APPENDICES

Complementing the following article:

Brüggemann, Michael; Humprecht, Edda; Kleis Nielsen, Rasmus; Karppinen, Kari; Cornia, Alessio; Esser, Frank: Framing the Newspaper Crisis. How Debates on the State of the Press are Shaped in Finland, France, Germany, Italy, United Kingdom and United States. In: Journalism Studies

Appendix 1: List of interviews

Country	Name	Function	Year
DE	Katharina Borchert	CEO of Spiegel Online	2011
	Kajo Döhring	General Secretary of the German Association of Journalists, DJV	
	Jan Marc Eumann	State Secretary in the Ministry of Federal Affairs, European Affairs and Media	
	Christoph Keese	Managing Director Public Affairs of Axel Springer	
	Stefan Laurin	Journalist and Blogger at the News Website Ruhrbarone	
	Sabine Nehls	Media Policy Advisor of the German Trade Union Confederation, DGB	
	Anja Pasquay	Spokesperson of the Federation of German Newspaper Publishers, BDZV	
FI	Andreas Tazl	Head of Communications at Frankfurter Allgemeine Zeitung, FAZ	2011
	Niklas Herlin	Owner and Chairman of the Board of Uusi Suomi	
	Markku Huusko	Editor-in-Chief of Uusi Suomi	
	Pasi Kivioja	Director at the Finnish Newspapers Association	
	Ismo Kosonen	Senior Adviser at the Ministry of Transport and Communications	
	Valtteri Niiranen	Managing Director of the Federation of the Finnish Media Industry	
	Elina Normo	Senior Adviser at the Ministry of Transport and Communications	
	Mikael Pentikäinen	Editor-in-Chief of Helsingin Sanomat	
	Hannu Pohjonen and Tom Björkroth	Senior Research Officers at the Finnish Competition Authority	
	Juhapekka Ristola	Director at the Ministry of Transport and Communications	
FR	Marja-Leena Tuomola	Chief Digital Officer of Sanoma News	2011
	Kari Vainio	Editor-in-Chief of Turun Sanomat	
	Denis Bouchez	Director of the Newspaper Syndicate SPQN (Syndicat de la Presse Quotidienne Nationale)	
	Jean-Marie Charon	Professor for Sociology at Centre d'Étude des Mouvements Sociaux, Paris; Advisor in the Commission of Etats Généraux de la Presse	
	Antoine De Tarle	Adviser in Diversification and Multimedia at Ouest France	
	Thomas Doduik	Operations Director of lefigaro.fr	
	Elisabeth Flury-Herard	Vice President of the Electronic Media Regulator CSA (Conseil supérieur de l'audiovisuel)	
	Laurence Franceschini	Director of Ministry for Culture and Communication	
		DGMIC (Directrice Générale des Médias et des	

	Franck Nouchi Christophe Pauly	Industries Culturelles, Ministère de la Culture et de la Communication) Director of Editorial Development at Le Monde Director of National Media Syndicate CFDT (Syndicat national des medias)	
IT	Fabrizio Carotti	General Manager of FIEG (Italian Newspapers' Publishers Association)	2011
	Luca De Biase	Media Analyst and Innovation Editor at Il Sole 24 Ore	
	Andrea Delogu	Deputy Director-General of Mediaset's Information Direction	
	Rosario Alfredo Donato	Director of FRT (Association of Italian Radio and TV's)	
	Luciano Fontana	Co-Editor-in-Chief of Il Corriere della Sera	
	Paolo Gentiloni	Partito Democratico's Responsible for the Communication Sector; Former Communication Minister during the last Prodi's Government (2006–2008)	
	Claudio Giua	Development and Innovation Director at Gruppo Editoriale L'Espresso	
	Elisa Grande	Head of the Information and Publishing Department of the Presidency of the Council of Ministers during the last Berlusconi's Government	
	Bruno Lommi	Managing Director of City Italia, Free Press of RCS (Rizzoli Corriere della Sera)	
	Roberto Natale	President of FNSI (National Journalists' Syndicate)	
	Antonio Pilati	Commissioner of AGCM (Italian Antitrust Authority)	
	Augusto Preta	Media Analyst	
	Giorgio Riva	Head of the Digital Division of the Publishing Group RCS (Rizzoli Corriere della Sera)	
	Massimo Russo	Content Manager at Digital Division of Gruppo Editoriale L'Espresso	
UK	Roberto Sambuco	Head of the Communication Department of the Ministry of Economic Development during the last Berlusconi's Government (2008–2011)	2011– 2012
	Sebastiano Sortino	Commissioner of AgCom (Italian Regulator Authority for the Communications Industry)	
	Roberto Viola	Secretary-General of AgCom (Italian Regulator Authority for the Communications Industry)	
	Geraldine Allinson	Chairman of the Kent Messenger Group	
	Paul Farrelly	Labour Member of Parliament; Member of Culture, Media, and Sports Committee	
	Philip Graf	Former CEO of Trinity Mirror; Former Deputy Chairman of Ofcom	
	Lord Inglewood	Conservative Member of House of Lords; Chairman of Select Committee on Communication	
US	Sean McGuire	Managing Director, Oliver and Olbaum	2011– 2012
	David Newell and Lynn Anderson	Director and Communication and Marketing Director, Newspaper Society	
	Stewart Purvis	Former CEO of ITN; Former Partner for Content and Standards at Ofcom	
	Bob Satchwell	Executive Director, Society of Editors	
	Michelle Stanistreet	President, National Union of Journalists (NUJ)	
	John Ensslin	Former President of Society of Professional Journalists	
	John Morton	Newspaper Analyst	

