

# Bullet-proofing the investigation



Nils Hanson, Swedish Television (SVT)



# What all investigative newsrooms need



## START MEETING

Date:  
Participants:  
"Devil's advocate"

Title:  
Background:  
Previously published

Hypotheses:  
Minimum level:  
Maximum level:

Date:  
Participants:  
"Devil's advocate"

The big picture

Hypotheses

The evidence

Experts (if any)

## MIDPOINT MEETING

## MANUAL "LINE BY LINE"

"Line by line" (LBL) is performed on Monday the week before transmission. The editor collects the team and "devil's advocate" to LBL, and is responsible for making sure all changes are executed. The script and video must be available to the editor on Friday, the week before LBL at the latest. The script must be complete with all statements from participants, and translations. With issues that are more complex, requiring more time for analysis, research material shall be handed over to the editor earlier. For instance, this can be anything used to draw conclusions. In complex cases we can get the assistance of external experts.

The response must be completed when the LBL is performed.

All the available video material should be stripped of identifying information. This could be names and personal identification numbers on documents, license plates, people in the background, street

mission  
investigate  
svt

2018



# uppdrag granskning

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mission  
investigate

svt

# Mission Investigate



- Started 2001
- The flagship of current affairs
- 32 broadcast programs a year
- One hour a week primetime
- 4-6 exclusive online stories a year
- Staff of 30
- Based in Gothenburg
- Swedish angle on all stories





# Behind the awards

## START MEETING

Date:  
Participants:  
"Devil's advocate"

Title:  
Background:  
Previously published

Hypotheses:  
Minimum level  
Maximum level

## MIDPOINT MEETING

Date:  
Participants:  
"Devil's advocate"

The big picture (A)

Hypothesis (Is it correct)

The evidence (Does it support)

Experts (Is it representative)

## MANUAL "LINE BY LINE"

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# The key to succes is verification

Every detail of the story should be traceable to a document or a source



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The reporter must be meticulous from start



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# First checkpoint: Checking the idea

## START MEETING

Date:  
Participants:  
"Devil's advocate":

Title:  
Background:  
Previously published:

Hypotheses:  
Minimum level:  
Maximum level:

## MIDPOINT MEETING

Date:  
Participant  
"Devil's ad

The big pi

Hypothesis "Line by line" (L.B.L.)

## MANUAL "LINE BY LINE"

# What are you setting out to prove?

## START MEETING

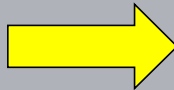
Date:  
Participants:  
"Devil's advocate":

Title:  
Background:  
Previously published:

Hypotheses:  
Minimum level:  
Maximum level:  
Evidence requirement:  
The weak link:  
Mitigating circumstance:

Method:  
Accountability:

Ethical problems:



