

# FERGUS BELL

[JOURNALIST] [EDITOR]

[GLOBAL UGC EXPERT]

[DIGITAL NEWS STRATEGIST]

[NEWS INNOVATOR]

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## PROFILE

Experienced multi-format digital journalist and editor. Furthered both the editorial and commercial value of user-generated content and social media in the newsroom. Developed and implemented digital strategies for social media newsgathering, innovative storytelling and the forging of successful industry partnerships and collaborations. Leading expert in the ethical use of user-generated content and prominent advocate for higher industry standards in eyewitness and social media.

## EXPERIENCE

### News Consultant

*Dig Deeper Media Ltd. (Founder)* September 2015 – Present

Consulting with broadcasters and publishers of all sizes, focusing on devising new strategies for digital newsgathering, newsroom innovation, workflows and processes, user-generated content and verification. Advising technology start-ups operating in the news space on business, innovation and industry issues. Founding member of the First Draft News Coalition, offering industry leadership in social newsgathering and validation.

### Head of Newsroom Partnerships & Innovation

*SAM Desk (Social Asset Management Ltd.)* October 2014 – August 2015

Led editorial innovation in a start-up focused on making high standard UGC verification accessible to all newsrooms. Combined editorial experience with internal development talent to deliver tools needed by the world's largest news agencies and publishers. Spent time in newsrooms across Europe and North America to both manage partner relations and help drive internal and cross-industry innovation.

### Social Media & UGC Editor - International

*The Associated Press* October 2012 – October 2014

Led user-generated content and digital newsgathering for 2,500 editorial staff at the Associated Press. Evangelised use of social media as a newsgathering tool across the organisation. Responsible for the design and implementation of verification procedures and standards relating to authenticity and ethical management of citizen journalism. Identified opportunities for collaboration with technology organisations and start-ups. Brought Bambuser and AP together for major live user-generated content partnership. Represented AP on social media and UGC within the global news industry and to AP's customers.

### News Editor/Senior Producer/Reporter

*The Associated Press* May 2006 – October 2012

Covered big global stories from the field (London Olympics, Royal Wedding) and produced packaged global video stories from the newsroom for distribution to the world's largest broadcasters. Coordinated live and non-live video reporting for breaking news and planned events. Responsible for editorial and budget decisions over coverage and technical delivery of content. Development and implementation of new concepts for newsgathering technologies, monetisation of AP content, collaborations.

### Assistant News Editor (Freelance)

*ITN (ITV & Channel 4 News)* January 2005 – May 2006

Provided a key support role for the news editor and production teams on the home (UK), foreign and London news desks. Field production, conducted interviews and directed logistics and support for story coverage.

### **Production Assistant (Freelance)**

***CNN International (London Bureau)*** November 2004 – September 2005  
Conducted in depth research for reporters and producers. Provided studio and editorial support for programme production. Wrote copy for air.

### **Radio Reporter (Freelance)**

***Multiple organisations*** July 2004 – December 2004  
Produced and presented news programmes and bulletins. Conducted interviews and produced original programme packages for broadcast.

## **PUBLICATIONS**

### **“Applying ethical principles to digital age investigation”**

***The Verification Handbook*** March 2015

## **COMMITTEES & AFFILIATIONS**

### **Founding Member**

***First Draft Coalition (Google News Lab Initiative)*** June 2015 – Present

### **Founder and Co-lead, UGC Ethics Working Group**

***Online News Association*** October 2013 - Present

### **News Ethics Committee Member**

***Online News Association*** October 2013 – Present

## **AWARDS**

### **Gramling Achievement Award – Individual**

***The Associated Press*** 2012

Pioneering work in the area of user-generated content by establishing the AP as a leader in finding, vetting and distributing this content around the globe and navigating its potential pitfalls.

## **EDUCATION**

### **Future Leaders Management Program**

***The Associated Press*** 2012

### **BA (Hons) Broadcast Journalism - 2:1**

***University of Leeds*** 2001-2004

## **TECHNOLOGY AND SKILLS**

- ◇ Advanced knowledge of traditional and digital newsgathering techniques and strategy; sourcing, verification and rights clearance
- ◇ Experienced public speaker, facilitator and panellist
- ◇ Written and spoken Swedish

## **PRESS**

Al Jazeera's The Listening Post interview: <http://bit.ly/1KKkVBJ>

Poynter SAM interview/profile: <http://bit.ly/1vRrGtE>

Poynter UGC interview: <http://bit.ly/Tg5n8Z>

AP inks Bambuser deal: <http://bit.ly/H8dT4t>

Journalism.co.uk interview: <http://bit.ly/RZZZ8N>