Ken Paulson	Former President of the American Society of News Editors; Former Editor of USA Today
Tonda Rush	CEO of the National Newspaper Association
Alexander Taylor	Executive Vice President of the Cox Media Group
Denis Wharton	Executive Vice President of Communications at National Association of Broadcasters
Joe Worley	Executive Editor of Tulsa World

Appendix 2: List of documents analyzed: Policy documents, trade journals and media articles

DE	
Policy Documents	<p>DJV (Deutscher Journalisten-Verband). 2012. <i>Declaration at the Annual Conference</i>, November 7. http://www.djv.de.</p> <p>Eumann, Jan M. 2011. <i>Journalismus am Abgrund: Wie wir in Zukunft Öffentlichkeit finanzieren</i> [Journalism on the Edge: How We Finance Public in Future]. Berlin: Vorwärts Buch.</p> <p>Gauck, Joachim. 2012. <i>Rede von Bundespräsident Joachim Gauck anlässlich der Preisverleihung am 12. September 2012 in Berlin</i> [Speech by German President Joachim Gauck at the Award Ceremony on September 12 in Berlin]. http://www.bdzv.de/preistraeger-preisverleihung/preisverleihung2012/rede-von-joachim-gauck.</p> <p>Hans-Bredow-Institut. 2008. <i>Zur Entwicklung der Medien in Deutschland zwischen 1998 und 2007: Wissenschaftliches Gutachten zum Kommunikations- und Medienbericht der Bundesregierung</i> [About the Development of the Media in Germany from 1998 to 2007: Scientific Opinion on Communication and Media Reporting of the Federal Government]. http://www.bundesregierung.de/Content/DE/_Anlagen/BKM/2009-01-12-medienbericht-teil2-barrierefrei.pdf?__blob=publicationFile.</p>
Media	Frankfurter Allgemeine Zeitung (FAZ); Frankfurter Allgemeine Sonntagszeitung (FAS); Süddeutsche Zeitung (SZ); Spiegel Online (SPON); Die Zeit; Die Tageszeitung (taz)
Trade journals	Message; Journalist; MediumMagazin
FI	
Policy Documents	<p>Finnmedia. 2010. <i>Innovaatiolinjaukset</i> [The Innovation Guidelines of the Federation of the Finnish Media Industry]. http://www.vkl.fi/files/236/vkl_innovaatiolinjaukset2010.pdf.</p> <p>MINTC (Ministry of Transport and Communication). 2010. "Bittejä paperilla: Tietoyhteiskunnan lehtijakelu" [Report on the Future of Newspaper Distribution]. <i>Publications of the Ministry of Transport and Communications</i>, no. 14. http://www.lvm.fi/docs/fi/964900_DLFE-10757.pdf.</p> <p>MINTC (Ministry of Transport and Communication). 2013. "Lehdistön tulevaisuus" [The Future of the Press]. <i>Publications of the Ministry of Transport and Communications</i>, no. 35. http://www.lvm.fi/docs/fi/2497123_DLFE-22618.pdf.</p> <p>UJF (Union of Journalists in Finland). 2012. <i>Staff Reduction in Media Houses Affects Quality of Journalism</i>. http://www.journalistiliitto.fi/en/?x263371=10058144.</p>
Media	Helsingin Sanomat (HS); Aamulehti (AL); Suomen Kuvalehti (SK); Turun Sanomat (TS); Uusi Suomi (US)
Trade journals	Journalisti; Suomen Lehdistö
FR	
Policy Documents	<p>DDM (Direction du Développement des Médias). 2009. <i>L'aide exceptionnelle au bénéfice des diffuseurs de presse spécialistes et indépendants</i> [Exceptional Aid to Special and Independent Newsagents]. http://www.ddm.gouv.fr/article.php3?id_article=1712.</p> <p>DGMIC (Direction Générale des Médias et des Industries Culturelle). 2011. <i>Enquete Rapide 2011: Texte et chiffres</i> [Quick Survey 2011: Text and Figures]. http://www.culturecommunication.gouv.fr/Media/Disciplines-et-secteurs/Presse/Files/Chiffres-de-l-annee-2011-pour-la-presse-definitifs.</p> <p>EGPE (Etats Généraux de la Presse Écrite). 2009. <i>Livre vert</i> [Green Book]. http://www.ladocumentationfrancaise.fr/var/storage/rapports-publics/094000017/0000.pdf.</p>

