks of vacation from newspaper work.

This was definitively not going to be the case.

II

Commentary journalism represents both a disputed and a meaningful genre. In last year's Annual Report from the Tinius Trust – "Opinions in the Age of new Media" – Political Editor-in-Chief of Svenska Dagbladet P J Anders Linder wrote in his article "The Revival of Editorial Writing" that "we must never compromise away the core of our task – to offer qualified contemporary comment".

It is not enough to give a newspaper identity and profile, but equally important that the commentary meets the basic requirement of providing something extra in addition to the content of the news articles. "Otherwise, it is unnecessary", as Lena Mellin of another leading Swedish newspaper, Aftonbladet, writes in the same Annual Report.

"A good editorial may contain two things," the legendary Norwegian journalist and film maker Arne Skouen (1913-2003) once told me, "either an attack or a defence". Mr Skouen was not exactly a man of the golden mean. Rather, he was strongly marked by a debating culture where crossing linguistic swords counted among the greatest passions of many journalists. Often it was a case of not allowing yourself to get confused in the fight for what you believe in. Not even by the facts.

__Harald Stanghelle__ (55) is Political Editor of Aftenposten since 2000. After primary school Stanghelle worked as a journalist. He also worked as a fisherman in Greenland and as a UN officer in Lebanon. From 1982 Stanghelle worked with Arbeiderbladet as a journalist until he joined Aftenposten in 1991, and became News Editor there from 1994. Stanghelle was Editor-in-Chief of Dagbladet 1995-2000. He has held a number of assignments in press organizations, and has been chairman of Norsk Redaktørforening – Norwegian Association of Editors – since 2009. During the period 1998-2011 he was a board member and later Vice-President of World Editors Forum, from 2011 Vice-President of Global Editors Network. Stanghelle has received the SKUP award (1991), Den store journalistprisen – the Great Journalist Award (2001) and Gullpennen – the Golden Pen (2006). In 2009 Norwegian politicians under the auspices of Nordiske Mediedager – Nordic Media Days – selected Harald Stanghelle as the most trusted commentator. Stanghelle has been editor for, and has contributed to a number of books.

The qualified contemporary comments of today often have another basic tone. One of the ideals is to place the event in a context. To be the analytic supplier of terms for the readers' own assessments. Or, as formulated by the best of all Aftenposten advertising slogans over the years: "Solid background for own opinions". That is not a hindrance for sharp opinions and fresh formulations, but it must be based upon a will for analysis and a wish for the communication of knowledge.

Because nothing is easier than depriving a politician, a bishop or a business executive of most of the honour with some cheeky formulations. Hardly any form of journalism is more challenging than bringing in and analyzing visible and invisible social structures in such a manner that the readers can follow you all the way.

III

On this special Friday afternoon in the summer of 2011, most of this turned out to be nothing but theory.

A good half hour after the explosion I was called by the NRK (Norwegian Broadcasting System) with an urgent request to participate in the daily radio talk show Dagsnytt Atten – news at 18:00. My sceptical "but I do not know anything yet" was met by a "none of us does".

It was unthinkable to turn up at the NRK location, but we agreed that I would participate on the telephone well over an hour later. In the meantime, we were hard at work at the Aftenposten premises. It goes without saying that commentaries and editorials also had to be rewritten. Everything should deal with what we were experiencing just outside our own windows.

We just did not know how to fill the columns.

And then, all the time this sickening insecurity about what now would happen. In our own block of buildings the Central Railway Station was evacuated. There were rumours about more bombs. We were advised to evacuate the editorial offices, and it was decided to establish temporary offices at the friendly Media Norge Trykk, some distance outside the centre of Oslo.

On my way down to the car with a couple of colleagues and some equipment, NRK's Dagsnytt Atten (6 o'clock news) called. And on my way into the garage, I tried to present an analysis of the situation on live radio. I refuse to believe that it was really informative, but I cannot be absolutely sure as I have never dared to listen to the recording.

I am now struck by how little we knew, and how much we wrote.

Commentary journalism is insight, opinions, reflections – and language. But it is also emotions. This evening we were searching for words which could convey the emotions of a people, but which could also make the first feeble, but decent efforts to contribute to showing some kind of way forward.

IV

"Yesterday tragedy hit Norway. It must not be allowed to steal our strength. If that happens, terrorism has won," was the introductory message I communicated under the title "Terrorism's macabre logic".

And already the first sentence had to state that it was still unclear at the time of writing who was behind this. To me it was important that the reader – who had a ten hour information lead on the commentator – should know that we were groping in some kind of informational twilight. At the same time, these evening hours brought new knowledge. While speculations just after the attack had clearly gone in the direction of international terrorism, the police in Oslo had during the last two hours before midnight released information drawing a different picture of the person behind this inconceivable violence.

"After what can only be described as a massacre on Utøya, a 32-year old ethnic Norwegian has been arrested. He is said to have also been observed just before the explosion in the Government Block a couple of hours earlier. Maybe he was even operating alone. Could this be one of these misguided minds who had come in an irreconcilable opposition to society? We have seen it in other countries, not least in the USA, that some are willing to let innocent people die in a meaningless raid of revenge," became my guiding thought into more general reflections.

One can hardly think of a starker contrast than between the dull July afternoon and the inferno of bleeding people, shattered glass and destroyed buildings which all of a sudden became a reality of the Oslo summer. The terror we had been discussing as a remote possibility had suddenly become a Norwegian fact. And the sinister atmosphere we had observed in other countries, became our own.

"Such is the effect of the blind, but still deliberate terror," I stated, trying to express in words what I during these hectic hours had heard said both privately and publicly by colleagues, family, friends, yes, by acquaintances and strangers:

"It is blind; because we could easily all have been in the centre of Oslo when the bomb exploded with such tremendous power – at work, on an occasional city visit or as tourists. It is also blind, because the victims had done nothing to deserve becoming a target."

I think this is what makes many find their experience surreal: The thought "It-could-just-as-well-have-been-me". In my close family this absurd change of reality afflicting a whole nation was illustrated by a message from my wife's son from the war in Afghanistan – where he is an officer: "Are you safe?" it stated, briefly and anxiously. Now it was his turn to be worried about us – not the other way around. The insanity of the situation became a strong impulse for me when evaluating my own message:

"And still there is something deliberate about what struck us. The explosion was directed at the centre of political Norway – a Government Block representing one of the branches of government in an open and democratic country. When what happened on Utøya was also rooted in some form of terrorism, the fact that this is an attack on democracy is underlined: Few things carry more symbolic weight in a democracy than youth with a commitment assembled for a political summer workshop."

This Friday evening all this represented new and shocking knowledge. When working to analyze the situation for the readers of Aftenposten, it was stored as a new layer upon the knowledge already shared by many of us commentators: during ten years we had been living in the shadow of the fall of the twin towers on 11 September 2001. We have learnt to live with security checks and measures of preparedness. The threat from international terrorism has set the agenda in many ways – also in Norway.

"Still, most Norwegians have probably deep down had difficulty imagining that a terror action of such magnitude would strike our country – a small and not particularly

important peripheral country. Not because we in this country are particularly naive; it is rather that we passionately have hoped that nothing would disturb our Norwegian idyll."

And we are back again in brutal reality: "This is how we lost our innocence yesterday. And this is how the extreme violence of that day may acquire a similar significance for us as the Palme murder did for Sweden."

Incidentally, that is where I got it completely wrong. But then the evildoer was promptly apprehended. The case never did become a mystery. And it never developed into a paradise for conspiratorial theories as happened to the Palme case.

Some sort of a PS: Of course, it is too early to determine the long term effects of the 22 July tragedy on the political and mental atmosphere in Norway. Now, nine months afterwards it is not at all certain that the changes will be as pronounced as many predicted shortly after the summer's Friday catastrophe.

For instance, there is a comparative analysis (published in the January edition of the periodical "Political Science & Politics") suggesting that most Norwegians have neither become more afraid nor more cynical after the terror. The research was carried out as early as August 2011 and shows that only 2.5% of the respondents answered that they were very afraid of new attacks, while 17.5% defined themselves as quite worried. An identical research from the USA after the Oklahoma bomb in 1995 showed that 38% of Americans were very afraid of new attacks, while a further 40% were quite worried.

These two comparable researches illustrate the obvious fact that the USA and Norway are widely different countries. But they may also indicate that the terror of 22 July will not have a more profound influence on our daily pattern of attitudes and actions. But we do not really know yet.



Grief and pride: *Then we were finally able to read the first copies of the makeshift edition of Aftenposten dated 23 July 2011. Directly from the presses in the very building to which we had moved our editorial office. From the left: Ronny Ruud, Ole Erik Almlid, Harald Stanghelle (article's author) and Knut Olav Åmås.*
Far right: Schibsted Media Group CEO, Rolv Erik Ryssdal, paid a welcome visit of encouragement late in the evening.

V

It is quite strange to read your own writings after that many months. Reading what was formulated during some hectic evening hours in rather makeshift premises at Schibsted Trykk. Maybe it is post rationalizing, but it seems like we somewhat had some kind of mental preparedness supporting us in an extreme situation. Not because anyone among us had anticipated these events, but rather that some important values were activated when facing the unthinkable.

For me, an SMS ticking in on my mobile phone at 17:49 became important: "We need a voice of reason in the illiberal howling chorus now arising."

The message from my friend Erik made me reflect about what we in a worst case scenario might expect as reactions in the wake of this terrible event. Not only grass

root reactions like revenge and fury, but also what politicians could come up with, in desperate attempts to demonstrate decisiveness in a situation radiating weakness.

Fortunately, the next few days showed that this fear was baseless. Norwegian politicians – with Prime Minister Jens Stoltenberg in the lead – never yielded to this temptation.

But when reading, as part of this exercise, what colleagues in other newspapers had written, I recognize the same way of thinking. Behind the formulations I sense a fear that the Norwegian society would react to the terror in a way which would change the best in us as a society. And I read some kind of instinctive feeling into the warnings we issued this gloomy evening.

