

SVT Newsdesk

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SVT Newsdesk

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Project manager

SVT Newsdesk

SVT News consist of:

19 newsprograms

29 cities

1000 employes

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Short background

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Main goal of the project

By co-operating more with each other we can achieve more in terms of journalistic impact and strengthen our position towards our competitors.

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The project

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* changes in the organization

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The project

- * changes in the organization
- * new job descriptions for key functions
- * making important knowledge available for a larger number of programs, for instance investigative research, correspondents
- * providing new tools to enhance the means of communication between the news programs
- * define mutual rules regarding cooperation and sharing resources
- * defining goals to measure the effects of the project

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A new perspective

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A new perspective

In what way can the content in my program be of value for another program?

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Activities to create a new perspective

- Tour
- Workshops
- Transfer of knowledge
- Exchange programs for employees

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Examples



Alla		News Spyder Alla				Tue May 12 2009
Listan						14:43:
Taaa	Rubrik	Beskrivning	Klart	Red	Tid	
R	HYRESRÄTT	Eskil och 49 andra hyresgäster från Västerås vann mot hyresvärd fick 300 000 va		Tvärsnytt	2009-05-12 14:36:09	
LR, R	SALAUTGRÄVNING	Utgrävningar av Salas gruvkyrkogård. Hur levde man i gruvsamhället?		Tvärsnytt	2009-05-12 14:35:43	
U	RADIO I SÖDER	Sameradions alla sändningar börjar höras i västerbotten o jämtland	färdig	Oddasat	2009-05-12 14:11:20	
SP	ÖSKARMBÄGE	Michael Almebäck dagen efter.		Tvärsnytt	2009-05-12 14:08:36	
X	KALMAR 1	Varför är Kalmarmodellen så eftersträvtansvärd i vårdsammanhang? Vi utreder		Mittnytt	2009-05-12 14:06:42	
L S U A R	STÄMNING-FÖRDJUPNING	SSR stämmer svenska staten, Vad betyder det???	14.00	Oddasat	2009-05-12 14:00:14	
A;R;MO;L	MOBILBY	byn där mobiltfn inte fungerar		Nordnytt	2009-05-12 13:46:27	
K	* Moelven	Återanställer i Karlskoga efter tidigare varsel.		Tvärsnytt	2009-05-12 13:26:20	
R A UU	FINLANDSVININFLUENSA	Finland har fått sina två första konstaterade fall	EVN / NORDIF	Rapport	2009-05-12 13:16:43	
LA	BARNAMBULANSER	DR - Speciella ambulanser för barn på Nordjylland	- NORDIF	Rapport	2009-05-12 13:13:30	
C, KN	ODELL	pressvisning kl 10 - dafu dit med arge psykiäkaren		Rapport	2009-05-12 12:59:01	

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Andreas Björklund, reporter Rapport



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play rapport

Mamma undrade i många år:
"När ska du skaffa dig ett riktigt jobb?"

00:03 01:57

03:02 Exklusivt med Depeche Mode

The image shows a video player interface. At the top left, there is a green play button icon followed by the word "rapport" in white. The main video frame shows a man with short dark hair, wearing a black leather jacket, sitting in a room. He is looking slightly to his right and has a slight smile. Below the video frame, there is a subtitle in white text: "Mamma undrade i många år: 'När ska du skaffa dig ett riktigt jobb?'". At the bottom of the video frame, there is a progress bar with a play button icon on the left, the time "00:03", a green progress indicator, and the total time "01:57". To the right of the progress bar are several icons: a speaker icon, a double arrow icon, an envelope icon, a document icon, and a monitor icon. Below the video player, there is a white bar with the text "03:02 Exklusivt med Depeche Mode".

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Anders Hansson, reporter Gävledala



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Thank you