	FDM (Commission de Contrôle du Fonds d'Aide à la Modernisation de la Presse Quotidienne et Assimilée d'Information Politique et Generale). 2009. <i>Rapport: Aides Attribuées de 2008 à 2009</i> [Report: Granted Subsidies from 2008 to 2009]. http://www.culturecommunication.gouv.fr/content/download/40811/327152/file/Rapport remis en 2010 portant sur les aides accordées entre 2008 et 2009.pdf .
Media	Le Monde; Le Figaro; Libération; Le Huffingtonpost; La Croix; L'Echo; L'Express; France Culture
Trade journals	Enquête & Débat; Les Cahiers du journalisme
IT	
Policy Documents	<p>AgCom (Autorità per le Garanzie nelle Comunicazioni). 2012a. <i>Presentazione del Presidente dell'Autorità, Corrado Calabrò, della Relazione annuale 2011 sull'attività svolta e sui programmi di lavoro</i> [Presentation of the President of AgCom—the Italian Communication Authority—of the Annual Report on the Activities and Work Programs Undertook in 2011]. http://www.agcom.it/documents/10179/16062/RELAZIONE+AGCOM+2011+PRESIDENTE_14giugno2011.pdf/79ca03ab-948a-451e-b479-0b928385c44a.</p> <p>AgCom (Autorità per le Garanzie nelle Comunicazioni). 2012b. <i>Relazione annuale 2011 sull'attività svolta e sui programmi di lavoro</i> [Annual Report on the Activities and Work Programs Undertook in 2011]. http://www.agcom.it/documents/10179/16062/Relazione+annuale+Agcom_2011.pdf/96f0bb6b-ccd1-4d5b-835b-7cc53de28e25.</p> <p>FIEG (Federazione Italiana Editori Giornali). 2011. <i>Relazione del Presidente, Carlo Malinconico, sulla Relazione annuale "La Stampa in Italia, 2008–2010"</i> [Presentation of the President of FIEG—the Italian Newspapers Publisher Association—of the Annual Report About the Press in Italy, from 2008 to 2010]. http://www.fieg.it/upload/studi_allegati/La%20Stampa%20in%20Italia%202008-2010_Relazione%20del%20Presidente.pdf.</p> <p>FIEG (Federazione Italiana Editori Giornali). 2012. <i>Relazione del Presidente, Giulio Anselmi, sulla Relazione annuale "La Stampa in Italia, 2009–2011"</i> [Presentation of the President of FIEG—the Italian Newspapers Publisher Association—of the Annual Report About the Press in Italy, from 2009 to 2011]. http://www.fieg.it/upload/studi_allegati/La%20Stampa%20in%20Italia%202009-2011_relazione_presidente.pdf.</p> <p>FIEG (Federazione Italiana Editori Giornali). 2013. <i>Relazione del Presidente, Giulio Anselmi, sulla Relazione annuale "La Stampa in Italia, 2010–2012"</i> [Presentation of the President of FIEG—the Italian Newspapers Publisher Association—of the Annual Report About the Press in Italy, from 2010 to 2012]. http://www.fieg.it/upload/studi_allegati/RELAZIONE%20DEL%20PRESIDENTE%20FIEG.doc.</p>
Media	Il Corriere della Sera; Il Sole 24 Ore; La Repubblica; Il Giornale; La Stampa; L'Unità; Avvenire; Italia Oggi; La Padania; Quotidiano Nazionale
Trade journals	Prima Comunicazione
UK	
Policy Documents	<p>House of Commons. 2010. <i>Future for Local and Regional Media</i>. http://www.publications.parliament.uk/pa/cm200910/cmselect/cmcomeds/43/43i.pdf.</p> <p>House of Lords. 2012. <i>The Future of Investigative Journalism</i>. http://www.publications.parliament.uk/pa/ld201012/ldselect/ldcomuni/256/256.pdf.</p> <p>Ofcom. 2009. <i>Local and Regional Media in the UK</i>. http://stakeholders.ofcom.org.uk/binaries/research/tv-research/lrmuk.pdf.</p>
Media	Financial Times, Guardian
Trade journals	British Journalism Review
US	