"But at the same time, it should be emphasized that an open society – as we want it to be – cannot defend itself against all dangers. In the time to come, we shall with certainty be hearing demands for tougher security measures with the necessary weakening of personal freedom. It is then most important not be frightened, but stand up for and defend the freedom and openness which still shall and must characterize the Norwegian society. If not, the terrorists have won", a leading newspaper Bergens Tidende wrote.

Certainly, we were still journalists, but to the same degree fellow citizens of a hard hit society. We newspaper-people were also victims, quite simply because our own country had become a victim.

The Oslo newspaper Dagbladet followed up: "The best defence for democracy and the rule of law is to avoid being tempted to follow a road leading to victory for those who want to destroy our political culture and way of life."

Another Oslo newspaper, Dagens Næringsliv, wrote that "We must prove the terrorists wrong, and show that we are right. That we can only do by conserving our open and democratic society." While the left-leaning newspaper Dagsavisen warned that "In the wake of fear follows the danger of overreactions. The terrorists must not be allowed to win in this way, either."

Far away from the capital, Nordlys of Tromsø wrote that "In the time to come, it is important that the fear produced is not allowed to fasten. That is the object of the terror." Close to the Government Block devastated by the bomb, VG, the newspaper most directly hit by the attack, wrote: "If we give in to fear, we have lost. Norway is an open, democratic society, where there is closeness and trust between politicians and citizens. That is how it must remain."

The leading article in Aftenposten might seem a carbon copy of all this. Even with the limited knowledge during these confusing and grief-stricken evening hours, there was a remarkable unanimity regarding which way to choose for our society in the wake of the catastrophe. That must clearly be considered a sign of health?

For these reactions may not be considered as a matter of course. There were examples of immediately placing the terror in another context – and with other indicators for the future. One of the media examples landed in the PFU – a media watchdog organization. In the Kristiansund newspaper Tidens Krav – a newspaper traditionally close to the Labour Party – the leading article on Saturday 23 July stated the following:

"With Islam as an ever stronger element in our secularized society, we experience that ancient myths and superstitions are used as political dynamite with great strength in

our until now so peaceful part of the world. We are experiencing at close range that people are willing to beat and kill for religious trifles ... The problem with Moslems moving into Norway is that they make no distinction between religion and society."

The viewpoints are neither particularly original nor extremist, but reading them just on this Saturday was too much. It was in tune with the general feeling elsewhere in society.

Tidens Krav excused themselves with the fact that the leading article was written "at a time when there was a general confusion as to who was behind the abominations in Oslo and Utøya", and rectified this in the Monday edition. The PFU did not condemn the article. The Norwegian media should not be prejudiced and one-sided, but open-minded. But the Tidens Krav case still remains as an example of how the analyses after 22 July could have been – also in the more traditional part of Norwegian media.

VI

"Find the words reflecting the situation," was the mantra of my first boss in the Oslo newspaper world, Kjell Flugsrud, when we young journalists got stuck. A mantra in which I often sought refuge, only to find that these words do not come easily. This Friday was the most difficult of them all.

Not just because words must be chosen which meet the indescribable feelings of a nation, but equally because the divide between journalist and observer, person and citizen become invisible. Certainly, we were still journalists, but to the same degree fellow citizens of a hard hit society. For also we newspaper people were victims, quite simply because our own country had become a victim.

That was a necessary realization.

I do not think anyone of my Norwegian journalist generation has been even close to anything similar. Suddenly, we understood what our American colleagues had been through ten years earlier. And we who criticised them for being uncritical. For when the really paramount tragedies strike, we media people are inseparably part of the great "we" of our society. We are also acting accordingly.

That is why we were searching for comforting words. We searched for words emphasizing the sense of community. And we picked concepts which might express a little of the common grief haunting our country.

I myself concluded my commentary as follows:

"This is a situation making heavy demands on us as a society. For just because terror represents a hate of values in high esteem in this country, it is important that the sinister atmosphere, the gravity and the sorrow do not trigger any kind of common mental panic, where essential parts of our openness and freedom are sacrificed for fear of new actions.

Then the terrorists would have won with their macabre form of logic. For it consists in spreading and cultivating fear itself as a weapon.

We still do not have any idea who was behind yesterday's malefaction. But we do know enough to assume there was a professional mind behind. It was of course inevitable that there were speculations last night whether it might be connected with the Norwegian participation in Libya and Afghanistan, or whether the caricature conflict still would locate Norway on the terror map.

Speculations are permitted, but it is important to keep what we do know, apart from such speculations. For irrespective of what the investigation will show regarding the background of what happened yesterday, it must never happen that threats and terror may determine Norway's line of action. That would mean handing the terrorists a victory they should never taste.

With a conscious point of view the commentary journalism may contribute to show some kind of way forward – also where the confusion about facts makes us grope in the dark.

That would also be the case if this action leads to us singling out special ethnic or religious groups making them scapegoats. It is those who have planned and executed yesterday's malefaction who must be found and punished, not all those who are innocent.

The next few months the discussion of such problems will mark the political, public and popular Norway. Many challenging debates may rise from this. Some will no doubt claim that what has now happened is the result of a specifically Norwegian naivety. Then attention should be called to the fact that even countries with extreme security measures and unrestricted police authority are struck by terrorism.

And it is certainly permitted to be furious, devastated and crying out our grief. If we just do not let fright paralyze our capability of clear thinking and wise thinking. There is quite a lot that we must not accept to sacrifice on the altar of fright.

For even on this tragic day we do know that as a society we must go on with our lives. Then we may be drawing on our best forces as a people.

Even if we today do not know which brains have pointed out the Norwegian targets, organized the action or have carried it out, we do know that this is an attack on the democratic system represented by our country. We know that this action represents values cultivating death and not life. And we know that for some of the world's most fanatic extremists, it is modernity itself which generates such violent rage.

But also such knowledge should appeal to the certainty that we as a society have a time before us which is as important as it is difficult. It will demand much of all of us."

Such was the ending of what almost became an attempt to find words for some kind of analytical appeal. Words written in a total bewilderment as to what the next day would bring.

It was an absurd spell of work. The most special most of us have ever experienced. But I am still today struck by the thought that there is something strangely recognizable in this basic uncertainty as to which reality we shall face when the newspaper is read the morning after the last full point has been placed.

For it is absolutely not the first time – and certainly not the last – that you as commentator has to search for words and expressions which will last for a while. Sometimes you have to go almost to the bottom of the linguistic tool box to find words which can stand some storage before they are read in a news context creating new premisses for the theme of which you a few hours earlier owned the premisses yourself. This challenge affects – to a greater or smaller degree – all journalism which is not published in true time.

We who comment or analyze have means to compensate for this to a certain degree. Our task is often to put the news itself into a greater perspective. Searching for parallels, asking for principles or arguing for or against what is in the offing. With a conscious point of view the commentary journalism may contribute to show some kind of way forward – also if a confusion of facts will make us grope in the dark.

I do not know whether this was what happened on 22 July 2011. But I must be permitted to hope that this was it. In that case, the Norwegian commentary journalism passed the most demanding single test we have been facing in 71 years.

VII

A linguistic observation might be useful: Before each turn of the year, the institution Språkrådet – Norwegian Language Council – prepares a list of new Norwegian words created in the course of last year. A "Word of the Year" is also selected.

Not surprisingly, many of the words on the 2011 list have grown out of what happened on 22 July. The date itself has also become a new word. It has got its own place in Norwegian history. This is also reflected in our language: 22.7., 22/7 and 2207 have become spellings interpreted by Språkrådet as an expression that there are persons who have a strong wish to give this date a fixed linguistic form.

It has not fully succeeded, even if it is not difficult to find the model: Nine-eleven in all its various aspects has long ago become a recognizable term in the English language.

Språkrådet points to the fact that when uncommon events occur, the media are often creative in their use of the language. *"Moldejazz in mourning minor"* (Moldejazz i sørgemoll) Dagbladet wrote of the jazz festival terminated on 23 July. *"One minute tour silence"* (Ett minutts tour-stillhet) it became in Tour de France, while I myself am credited with the innovation *"common mental panic"* in the commentary (partly reproduced above) the day after the attack.

However, the watchdogs for the Norwegian language chose another direction for selecting the Word of the Year. For the both beautiful and strong manifestations following this national tragedy also created their own language. When the Oslo tramway was stuck in one of the popular manifestations in the centre of the capital, the word "rosefast" *(rose stuck)* was created. The red rose had become the new national symbol, and words like "rosehyllest" *(rose tribute)* "rosemarkering" *(rose manifestation)* and "rosemarsj" *(rose march)* came into being as a natural part of the Norwegian language.

"Rosetog" *(rose procession)* remained standing as the "Word of the Year". Not only new and creative, but also a word naturally rooted in our language system, Språkrådet found.

This word will no doubt find its place in our language history. It is suggestive and beautiful. And still we all hope never to need using it again.


Lech Kaczyński
gazeta
WYBORCZA.PL
SMOLEŃSK



10 April 2010 by Grzegorz Piechota,
News Editor Gazeta Wyborcza, Warsaw, Poland

A never-ending Polish nightmare

«The President is dead. All are dead». The story behind the yellow banner that broke the news about the 2010 crash of the plane with the Polish president on board.

That morning I got up quite early as many fathers with 18-month old sons.

It was Saturday and I had planned to spend it with the boy.

At around 9 o'clock, well after our second breakfast, we were playing on the floor, crawling around barking like dogs or meowing like cats.

Suddenly, my cell phone beeped. The text message read: "Turn on the TV. NOW!"

Then I saw the terrible pictures that so many Polish families woke up on that morning of 10 April 2010.

There was the crash site of the Polish Air Force 101 plane with President Lech Kaczynski on board, a few hundred metres from the runway of the airport in Smolensk in Western Russia.

Pieces of the plane were scattered under leafless trees. Small fires were burning in the forest shrouded in fog. A tail fin with the white and red national colours of Poland stuck up from the debris.

The yellow breaking news banner at the bottom of these pictures left no doubt: "The President is dead. All are dead."

The curse of Katyn

Driving to the Warsaw editorial office of Gazeta Wyborcza, the biggest daily quality newspaper in Poland, I was thinking about those woods in the fog.

"What a terrible place!" I said to myself.

The president and 95 others – among them top Polish politicians, government officials, military commanders, priests – had boarded the plane to attend an event to mark the 70th anniversary of another tragedy, the so-called Katyn massacre.

Katyn is a forest about 20 kilometres from the 2010 plane crash site.

Seventy years earlier, during World War II, the trees of that forest had silently witnessed the killing of 22 thousand Polish officials, army officers, policemen, priests. They were all shot in the head by the Soviet secret police.

After the 1939 invasion on Polish territory, Soviet Russia and Nazi Germany tried hard to deprive any future Polish state of an elite and any underground military command.

By 1943 former allies Joseph Stalin and Adolf Hitler had become enemies and it was the German army that discovered the mass graves in Katyn.

Hitler ordered an international investigation to discredit the Soviets. Stalin blamed the Nazis for the massacre. The Allies kept silent as they needed Stalin's troops in the fight against Germany and Japan.

After World War II, Poland fell under Soviet influence and communist control, and Katyn became a forbidden topic for half a century. One could be imprisoned for speaking the truth.

The secrecy about Katyn ended in 1989 when Poland freed itself from communism.

In 1990 the last Soviet leader Mikhail Gorbachev admitted that their secret police had carried out the massacre, but the issue remained an open wound in the tragic history of Polish-Russian relations.

Driving to my Gazeta's office that Saturday, I imagined the old black-and-white pictures of the mass graves in Katyn, the piles of bodies in military uniform hidden in the woods shrouded in fog, and the yellow banner shouting "All are dead."

What a terrible place!

The golden hour

An hour after the crash, the newsroom was full of people. Forgive the comparison, but journalists sometimes remind me of blood hounds gathering.

In the first hour after the crash, the golden hour of all emergency services, we made an important decision which shaped our coverage in the hours and the days to come.

Firstly, the entire workforce of Gazeta's 450 editors and reporters around the country focused on this single story.

There always was and always will be a controversy as to whether to keep all irons in the fire. We chose to flood the public with information and we quickly saw the benefit.

Secondly, we divided our editorial staff into five teams working parallel, but towards different deadlines.

We knew that in order to be ahead of the competitors in the long run, we had to plan even more than usual and to manage our resources carefully. This included keeping some people at home on standby so that they could later replace those at the frontline.

Thirdly, our publisher called in all non-editorial staff for support. We, the editors, often underestimate the importance of close cooperation with the commercial and other departments of a publishing house. We found this to be crucial when the big news broke.

Our advertising representatives got in touch with their clients to make them drop all product advertising campaigns. The sales office kept open to allow obituaries and official announcements even on Sunday. Clients appreciated this – we received 50 full pages of obituary ads just for the Monday edition.

Our circulation department set up an alternative distribution network for extra print editions on Saturday and Sunday, which were circulated to the 20 biggest cities. Imagine the effort. In Poland there were no Sunday newspapers at all. There were no points of sale, no transport, no circulation.

Our IT team ensured that our servers were able to cope with a sudden 10-fold increase in online traffic. When the big news broke, people turned to the biggest and most trusted newscasters.

And last but not least, our administration secured warm meals over the weekend for all the staff on duty. Well-fed dogs will hunt news rather than food.

Book of the dead

Among five editorial teams set up that Saturday morning, one was working without a deadline. Obviously, this was the online team.

It focused on live coverage, adding minute-by-minute updates from our reporters in the field or from news wires. The first lesson we learned was that journalists in Smolensk knew less than editors in Warsaw. They were stuck in Katyn where memorial ceremonies had been planned, and were the last ones to learn about the crash.

The first Polish journalist arriving at the crash site was a state television camera man who had been left behind at the airport. He heard a crash, ran to the site and turned on his camera. He did not know what plane had broken apart until he saw the Polish air force symbol: "My God, it's Polish!"

The biggest challenge on the web that day proved not to be of an editorial nature but of a technical nature. Our developers had to switch the colourful layout of our three major news websites to black and white, the traditional way of showing respect in Poland. They finished just three hours after the crash.

In eight hours they did a major overhaul of three news sites with new home pages, new presentation features – and then continued to develop new

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Grzegorz Piechota is the first ever editor of the Dallas-based International Newsmedia Marketing Association – a worldwide network of 5,860 media executives – serving as president on its European board.
As a news editor of the biggest daily quality newspaper in Poland, Gazeta Wyborcza, he leads the digital transformation of its newsroom and the development of innovative multimedia projects involving editorial, research and marketing teams.
Piechota graduated in law and began his career at Gazeta in 1996 as a reporter in one of the smallest local offices, rising to news editor and vice-president of Agora Foundation.
His ideas and work have driven printed circulation, online traffic, engagement and revenue, and he has been rewarded by the World Association of Newspapers and News Publishers WAN-IFRA, the INMA and local institutions. In 2008 the WAN-IFRA awarded Gazeta the title of the World Young Reader Newspaper of the Year. In 2010 the London-based trade portal Journalism.co.uk listed him as one of the leading innovators of world media.
Piechota is married with one child and lives in Warsaw.

tools and templates. It took them one day to do what they usually needed several weeks for.

The second editorial team focused on an extra Saturday afternoon print edition. Five hours after the crash they had completed a ready-to-print newspaper of eight pages. We circulated almost 100 thousand free copies in ten major cities. The first newspapers changed hands about 4 o'clock in the afternoon.

__Gazeta Wyborcza__ is the most selling daily quality newspaper in Poland with an average circulation of 306 000 copies. It is also the most popular daily among advertisers with a 38 per cent share of the market.
Its portal __Gazeta.pl__ reaches 11.7 million users or 61 per cent of all internet users in Poland.
The online operation is profitable (the operating EBITDA margin was 11 per cent in 2011).
Gazeta was founded in 1989 by an underground opposition group aiming to bring independent journalism to the people and support the first free election.
Since then Gazeta's publisher __Agora__ has built up one of the most successful media groups in Central and Eastern Europe.
Its operations beyond newspapers and online services include leading magazines, books, record and movie productions, cinemas, radio stations and out-of-home advertising.
Agora is listed on the Warsaw stock exchange.

The third team working on the Sunday morning edition did not wait for the other team to finish their paper. They started working at the same time as the second team and 15 hours after the crash they had completed a 24-page newspaper. The next morning 220 thousand copies were distributed to twenty major cities.

The fourth team set up an hour after the crash, focused on a 150-page Monday edition. Without waiting for the other teams, they assigned reporters to work on exclusive stories with a deadline set to thirty hours after the tragedy.

I co-ran a team of almost 50 journalists responsible for "The Book of the Dead" – a 32-page Monday supplement featuring all 96 victims. I wanted to avoid dry official biographies and instead offer detailed narrative stories about each of the victims. I wanted to include the people that nobody really knew, such as pilots, stewardesses, bodyguards, guests of VIPs, family members. That was quite an achievement. Over the following weeks other newspapers and TV stations struggled to gather their own background material.

The fifth team of editors recalled our weekly magazines scheduled to be published on the following Thursday, Friday and Saturday, the week after the crash. They re-edited them from scratch in 36 hours. The weekly feature magazine focused on the president himself and the man who planned the memorial in Katyn. Our weekly women's magazine focused on the president's wife killed with her husband, and other female politicians on the plane.

Many publishers did not bother or were unable to not make quick changes like that, and they were embarrassed by their own covers and stories published later that week, in the middle of the nationwide grief, featuring dead personalities.

The five teams met several times a day to share information and coordinate efforts, but still they stepped on each others' toes. I guess that was unavoidable at our scale of action.

The flood of informat on was too much for any single editor. Editors therefore worked in teams of two or more. This helped us survive the most demanding weekend in our careers.

The busy Sunday was my birthday. I did not cancel my birthday party as family and friends felt a need to meet and talk. I joined them late at night and found no joy. They were watching live reports on TV, crying in their drinks.

Images to remember

The nation mourned for weeks.

The body of president Kaczynski was the first to be returned to Warsaw and others followed in the following days. Thousands of people, many in tears, crowded the streets to welcome the coffins home. Others gathered in front of the government buildings or victims' houses, laying down flowers, lighting candles, singing songs, holding hands. Christians, Jews, Muslims and others prayed at masses and memorial services.

Advertisements disappeared from street billboards. They were replaced by pictures of the victims. Polish flags draped in black ribbons flew from buildings and cars.

While writing these lines, I am browsing through pictures in our album titled "Chronicle of grief." We published a 104-page book only two weeks after the crash. The best pictures in the book were exhibited at open-air exhibitions all over Poland.

I will always remember the candles in front the presidential palace. There were so many of them, they covered the street, pavements, part of the palace's courtyard. It looked like a sea of fire.

I remember the flowers thrown at the hearses driving slowly from Warsaw airport to where the coffins were presented to the public. Sometimes the flowers would cover the car windows so that the driver had to use the windshield wipers in order to see the street.

I remember thousands of ordinary people queuing for hours to pay their last tribute to the president. When they finally got to the palace and reached the ballroom with the coffin, they knelt down to show their respect.

I remember the children. Boy and girl scouts who kept order at mourning sites like the presidential palace's courtyard. Children who brought self-painted cards for the president's wife. And their granddaughter, the little lady dressed in black, kissed on the hand by the Ukrainian leader at the official funeral.

I remember the night images from Smolensk when two prime ministers – Donal Tusk of Poland and Vladimir Putin of Russia – together placed wreaths at the crash site. Tusk knelt down to pray. When he stood up, Putin hugged him. This moment became the symbol of Russia's sympathy after the tragedy in Smolensk.