Policy Documents	<p>FCC (Federal Communications Commission). 2011. <i>Prepared Remarks of Chairman Julius Genachowski: Statement on Information Needs of Communities</i>. http://transition.fcc.gov/jg-inc-statement-06092011.pdf.</p> <p>HCJ (House Committee on the Judiciary). 2009. <i>A New Age for Newspapers: Diversity of Voices, Competition and the Internet: Hearing Before the Subcommittee on Courts and Competition Policy</i>. http://www.gpo.gov/fdsys/pkg/CHRG-111hhrg48745/pdf/CHRG-111hhrg48745.pdf.</p> <p>Kirchhoff, Suzanne M. 2010. <i>US Newspaper Industry in Transition</i>. http://assets.opencrs.com/rpts/R40700_20100909.pdf.</p> <p>Knight Commission. 2009. <i>Informing Communities: Sustaining Democracy in the Digital Age</i>. http://www.knightcomm.org/wp-content/uploads/2010/02/Informing_Communities_Sustaining_Democracy_in_the_Digital_Age.pdf.</p> <p>Senate Committee on Commerce, Science, and Transportation. 2009. <i>The Future of Journalism: Hearing Before the Subcommittee on Communications, Technology, and the Internet</i>. http://www.gpo.gov/fdsys/pkg/CHRG-111shrg52162/pdf/CHRG-111shrg52162.pdf.</p> <p>Waldman, Steven. 2011. <i>The Information Needs of Communities: The Changing Media Landscape in a Broadband Age</i>. http://transition.fcc.gov/osp/inc-report/The_Information_Needs_of_Communities.pdf.</p> <p>White House. 2009. <i>Press Briefing by Press Secretary Robert Gibbs</i>. http://www.whitehouse.gov/the-press-office/briefing-white-house-press-secretary-robert-gibbs-542009.</p>
Media	New York Times, Wall Street Journal
Trade journals	Columbia Journalism Review; American Journalism Review; Project for Excellence in Journalism/Pew Research Center

Appendix 3: Example of an interview guide

This interview guide was directed at policymakers in Italy. It was adapted to the respective country and type of interviewee.

Introduction: Please explain to the interviewee that the interviews are done for an international, multi-country research project coordinated by the Reuters Institute at Oxford, and that some of the people who will be reading the summaries will not be familiar with the details of the national context.

1. In many countries, the news media industry seems to be changing rapidly these years—how would you describe the situation the industry finds itself in Italy today?

Probe here as necessary: What, in your mind, are the most important challenges facing the news media industry in Italy today? What are the most important opportunities?

2. What role, if any, should the state in your view play relative to the key challenges facing the news media industry in this situation?

3. What do you see as the most important issues on the media policy agenda in Italy today?

Probe here as necessary: What, if any, consequences do recent changes have for how one should approach the question of

- direct and indirect subsidies for private news media?
- the scale support for public service media, and their scope of operations?
- regulation of cross-media ownership?
- market concentration and media pluralism?
- copyrights and copyright enforcement?
- prioritizing between subsidizing infrastructure (e.g. broadband) vs. content?

4. If you were to mention one great strength of Italian media policy and one great weakness of Italian media policy, what would they be?

5. As you think about how to address these issues, where do you look for ideas and inspiration?

6. How do you assess the prospects of any substantial reform in these [self-identified or prompted] areas in the next five years or so?

7. Do you think such reform will help the industry as it navigates current changes?

8. Is there anything else we need to know about media policy in Italy to understand how the news media industry is changing these years, and to understand the role of the state in these transformations?