Another picture worth mentioning featured Russian president Dmitry Medvedev at Lech Kaczynski's funeral in Krakow. Medvedev attended while the whole of Europe was grounded by an Icelandic volcano. Poles saw that many global dignitaries cancelled their visits, while Medvedev braved the ash cloud and flew in. Mission impossible – a little like reconciliation between the two nations, was it not?

Unfortunately, there are pictures in the album that I would prefer not to remember.

I hope I one day will forget the angry faces of people who refused to believe that the crash was simply an accident, and who spread rumours about and resentment against the Russians. That angry mob was the biggest surprise in the days of national grief, and it soon became the leading newsmaker.

Crying watchdogs

There are always fans of conspiracy theories out there, but usually they are kept out of mainstream media.

In April 2010 it was different. They were promoted by TV broadcasters who did live interviews on the street. One reason for this was to "listen to ordinary citizens." Another reason was that broadcasters simply ran out of VIPs to invite to their studios to be interviewed about the tragedy.

The demand for journalism exceeded the supply. All major TV stations switched to live coverage 24 hours a day, but they were not prepared for producing enough factual content to fill the airtime. They did not have enough crews, enough cameras, enough satellite cars.

Television news reports rather resembled talk shows. They were very emotional. Invited guests were crying when answering questions. Journalists were crying when asking: "How do you feel about losing so many friends? When did you last meet before the crash? What are you going to do now? How does life go on after such a tragedy?"

The broadcasts were so emotional that they left almost no air for narrow casters like bloggers. Kitsch art, banal observations, tears dominated the blogosphere.

Users generated much content, but it got lost in the flood. The more people shared their recollections about the victims, the less interesting they became. Still, the need to share was huge, our forum on the crash grew from zero to over 100 thousand posts in a few weeks.

As the crash happened in distant Russia, and most of the sources were official, amateur reporters could not add much of value to the news cycle. There were a few pictures and videos shot at the crash site, some private pictures released by the families, and that was it.

Users of Twitter and Facebook closely followed the legacy media as they were the only providers of new facts. Gazeta did an experiment and launched a special Facebook page called simply "All about Smolensk." It quickly got more subscribers than a newspaper's main fan page.

The news agenda was set by old and established quality newspapers. They could afford specialist journalists with wide source networks which proved to be invaluable. Newspapers employed more professional reporters than any other media, and they could deploy them cheaply to wherever they wanted them to do some real shoe-leather investigation.

Just a few days after the crash, we were able to publish an independent field analysis of the crash in Smolensk. We made important claims about the cause of the crash. Several months later these were confirmed by official investigations.

Some of our scoops shook the country. Five days after the crash, we revealed plans to bury the president and his wife in the Wawel Royal Castle in Krakow. The crypt below Wawel cathedral was reserved for kings and heroes of Polish history.

Was Lech Kaczynski a hero? Most Poles had considered Kaczynski to be a poor president, to some the worst president after 1989. His ratings were low and he would probably have lost the upcoming election had he not died.

THE POPE, EUROPE AND THE CRASH

What are the most important events in recent Polish history?

- The death of the Polish Pope John Paul II – 83 %
- The accession to the European Union – 57 %
- The collapse of the communist system and the 1989 free elections – 45 %
- The Smolensk plane crash – 40 %
- The participation in the Iraq, Afghanistan wars – 9 %

From a survey among Polish adults by the TNS OBOP research institute for Gazeta Wyborcza, April 2012. People could choose more than one answer.

At Gazeta Wyborcza we felt that the choice of burial place had been made too quickly, but were afraid that raising the question would unleash hell.

Was how he died more important than what he had achieved as a president? Was the way he died comparable to that of those who fell in Katyn?

After a three-hour editorial debate we decided to pose these questions on the front page.

The power of words

Hell was unleashed.

The story went viral and people used social media to coordinate reactions. In a few hours there were clashes on the streets between the supporters of Lech Kaczynski and the people who believed he did not deserve to rest with kings. The police had to intervene.

We saw that the country's stability was endangered and decided to back off. The next morning we published five pages of comment on the issue, encouraging officials and readers to discontinue the debate and let the president be buried wherever it was decided, including in the Wawel castle.

Words have the power to change things for good or bad. The media seem to forget that they have the power to reduce serious issues to mere chit-chat.

We kept thinking: if the front page comment pushed people to protesting, could it push them to embracing?

In Poland there are more than 600 cemeteries of Russian soldiers who had died in World War II in the effort to liberate the country from the Germans. May 9, 2010, one month after the crash in Smolensk, happened to be the 65th anniversary of the victory over the Nazis.

On the front page of Gazeta Wyborcza Polish intellectuals encouraged people to visit military cemeteries and light candles on May 9. They thought that this would be a way to show appreciation of the sympathy shown by ordinary Russian citizens in connection with the April crash.

The appeal was not our idea. We found it on the web and invited a number of prominent people to join the campaign. One of the strongest supporters was Andrzej Wajda, an Oscar-winning film director whose father died in Katyn, and who had dramatised the massacre and the lies that followed.

We used the marketing power of Gazeta and other channels in the Agora group to promote the campaign. Thousands of people followed the calling and the event was widely reported in Russia.

One result of this step-by-step reconciliation was the showing of Wajda's movie on several TV channels, at the request of the Kremlin. "Katyn" drew a total audience of 100 million Russians.

In November 2010 the Russian parliament admitted for the first time that it was Stalin personally who had approved the 1940 massacre.

Did we as a newspaper go too far in playing international politics? Do extraordinary times allow for extraordinary measures in journalism?

Here is the dilemma I am still struggling to answer: what if we have done too little beyond reporting?

Seekers of Truth

Two years after the crash the nation is still broken. The mob spreading conspiracy theories and resentment grew and became the loudest group in the society. It is hard to underestimate its influence on the topics and language of the public debate.

Nobody could foresee it. The first months after the crash were calm. In June and July 2010 the Poles voted in an early presidential election. The campaign was dull but dignified.

The front-runner Bronislaw Komorowski had to compete with the shadow of his predecessor much sooner than he had expected – as Speaker of the parliament he became acting president.

Komorowski had also to compete with a ghost. Jaroslaw Kaczynski, the almost identical twin brother of the deceased president, decided to run for election, and by keeping quiet he gained so much sympathy that he almost stole the victory. In the second round of the election, in the one-to-one fight with Komorowski, the surviving Kaczynski twin got 47 per cent of the votes.

Kaczynski and his supporters – mostly right-wing, conservative and Catholic – did a count and felt that they were in a stronger position than before.

The open conflict started with a small incident involving a cross.

Supporters of Kaczynski could not stop mourning the dead president, and by August they were still blocking the removal of a wooden cross erected spontaneously in front of the presidential palace just after the crash.

The cross provoked the young supporters of a secular state to protest against it. Both sides soon clashed and the police had to intervene with tear gas. Then a mad man brought a grenade and everybody realised we had reached the edge of darkness.

Ten weeks of incidents in front of the presidential palace provoked a major debate in the society, not only about the best way to honour the victims of the Smolensk crash, but also about the relations between the State and the Catholic Church.

Supporters of Jaroslaw Kaczynski built up their own version of the tragedy. They rejected two official reports on the cause of the crash – issued by the Russian and the Polish aviation authorities – which blamed the Polish pilot for error, the plane's crew for lack of adequate training, their supervisors for poor management and the Russian air traffic controllers for providing misleading information.

Self-proclaimed seekers of truth insisted that the crash was no accident, but a Russian conspiracy involving artificial fog and secret devices interfering with the plane's navigation system. Other theories included helium having been spread over the airfield to reduce the plane's lifting force, or the plane having been shot down by a secret thermobaric weapon. All these conspiracy theories were seriously considered by the parliament, parts of the academic world and some of the media.

There were publishers and editors who saw benefits in embracing Kaczynski, his people and their theories. After the crash, some niche magazines enjoyed commercial success, circulation growing two- or three-fold, with covers screaming "The mortal trap," "The president was murdered," "The government is killing the investigation."

Dozens of new and popular websites, magazines, even a daily newspaper were launched to exploit the growing market of madness. One new title became the best selling newsweekly with a printed circulation over 270 thousand copies. Their cover headlines read: "Smolensk lie breaks," "I am fighting for the truth," "Spy in Smolensk."

Words are powerful.

Two years after the crash one in every five Poles believes it was an assassination. One in every three Poles thinks that Polish and Russian authorities are hiding the truth about the crash.

The emotions led most Poles and the media to openly declare which side they were on. To Kaczynski and his supporters one can only be a patriot or a traitor.

The national tragedy of 10 April 2010 was obviously not the source of the division in the society, but it exposed the size and deepened it.

I am sure the media played a role, especially when they stopped being watch dogs, fact checkers and explainers. The media allowed a language of hate in their airtime and in their pages. The mob got what it wanted.

Prisoners of war

Of course, there are people who are fed up with the never-ending stories of Katyn, Smolensk and the Kaczynski brothers. The rebels created groups on Facebook campaigning for "A Day without Smolensk." I sympathised with them, but their influence was limited.

On 10 April 2012, the second anniversary of the crash, I was supervising our online edition, following a heat-map on our home page closely. The red colour was the hottest and it showed where people clicked to learn more.

All Smolensk-related stories were dark red. I felt like a prisoner of war. We all are.

22 July 2011 by José A. Martinez Soler,
Member of the Board, Founder and former CEO of 20 Minutos España

From Titanic to the drama in Utøya island

Disasters differ, but the journalistic requirements are the same – now as then. The big difference is that what previously took days or months now only takes minutes or seconds.



As I write these words, I am seeing live images of flowers being thrown in the Atlantic at the site where the Titanic sank a hundred years ago taking the lives of 1517 people. The memorial service is happening right now and I am watching it live.

It has been exactly 100 years since that fatal catastrophe when many hours after the ship's sinking on 15 April 1912 the headline of the New York Evening Sun optimistically proclaimed *"All saved from Titanic after collision."*

The next day, the headline that ran was *"Titanic sinks, 1500 died".*

Even in The New York Times, which was the first newspaper to publish the unthinkable sinking, it took some time before the whole story came to light. When the first technical and macabre details appeared, they were at best sketchy and inaccurate As more details and facts emerged, newspapers around the world would follow a now familiar trajectory of catastrophe news cycles: disbelief, early confusing or erroneous reports, false assurances, eye witness accounts, lists of survivors, interviews with survivors and families of victims, funerals, memorial services and finally, of course, an obsessive search for blame in an attempt to understand such a horrendous tragedy.


20 minutos
MADRID
Lunes 23
Vicisitudes de una familia muy numerosa: los Postigo Pich-Aguilera tienen 16 hijos
0% el número
de Zapatero
NADAL ROMPE SU MALDICIÓN CON DJOKOVIC

The press then, as today, would continue coverage with updates and follow-ups, followed endlessly by anniversary special reports and commemorations. The only difference between this first worldwide disaster news story and our coverage today of catastrophes is that the initial phases in the cycle took longer. Our means of instant access to the unfolding story have multiplied exponentially with each new technological advance and electronic gadget, while the time frame has telescoped down to a minute-by-minute incessant flow of news.

Historians consider the sinking of the Titanic the first true global news story in which citizen journalists participated. The "twitters" of a hundred years ago were amateur radio hams who listened in to the wireless radio communications of coastal stations and overheard communications relayed from ships reporting sightings of the catastrophe. Wireless radio transmission was the ultimate marvel technology of a century ago and newspapers eagerly devoured each snippet of wireless news about the disaster, many of which were garbled or contradictory. And like today, much of this early information was valuable - but unreliable.

It is a fact that in the media the lack of confirmed information was replaced by wishful thinking and fiction: "All saved …" was the headline in most of the newspapers of the day. Information dribbled out in confusing bits of radio transmissions while the owning company, The White Star Line, wired out optimistic telegraphed assurances – much like what the Japanese did in connection with the nuclear power plant accident after the tsunami, and what British Petroleum tried to do after the oil spill in the Gulf of Mexico.



Most widely read: *The Schibsted-owned 20 Minutos España is the most widely read newspaper in Spain and the website 20.minutos.es the third largest news website. José A. Martinez Soler with colleagues on a street in Madrid.*

The age of the global news disaster story had begun. Yet a century ago, the means available to newspapers for covering natural or man made disasters were primitive, especially if the accidents happened in remote places. The news arrived late in the rest of the world, the information was incomplete or biased, either because of the lack of facts or because the facts could not be checked.

But today, unlike those pioneer reporters of 100 years ago, we are submitted to a permanent bombardment of millions of information particles, originating from any part of the planet and through multiple platforms, online and offline: mobile phones, tablet computers, social networks, 24 hour TV news broadcasts, radio, blogs, newspapers … Most disaster news stories arrive practically live in real time, without having passed through any journalistic filter of known quality that we trust or have chosen as reliable.

Only a few decades ago, the world of disaster news was mostly local and moved along the news cycle extremely slowly, not much faster than the Titanic story, especially when the disaster occurred in an exotic place, far away. The derailing of a train in India with 300 dead only got space in newspapers if the news arrived accompanied by a dramatic photo, images broadcast on television, or if there happened to be a victim or group of victims of the same nationality as the readers of the newspaper, or even from the same continent. ("Three Europeans were among the victims…")

The proximity of the victims – or their fame – usually determines the importance of the news and the reaction of the media. And of course the number of fatalities

and the spectacular nature of the disaster is important. It is obvious that if Anders Behring Breivik had only killed one or two unknown victims, outside Scandinavia the news would have been a small story published in the international section of newspapers. If he had assassinated just one famous or powerful person, the news would jump to a more prominent position, or the front page in the foreign press. Such was the case with the assassinations of Olof Palme in Sweden and John F. Kennedy in the US.

Just one victim of international fame can captivate as much audience and press coverage as any disaster with dozens or hundreds of victims and newsrooms dedicate enormous resources to the story, which is treated as if it were a major catastrophe. Think Princess Diana, Michael Jackson …

There were no international celebrities among the victims of Utøya. But what no one can forget in any spot on the planet, is that many young people of the future political elite of the country – 69 young people to be exact – were shot and killed by a blond, Norwegian fanatic on a crusade of his own.

Additionally another 8 people were killed by the bombing of the government offices in Oslo. That incident alone would have jumped to prominent international coverage as it was so unusual and unthinkable that this could happen in "peace-loving Norway", as the international press has repeated so often in it's coverage of the massacre. Spain and England have suffered numerous bombing massacres in previous decades by Basque and Irish terrorist organisations, ETA and IRA. These events, front page in each country, eventually became routine for the foreign press and were relegated to the inside pages of international news unless the number of victims could be numbered in the dozens or a foreign tourist was among the victims.

With 69 young lives ruthlessly cut short in a country where there have never been terrorist killings, the tragedy immediately acquired a universal character and became headline news of newspapers and television channels all over the world for many days. The national grief that such a catastrophe produced in the Norwegian public, unaccustomed to political violence, was also covered internationally in great detail.

Seen from Madrid, exposed to terrorist attacks over several decades, we understand the confusion and the errors in the initial coverage of the Norwegian tragedy of 22 July 2011. This can probably be explained by the lack of experience of the authorities (government, police, emergency services) with this type of mass killings.

If a similar disaster were to occur, which no one in their right mind would ever want, I am sure that the authorities would know how to react better and faster than they did in those first confusing hours of shock and tragedy in Utøya. In this sense, experience is an effective teacher.

José A. Martínez Soler *is Member of the Board, founder and former CEO of 20 Minutos España, the most widely read newspaper in Spain, and www.20minutos.es, no.3 in news websites in Spain. Professor of Economics, Universidad de Almería, PhD in journalism, Complutense University of Madrid, Nieman Fellow '77, Harvard University (EE.UU). José A. Martinez Soler has been editor of the daily newspapers El Sol and La Gaceta de los Negocios, the weekly magazine Doblón, the first morning newscast "Buenos Días" of TVE, managing editor of El País and the weekly magazine Cambio-16. Executive producer of Telediarios (daily newscast) and various television programmes: Informe del Día (daily report), Espiral (weekly TV news magazine), Economía en la 2 (business news), interviews with election candidates on TVE. He has been bureau chief of TVE in New York and is author of several books. Awarded Medaillon of Andalucía.*

Due to experience with terrorist strikes carried out by ETA and IRA, as well as Islamic terrorism, Spaniards know that the authorities in Spain and the UK, exposed to terror over many years, are more used to reacting quickly and efficiently than their colleagues in peaceful countries where there has never been this type of violence.

How many deaths does it take for an event to be considered catastrophic and worth extensive press coverage, causing a complete reorganisation of work in the newsrooms?

We know from experience that this depends on numerous factors. The first factor is usually the number of victims, fatalities and wounded, or the fame and social position of the victim(s). The second is the physical proximity (geographic or cultural) to our readership or audience. Then we consider the form, the unusualness, the brutality, the gruesomeness and so on of the catastrophe ...

Although, as far as I know, there is no research documenting the importance of the number of victims killed or the distance, these factors habitually determine the interest of our audience and the journalistic means we will dedicate to cover the news.

Yet despite all our technological advances of instant information and the cultivation of sources, when catastrophe strikes, disbelief, initial confusion, errors, false assurances, all form a part of the first news stories of an inconceivable disaster. Most alert readers and TV and radio audiences discount these initial reports and await corrections, updates or summaries which are more complete and closer to reality than the initial news reports, as well as the analysing of the situation and the commentating by a trusted news media. What took days a hundred years ago, takes a few hours or less today.

These same characteristics were typical of the first limited news reports about the sinking of the Titanic a century ago, but they are also typical today of the first news reports from more recent catastrophic events: 9/11 in New York City, 3/11 in Madrid with the death of almost 200 people after the Islamic terrorist bombing of commuter trains, the earthquake and following tsunami that hit Japan, causing thousands of victims and the uncertainty of a possible nuclear disaster, the bombing of the Prime Minister's office in Oslo and the cold blooded killing of 69 young students at a summer camp rally on an island …

The staggering abundance of live information does not guarantee that the resulting information is of better quality and closer to the reality of what happened The first image we all received on Spanish television of September 11, 2001, was that of some type of plane that crashed against one of the Twin Towers of the World Trade Center in New York.

The text that accompanied the image and that the prestigious anchorwoman of Televisión Española, Ana Blanco, offered at the beginning of the special news programme was as follows

> *"Accident of a small private plane that crashed against a skyscraper in New York. There are 5 dead."*

TV broadcasts around the world gave similar reports. And for those who stayed glued to CNN or other US 24 hour news channels, the reports remained contradicting and confusing for far too long. "Reports indicate there are 7 dead… 12 reported to have died in the explosion… and so on for several hours throughout the onslaught of

more and more disturbing news: the plane crash against the Pentagon, the hijacked plane that went down in Pennsylvania, the closing of US airspace, the partial evacuation and final sickening collapse of the towers when the reality and dimension of the Islamist terrorist attack finally became clearer.

Except in the speed of correcting initial errors, there was not much difference between the first news reports about the sinking of the Titanic on 15 April 1912 and the collapse of the Twin Towers in New York on 11 September 2001, almost a century later.

We can say something similar about the first news reports about the tsunami in Japan and especially about the lack of information about the grave effects that the tsunami had on the nuclear power plant of Fukuyama. The reaction of the media was limited by the restrictive news policies of the Japanese Government and the utility company that owned the nuclear plant. The White Star Line, owner of the Titanic, also spun reassuring telegraphs and gross underestimates of the damage.

What have we journalists learned? In what have we improved our form of working to cover catastrophes?



Schibsted in Madrid: *From left: Sverre Munck, Executive Vice President Strategy and International, Ole Jacob Sunde, Chairman of the Board of Schibsted and the Tinius Trust, and the author of the article José A. Martinez Soler.*

Of course we are better prepared than ever to cover unexpected tragedies. But this is due to the quality and quantity of means that the technological and digital revolution has put at our disposal.

Naturally, the accumulation of experience of having covered real catastrophes of the past has left its imprint in the DNA of journalists. And it is true that he who does not learn from the experience is expelled from the profession sooner or later. Darwinism is at work in our profession as much as in the bird population of the Galapagos Islands. The changing reality is, in effect, the best school of journalism. For these reasons, the journalist (and his media) must adapt quickly to such changes or risk being expelled from the market.

The military carry out manoeuvres with fictitious enemies to prepare themselves for a possible conflict. Firemen and the police also do practice drills or simulations of emergency situations, floods, robberies, drug busts, street disturbances, etc. Buildings are evacuated quickly with random fire alarm drills to test evacuation systems for cases of emergency.

Can journalists practice similar drills or catastrophe simulations to improve unexpected and unpredictable news coverage? Can the news room be organized to carry out drills about how to react to a random fictitious catastrophe?

I think the exercise would be more or less useless. In real news life, reality is usually far worse in cruelty and disaster than all the excesses you can imagine as fiction. The difference between reality and fiction is that fiction has meaning while reality is chaotic, absurd, many faceted, all of which makes it incomprehensible, senseless. So we look for blame or a lesson to be learned "if only …".

The most important change brought about by the technological progress that we all are part of, is the speed with which journalists can contrast their first information about catastrophes and correct their initial errors. Now we do not have to wait 48 hours to change "All saved…" for "Titanic sinks, 1500 died." The correction of the first erroneous information about the "private plane" and "5 dead" in the Twin Towers of New York arrived quickly.

Online updates are produced by the hour, minutes, or even seconds, not by days and weeks as was the case a few decades ago. The pace, speed, staggering amount of information and variety of supporting hardware and gadgets have spectacularly changed the nature of the news flow itself. Journalists as much as readers, TV and radio audiences and Internet users have been taking all these dizzying changes in stride.



The front page: *José A. Martinez Soler holds up the front page of 20 Minutos featuring the bomb explosions in the commuter trains in Madrid on 11 March 2004.*

With this never ending bombardment of news flow we are sometimes tempted to think that there are many more natural and human provoked disasters than a century ago and that they are worse than ever.

I would dare to affirm that there are approximately the same amount of catastrophes in relation to the population – natural and human provoked – as a century ago. The difference is that we know about them instantly from every corner of the earth, with an overflow of details and images that are constantly updated. In earlier times, we did not even know about what happened in the neighbouring country, or continent. Even 3 or 4 decades ago, it was common to read about some tragic disaster in a far away country that would rely on the doubtful verb "fear" to describe casualties: "Train crash in India. Over 300 feared dead." Or "Monsoon Floods in East Pakistan (today Bangladesh). Thousands feared dead or missing."

In the 1980s, when I was executive editor and producer of the daily newscast of TVE (Spanish Television), I complained about the lack of images about major disasters that we knew about from cable and radio reports. We would resort to images on file to talk about floods, earthquakes, volcano eruptions, terrorist bombings and massacres, plane accidents, etc. Our newsroom was organised to be able to quickly find file images to accompany the news of the day with a small text line explaining "from TVE files". TV broadcasts around the world have frequently used old images on file – of oil-drenched birds from the Exxon Valdés oil spill in Alaska or from any past oil spill – as background images for the most recent oil spill until fresh TV videos arrived, perhaps a day later. Thirty years ago, a colleague from TVE complained ironically that some day, for lack of means, we would be obliged to broadcast news about the end of the world with images from files.

By contrast, the newsroom of www.20minutos.es is organised today with live image streams from all over the globe, we can see what is happening in Puerta del Sol (the central plaza) of Madrid as well as the latest live update from Japan or from any corner of the world where something is happening. Today we rarely have to go back to file images except for commemorations or reviews of earlier events.

As the news volume of unexpected catastrophes increase, the need for top notch journalist professionals capable of filtering, organising, prioritising and ensuring the quality of the stream of information also rises.

The rawness and extreme realism of the images that arrive about a disaster or terrorist attack have forced us to establish new sets of ethical rules and develop attitudes in reporters and journalists.

When bombs planted by terrorist Islamists exploded in the commuter trains in Madrid on 11 March 2004, we received a multitude of photos and videos from pro-

fessional photographers and cameramen as well as from eye witnesses and survivors who were travelling on those trains of death. The managing editor of the daily 20 Minutos – the most widely read paper in Spain – did not give the go ahead for the first front page about the attack that was presented to him. The reason was that there was a horrific graphic photo of a mangled bloodied woman, with her face and body destroyed by shrapnel, but which still might be identified by her family. The managing editor asked the author of the front page how would he feel to see the published photo if it were his own mother. Naturally, the photo was immediately withdrawn from the front page and from interior pages.

The overwhelming abundance of information that arrives at the media coming from citizens converted into improvised journalists, just by being there with their cell phone or camera in the right place at the right time, has also changed the attitudes of professionals of the media and the organisation of work in the newsrooms.

Although much of the news reports from so-called citizen journalists are not very reliable and some of the images can be manipulated or fudged, the media cannot ignore these sources. Therefore, almost all newsrooms now have specialists who filter this stream of information, select relevant messages and pass them on to the corresponding section for their verification.

A handful of these reports got to us before as "Letters to the Editor", then, later by fax. These contributions from readers have multiplied in less than a decade to become thousands of messages that arrive at the newsroom as emails, text messages, photos, videos or messages in social networks such as Twitter or Facebook.

Unfortunately, the profusion of information and images has progressed more than the quality and numbers of editors or professional filterers. This has favoured, among other things:

- The growth of yellow sensationalist or trashy journalism
- Ferocious competition for exclusives, some obtained by unethical means
- The auction for exclusive images, especially in the world of paparazzi
- The lack of ethics in obtaining information (the phone hacking scandals in the UK in the Murdoch press empire)
- The rise of reality news (journalism as a spectacle or entertainment: "infotainment")

Except in the speed of correcting initial errors, there was not much difference between the first news reports about the sinking of the Titanic and the collapse of the Twin Towers in New York almost a century later.

All this is provoking a loss of credibility (although not precisely of interest) in the press in general that also affects, like it or not, quality press. If to this we add the decline of young readers of the printed press we end up in a downward spiral: older readers dying off are not replaced by young ones; advertisers who migrate to the new media cause a fall in profits. These far from bright prospects do not permit us to affirm that in the future more resources will be dedicated to the formation of more and better filter editors – good journalists – who can ensure the quality of the avalanche of news and information.

Therefore, faced with a terrorist attack with a high casualty list of dead and wounded, a tsunami that threatens a nuclear disaster, a massacre on commuter trains, the

collapse of the Twin Towers or an attempted coup early in the Spanish transition, we have learned to react as always, but today we have better tools – and yes, we get better results.

As usual, the first news flashes and reports from the wires are usually incomplete and confusing. Our first reaction is disbelief, denial. "This cannot be happening!" Soon more reliable information and confirmation flow in crescendo, correcting the news picture until we obtain a more correct description of what has actually happened.

If the catastrophe is happening abroad, the scramble begins to find residents of your own nationality who are witnesses and can describe what they are seeing. Embassies struggle to determine if there are any tourists or residents of their nationality who are among the victims. Television networks and large media companies dispatch special correspondents to the scene where usually local stringers have gathered information, lined up contacts, the local press, contracted TV cameramen, etc. For publications or TV networks with limited budgets, commandos monitor the information pouring in from all sources, especially live TV coverage. Images from cell phones of spontaneous contributors or tourists on the scene also contribute to the news picture. And, amazingly out of chaos a coherent and reliable story eventually emerges.

News is not better because we can view live what is happening. Sometimes, according to a proverb, "the trees don't let us see the forest".

We also know that the first news flashes create more anxiety and incertitude among readers, TV audiences and Internet users. But as more complete and trustworthy information comes through we feel more reassured, even if the worst scenarios have been confirmed. The certainty, as bad as it may be, is more comforting than the anxiety of incertitude.

Sometimes a media will knowingly publish an incomplete story full of errors, without confirmation. They publish immediately, before anyone else, because it is full of tension and heartrending interest, it both attracts and shakes up a public anxious for any news at all. Later on, there will be time to iron out the inconsistencies, errors, and smooth off the rough edges, contrast the data with more reliable sources, recovering more neutral gray tones – less brilliant but more trustworthy. Thereby the media regains part of the credibility that was lost by a premeditated rush to publish, or by a hastily slapped together version of the facts.

The first story has extreme interest - at the expense of credibility. The last version will be totally the opposite: Uncertainties have been sorted out, facts obtained, thus increasing credibility, but the story will have less drama and be of less interest to the public. This cynical proverb of journalism derives from this experience:

"Don't let reality spoil a good story."

News is not better because we can now view live what is happening. Sometimes, according to a proverb, "the trees don't let us see the forest".

The indiscriminate abundance of unselected raw information that has not been prioritised or filtered by professionals can be confusing and deceiving instead of helping us know the reality of what has happened.

I said before that practice drills would not make sense, but I believe that we need to prepare ourselves so we can respond quickly, efficiently and reliably to any unforeseen news event of major dimensions. In modern press rooms we need to have professional desk editors who can filter and analyse what is coming in just as well as the reporters on the scene, or maybe even better.

The abundance of raw information has taught us that not everything that comes into the newsroom is valid or must be published. We have made mistakes often when we considered a news item because the image or photograph we received was spectacular or dramatic, as we did not know th e background of it in full. We have learned that we must treat with sound scepticism and editorial caution the current mode of citizen journalism.

In conclusion, the eruption of the digital revolution that invades all media like a volcano permits us to receive and transmit millions of news particles at great speed. However, the newsrooms are still reacting too slowly to adapt to such radical changes. The volcano continues in eruption, and its lava, still hot, invades all the media and affects the behaviour of those around us; the sources of information, readers, audience and advertisers and – of course – even the journalists. We are the intermediaries of this merchandise that we collect and elaborate and that others want. It is what we call news.

We are in the middle of a process of change. When the current volcano becomes dormant and its lava has cooled, we can evaluate better the effects and our ability to adapt to a new roadmap. Until the next technological eruption. Without a doubt we journalists will adapt to it with our weapons of old: honesty and a search for balance between a passion for the truth and our instinct of survival.



"Ownership must ensure freedom and independence of Schibsted's media"

Freedom of speech is threatened in many places around the world. I have become more and more convinced that ownership must ensure the freedom and independence of Schibsted's newspapers and other media. A free press is perhaps the best safeguard of a strong and vibrant democracy.

On this background, I wanted my ownership stake in Schibsted to contribute to continued editorial freedom, credibility and quality of the media that we own. I also wanted to ensure the long-term and healthy financial development of the Schibsted Group, with a strong, stable and Norwegian ownership.

With this in mind, the Group gave my ownership stake of 26.1 per cent special rights in Schibsted's Articles of Association when we decided to list the company on the stock exchange. I established the Tinius Trust in 1996 to ensure that the Schibsted Group continues as a media group, run according to the same main editorial and business guidelines as at present. The Board of the Trust was instructed to monitor this, while at the same time work to ensure the long-term, healthy financial development of Schibsted.

The Tinius Trust has in my opinion been a very effective obstacle against financially strong players who would otherwise have tried to take over the group. Without the Trust, Schibsted would probably not have existed in its current form, nor would we have had the same opportunity to further develop the company. The Trust has effectively limited any interest in taking over the company.

When media companies in other countries have wanted to have Schibsted as owner, we have noticed how the Trust has contributed to us being viewed positively as a business partner.

The strength of the Tinius Trust is that, contrary to many other Trusts and other types of arrangements, it has power, and if that power is used intelligently, it will undoubtedly serve to protect the freedom and independence of the Schibsted Group.

I do hope that what I have done will benefit the holdings that I have worked to keep and defend over the years.



Tinius Nagell-Erichsen

Ole Jacob Sunde *Chairman of the Board*
Chairman of the Board of Schibsted ASA. Founder and Chairman of the Board of Formuesforvaltning ASA. Founded Industrifinans Forvaltning ASA in 1983 and was General Manager until 2000. Formerly a consultant with McKinsey & Co. (1980-1883). Various other directorships, including Blommenholm Industrier AS. Graduate of the Université de Fribourg, Switzerland (1976) and Kellogg School of Management, Northwestern University, USA (1980, with distinction).

Karl-Christian Agerup *Deputy Member of the Board*
CEO, Oslo Innovation Center (2010-d.d.). Founder and partner Northzone Ventures, (1994-2009). Founder and Managing Director HUGIN AS, (1995-1999). Associate McKinsey & Co., (1991-1993), Engagement Manager (1993-1994). Corporate Planner Millipore Corp., Boston, USA, (1990-1991). Board Member of Schibsted ASA and Deputy Chairman of Norfund. Massachusetts Institute of Technology (MIT), Alfred P. Sloan School of Management, Master of Science in Management (1990). Copenhagen Business School, Business Economist/HA (1988).

John A. Rein *Member of the Board*
John A. Rein is a corporate lawyer and partner at Wikborg Rein. He is admitted to the Supreme Court Bar, a director of numerous companies and chairman of Schibsted ASA's election committee. Mr. Rein was legal adviser to Tinius Nagell-Erichsen for almost twenty years until his death. Former Fellow of the Scandinavian Institute of Maritime Law (1978-1979), Contracts Manager, Conoco, London (1979-1981), associate Wikborg Rein 1981-1984 and partner from 1985.

Morten Goller *Deputy Member of the Board*
Morten Goller is a trial lawyer and partner in Wikborg Rein, specialising in public procurement and EU/EEA competition law. Formerly employed by the Attorney General (Civil Affairs) (1993-2001.) Bachelor's Degree in Law from University of Oslo (1992) and Master of Law (LLM) from Columbia University, New York (1997). Admitted to the Supreme Court Bar. Member of The Norwegian Complains Board for Public Procurement and Chairman of the Board of Pareto Securities AS.

Per Egil Hegge *Member of the Board*
Employed with Aftenposten 1962-2005. Twelve years as foreign correspondent in London, Moscow and Washington D.C. Editor of A-Magasinet 1984-1988. Cultural Editor 1992-1998. 20 books, including biographies of Otto Sverdrup, Fridtjof Nansen and King Harald V. The Narvesen prize in 1969 and Riksmålsforbundet's Gold Pen Award 1993. Class 1 Knight of the Order of St. Olav 2003. Bachelor's Degree from University of Oslo, specialising in Russian, English and Political Science (1966).

Kjersti Løken Stavrum *Deputy Member of the Board*
Since 2005 editor of Aftenposten responsible for the supplement A-magasinet and the evening paper Aften. Former editor-in-chief of the weekly magazine KK 2001-2004. Journalist and various managerial positions in Aftenposten 1991-2001. Leader of the Oslo Association of Norwegian Editors. Board member of the International Newspaper Marketing Association (INMA). Bachelor's Degree from University of Oslo and Manchester Metropolitan University, specialising in political science, economics and history.



The Board: *Back from the left Morten Goller, Karl-Kristian Agerup and Kjersti Løken Stavrum, Deputy Members of the Board. Front from the left John A. Rein, Member of the Board, Ole Jacob Sunde, Chairman of the Board, and Per Egil Hegge, Member of the Board.*



The Trust Board

Articles of Association for The Tinius Trust

§ 1 Trust name
The name of the trust is "Stiftelsen Tinius".

The Board of Directors represents the Trust externally. The Board may authorize the Chairman and one Board Member together to represent the Trust externally.

§ 2 Basic capital
The Trust is established by Tinius Nagell-Erichsen in a deed of gift dated 8 May 1996, with a basic capital of NOK 42 862 184.

§ 3 Objective
The Trust is the owner of the four voting A shares in Blommenholm Industrier AS. The Trust shall manage these shares and other assets belonging to the Trust in accordance with the following guidelines:

The Schibsted Group is to be run according to the main editorial and business guidelines laid down on formation of the Group, guidelines which have since been governing the Group operations.

The Schibsted Group is to be run in such a way that it ensures free and independent editing of the newspapers owned by the Group and its subsidiaries involved in editorial operations.

The Schibsted Group is to strive for quality and credibility in all its publications, and defend values such as religious freedom, tolerance, human rights and democratic principles.

The Trust is to work to achieve the long-term, healthy financial development of the Schibsted Group.

When necessary, the Trust shall also work to impact the general conditions essential to ensure a free and independent press.

§ 4 The Trust Board
The Trust Board consists of three directors appointed by Mr. Nagell-Erichsen prior to his death. Each director is to appoint his/her personal deputy director. The deputy director automatically succeeds the director when his/her term comes to an end.

In the future, each Board Member shall at any time appoint a Deputy Member who will also be his/her personal successor. The director who has appointed the deputy can, before the deputy becomes a full Board Member, reconsider and appoint someone else to be his/her personal deputy.

The Board elects its own Chairman.

§ 5 Decision-making by Directors
If a Board member is unable to attend a scheduled meeting, he/she must give notice in due time for his/her deputy to be present. There is a quorum only when all members of the Board, or their respective deputy/deputies, are in attendance.

The Board's decisions should be unanimous. If that is not possible, even after consideration of the issue in question at a new Board meeting, the majority decision stands.

The Board of Directors can, within the scope of the law, unanimously adopt amendments to the Articles of Association and proposals to dissolve the Trust.

The Board of Directors shall endeavour to reach solutions in accordance with the intentions stated in § 3 Objective, but are expected to show considerable business flexibility.

§ 6 Auditor
The auditors are elected by the Board.

Directors' report for 2011

The purpose of the trust and the relationship to Schibsted ASA: The Tinius Trust manages the largest shareholding in the Schibsted Group. The Trust was established in 1996 by Tinius Nagell-Erichsen, and has a basic capital of NOK 42.8 million. The Trust owns the four voting shares in Blommenholm Industrier AS.

In 2011 80% of the B shares in Blommenholm Industrier AS were converted into C shares. After the conversion, the company had 200,000 B shares and 799,996 C shares. Both share classes are without any voting rights. Towards the end of the year, the Trust purchased 599,997 C shares. Amendments to the Articles of Association in Schibsted ASA require a majority of three quarters, and no shareholder may according to the Articles of Association own or vote for more than 30% of the shares. Through the Articles of Association in Schibsted ASA it has also been secured that essential resolutions in the subsidiaries of the Group require a three quarters majority in the Annual General Meeting of Schibsted ASA. As long as the owner share of 26.1% is kept united, these stipulations of the Articles of Association give the Trust a considerable influence over the Schibsted ownership. The Articles of Association state that the Trust shall work for the continuation of the Schibsted Group as a media group, operated along the same editing and business main guidelines as today. Editorial independence shall be a guiding principle for all media and publications owned by the Schibsted Group. The Group's publications shall strive for quality and trustworthiness, and defend values like freedom of faith, tolerance, human rights, and democratic principles. The Trust shall also be aiming for a long term sound economic development of the Group. In connection with the establishment of Media Norge in June 2009, the Trust received one B share in Aftenposten for free. This entails among other things that an amendment of Aftenposten's objects clause and the appointment of an Editor-in-Chief require the consent by the Tinius Trust.

Purchase of C shares: In December 2011 the Trust acquired C shares in Blommenholm Industrier AS for an amount of NOK 25 million, corresponding to 75% of the company's C shares. NOK 10 million was paid in December 2011, while the rest, NOK 15 million, has been financed by a trade credit. The trade credit will be redeemed in the course of five years.

Operations in 2011: In 2011 the Board has consisted of Ole Jacob Sunde (chairman), Per Egil Hegge and John A Rein. In accordance with the Articles of Association, each member has nominated his own personal deputy. These are, respectively, Karl-Christian Agerup, Kjersti Løken Stavrum and Morten Goller.

The investment portfolio of the Trust was valued at NOK 38.5 million at the end of 2011. The yield for the year 2011 was -3.6%, reflecting weak equity markets and a positive contribution from the Trust's interest investments. Based upon the return objectives of the Trust, time horizon, risk profile and liquidity requirements, the Board maintains the strategic composition of the investment portfolio divided equally between interest and equity investments. The accounting for the year shows a deficit of NOK 2.5 million. The Board is of the opinion that the annual accounts correctly reflect the Trust's assets and liabilities, financial position and result.

In 2008, Arne Krumsvik was awarded the Trust's media research scholarship. Krumsvik researches the circumstances affecting freedom of speech, with particular emphasis on concentration of ownership and technological development.

In 2009, the Trust established the internet site *www.tinius.com*. In the course of 2011, the site was further evolved with the object of creating a forum for media development. The Trust has appointed Eivind Thomsen as editor for www.tinius.com.

The accounts have been established on the basis of the prerequisite of a continued operation, as the capital adequacy of the operation is good.

In 2011, NOK 100,000 has been paid out as Board fees. The remuneration of the auditor amounted to NOK 31,250. The Trust has no employees, adheres to the principle of equality of opportunity and is not polluting the environment.

Oslo, 27 March 2012

Ole Jacob Sunde	Per Egil Hegge	John A. Rein
Chairman of the Board	*Board Member*	*Board Member*

The Tinius Trust

Income Statement 01.01. – 31.12.

	Notes	2011	2010
OPERATING REVENUE			
Other operating revenue	2	1 000 000	0
Total operating revenue		**1 000 000**	**0**
OPERATING EXPENCES			
Research scholarship	7	(851 000)	(800 000)
Other operating expences	2, 3	(986 647)	(1 327 536)
Total operating expences		**(1 837 647)**	**(2 127 536)**
Operating profit (-loss)		**(837 647)**	**(2 127 536)**
FINANCIAL ITEMS			
Interest income, bank		14 852	4 117
Interest income, fixed interest fund		952 486	1 026 493
Realized gain (-loss) securities		529 919	614 299
Foreign exhange loss		(20 381)	(9 411)
Unrealized gain (-loss) securities		(3 145 389)	3 102 121
Net financial items		**(1 668 513)**	**4 737 619**
ANNUAL PROFIT (-LOSS)		**(2 506 160)**	**2 610 083**
ALLOCATION OF ANNUAL PROFIT (-LOSS)			
Allocation other equity	6	(2 506 160)	2 610 083
Total allocation		**(2 506 160)**	**2 610 083**

Stiftelsen Tinius

Balance sheet as per 31.12

	Notes	2011	2010
ASSETS			
FIXED ASSETS			
Financial fixed assets			
Shares	4, 8	24 175 402	30 005
Total financial fixed assets	**4**	**24 175 402**	**30 005**
TOTAL FIXED ASSETS		**24 175 402**	**30 005**
CURRENT ASSETS			
Receivables			
Other receivables	9	854 602	0
Total receivables		**854 602**	**0**
Financial current assets			
Unit trust funds	5	14 951 377	24 689 108
Hedge funds	5	4 681 776	4 980 618
Bond funds	5	15 442 725	17 603 586
Money market funds	5	2 237 488	3 572 372
Total financial current assets		**37 313 367**	**50 845 684**
Bank deposits, cash, etc.		**1 235 362**	**215 197**
TOTAL CURRENT ASSETS		**39 403 331**	**51 060 881**
TOTAL ASSETS		**63 578 733**	**51 090 886**
EQUITY AND LIABILITIES			
EQUITY			
Paid-up capital			
Capital base	6	42 862 184	42 862 184
Total paid-up capital		**42 862 184**	**42 862 184**
Retained earnings			
Other equity	6	5 656 827	8 162 986
Total retained earnings		**5 656 827**	**8 162 986**
TOTAL EQUITY		**48 519 011**	**51 025 170**
LIABILITIES			
Other long term liabilities			
Trade credit	8	15 000 000	0
Total other long term liabilities		**15 000 000**	**0**
Short term liabilities			
Other short term liabilities		59 722	65 716
Total short term liabilities		**59 722**	**65 716**
TOTAL LIABILITIES		**15 059 722**	**65 716**
TOTAL EQUITY AND LIABILITIES		**63 578 733**	**51 090 886**

Oslo, 27 March 2012

Ole Jacob Sunde
Chairman of the Board

Per Egil Hegge
Board Member

John A. Rein
Board Member

Notes to the accounts for 2011

NOTE 1 – ACCOUNTING PRINCIPLES
The annual accounts have been prepared in accordance with the Norwegian accounting act and generally accepted accounting standards for small enterprises in Norway.

Assets intended for lasting ownership or use are classified as fixed assets. Other assets are classified as current assets. Receivables to be paid back within one year are in any case to be classified as current assets. When classifying current and long term liabilities, corresponding criteria have been applied.

Fixed assets
Fixed assets are valued at cost, but are written down to fair value if the value decrease is not considered to be only passing.

Market based financial current assets
Securities and fund investments, which directly or indirectly are part of a trading portfolio, are valued at fair value on the date of the balance sheet.

Taxes
The Tinius Trust is not considered to be taxable for its operations, cf. Norwegian Taxation Act, Section 2-32.

NOTE 2 – OPERATING REVENUE AND EXPENSES
The Tinius Trust and Blommenholm Industrier have identical object clauses related to the Schibsted shareholding.

With this background, the Boards of the abovementioned two enterprises have resolved to conduct an annual allocation between Blommenholm Industrier AS and the Tinius Trust of costs related to promoting the object of the two enterprises. The arrangement and the size of the amount will be submitted to the annual evaluation of the Boards of both enterprises. For 2011 the amount has been set at NOK 1 million.

The remuneration of the auditor for statutory auditing for the financial year charged to the accounts was NOK 25,000 including VAT.

The remuneration of the auditor for other services during the financial year charged to the accounts was NOK 6,250 including VAT.

NOTE 3 – WAGES, FEES, ETC.
The Trust does not have any employees. An amount of NOK 100,000 in fees to the Board of Directors has been charged against the accounts in 2011.

The Trust is not under the obligation to have an occupational pension.

NOTE 4 – FINANCIAL FIXED ASSETS

Company	Number	Cost price
Aftenposten AS, B shares	1	1
Blommenholm Industrier AS, A shares	4	30 004
Blommenholm Industrier AS, C shares	599 997	24 145 397
Total		**24 175 402**

NOTE 5 – MARKET BASED CURRENT ASSETS	Cost price	Fair value
Unit trust funds	13 690 435	14 951 377
Hedge funds	4 021 964	4 681 776
Bond funds	15 199 828	15 442 725
Money market funds	2 235 115	2 237 488
Total	**35 147 342**	**37 313 367**

NOTE 6 – CAPITAL BASE Equity	Capital base	Retained earnings	Total equity
Equity capital 1 January 2011	42 862 184	8 162 986	51 025 170
Annual profit (-loss)		(2 506 160)	(2 506 160)
Equity capital 31 December 2011	**42 862 184**	**5 656 827**	**48 519 011**

NOTE 7 – APPROPRIATIONS
In 2008 a media research scholarship was awarded to an employee at the Oslo University. The scholarship runs for three years at NOK 800,000 (subject to indexation). 2011 is the last appropriation year.

NOTE 8 – OPTION AND TRADE CREDIT
In 2011 the Tinius Trust has purchased 599,997 C shares in Blommenholm Industrier AS for NOK 25 million.

NOK 10 million was paid at the time of signing the agreement, while NOK 15 million will be financed by a trade credit.

In 2011 the Tinius Trust entered into an option agreement with Alba Forvaltning AS for the purchase of the company's 199,999 C shares in Blommenholm Industrier AS. The option is running until 1 January 2037.

NOTE 9 – ACCRUED INTEREST COST
The item Other receivables consists of accrued interest cost in connection with the trade credit.

The Tinius Trust

The Tinius Trust was established by Tinius Nagell-Erichsen in a deed of gift on 8. May 1996 and has a basic capital of NOK 42,862,184. Nagell-Erichsen transferred the four voting shares in Blommenholm Industrier AS to the Trust on 5. May 2006. Blommenholm Industrier owns 26,1 per cent of the shares in Schibsted ASA and is the company's largest shareholder. The Tinius Trust thus manages the largest block of shares in the Schibsted Group.

Amendments to Schibsted ASA's Articles of Association require a three quarters majority, and according to the Articles of Association no shareholder can own or vote for more than 30 per cent of the shares. Schibsted ASA's Articles of Association also ensure that important decisions made by the Group's subsidiaries require the support of three quarters of the votes cast at the General Meeting of Schibsted ASA.

As long as the Trust owns more than 25.0 per cent of the shares outstanding, these provisions give the Trust considerable influence over the ownership of Schibsted. Nagell-Erichsen stated that he wanted to use this influence to ensure that Schibsted remains a media group characterised by free, independent editorial staffs, credibility and quality and with long-term, healthy financial developments. This is also stipulated in the Trust's Articles of Association.

www.tinius.com

www.tinius.com is The Tinius Trust's website. The website will try to reflect the developments in the newsmedia industry, – which is changing rapidly. This will be done by blogs – and links to noteworthy comments from media observers, as well as by twitter feeds.

Over the last few years – the annual reports have included interesting essays about the role of journalism, the state and development of the newsmedia, – and the changes that the industry is facing.

All these essays can be found at http://www.tinius.com/en/annual_reports/

The signature on the front page of the annual report is Tinius Nagell-Erichsen's own handwriting
Editor: Sverre Martin Gunnerud
Pictures taken by Rolf M. Aagaard, Anders Giæver,
Przemek Wierzchowski/Agencja Gazeta, Jorge París/20minutos.es and Scanpix have been used
Graphic design: Head of Type/Gunnar Ruud, Oslo · Repro and printing: Sørlie AS, Oslo