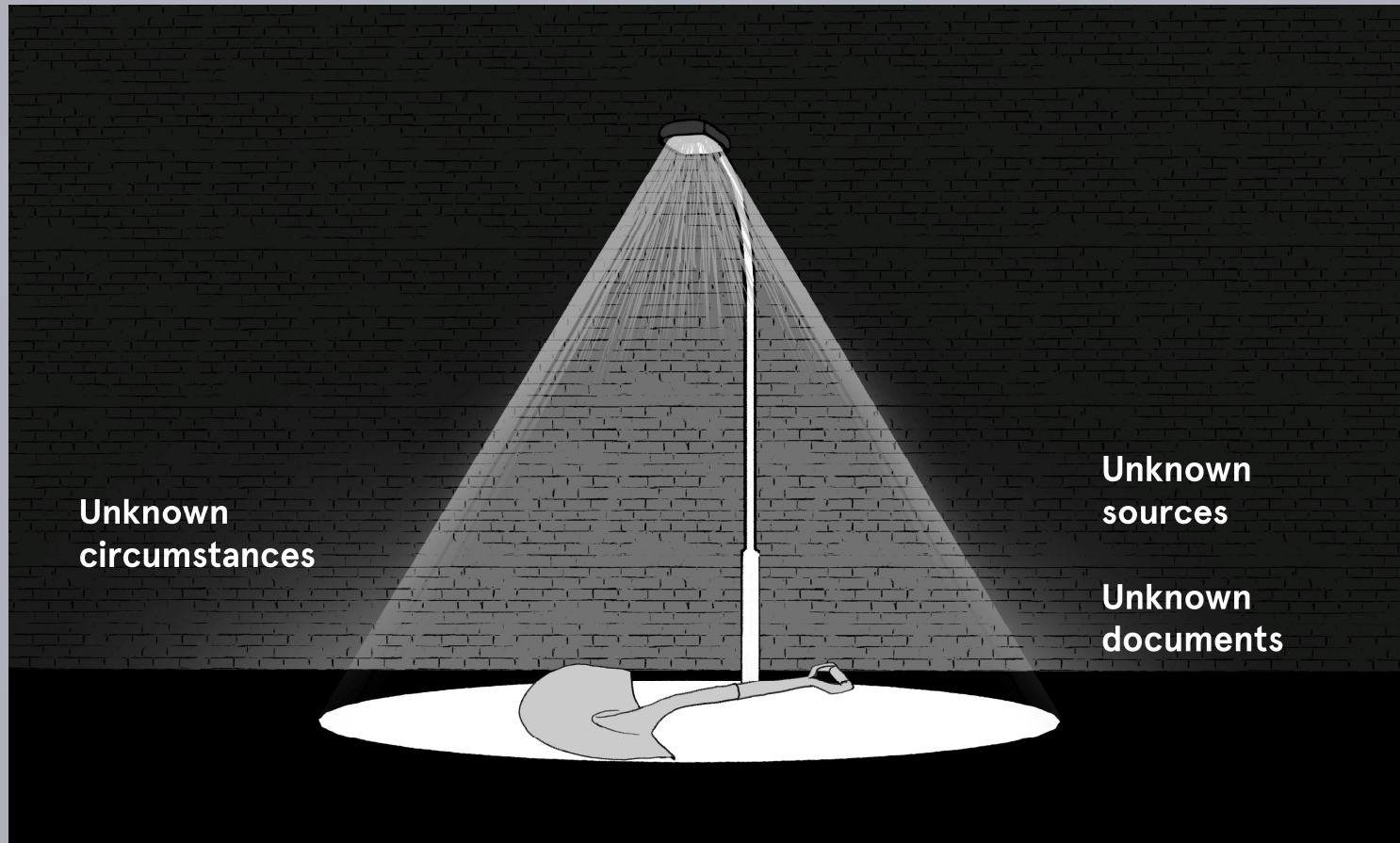
# Assumption – not conclusion

*mission  
investigate*  
svt

## Using hypotheses

The starting point for each investigation is an assumption of wrongdoing. Therefore, we use the term hypothesis, an assumption that will be tested in the research.

A hypothesis can be adjusted many times. If necessary, you can formulate several hypotheses. The hypothesis should be brief, preferably just a few sentences. It becomes an important tool in your continued digging as it helps you to refine and focus.



# The most important question

## START MEETING

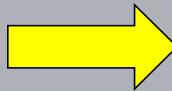
Date:  
Participants:  
"Devil's advocate":

Title:  
Background:  
Previously published:

Hypotheses:  
Minimum level:  
Maximum level:  
Evidence requirement:  
The weak link:  
Mitigating circumstance:

Method:  
Accountability:

Ethical problems:



The mission: Kill the story!





Attack the story  
as if you  
are "the bad guy"



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- How do you know that?
- Where is the proof?



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- The conclusion might be drawn too quickly
- I can see other explanations
- The picture can be very unfair
- Your sources can be discredited
- You can be totally wrong



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# Sort things out early

- Name and face of "bad guy" – publish or not?
- Name and face of victims – publish or not?
- Testimonies from anonymous sources – how to present them?
- Keywords – can we call this organization "a sect"?
- Methods – do we need to do something controversial?

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# How soon can we contact "the other side?"

## START MEETING

Date:  
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"Devil's advocate":

Title:  
Background:  
Previously published:

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Minimum level:  
Maximum level:  
Evidence requirement:  
The weak link:  
Mitigating circumstance:

Method:  
Accountability:

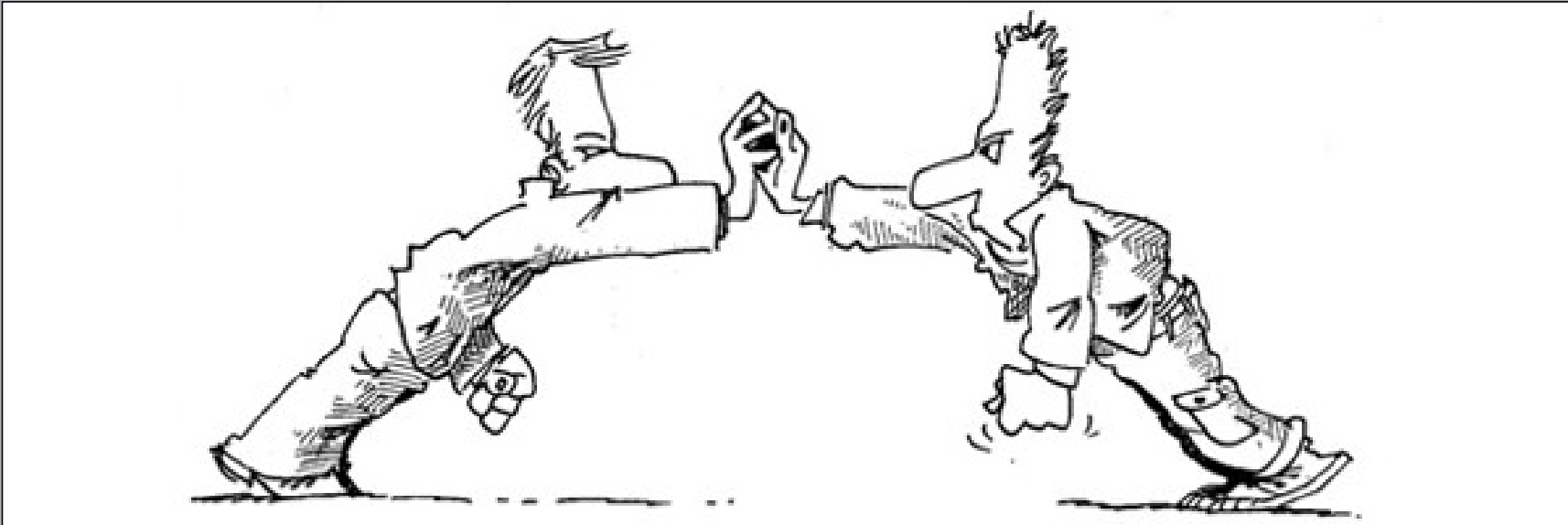
Ethical problems:



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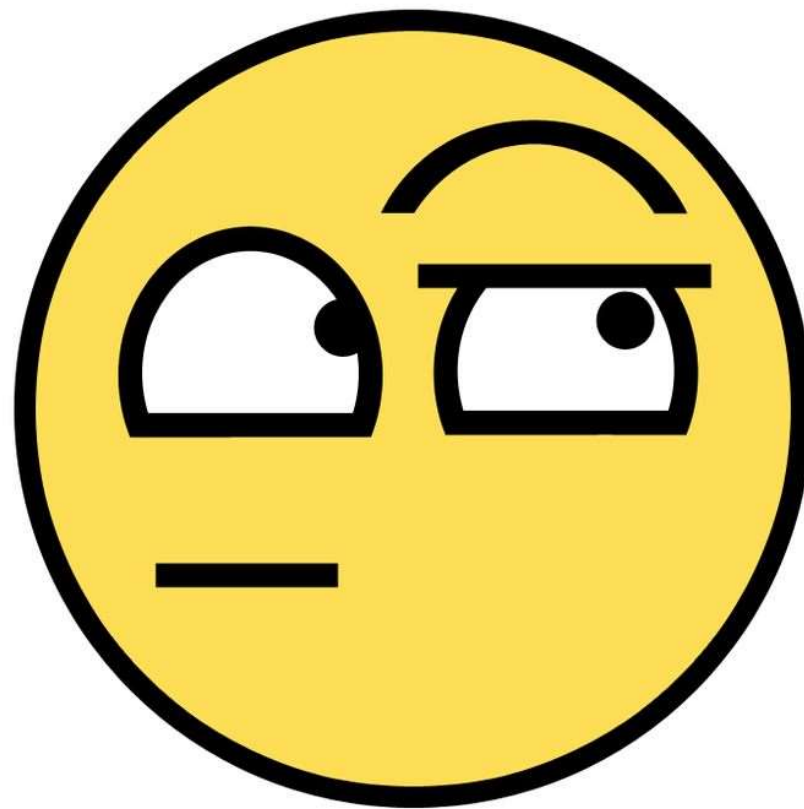


Make up a plan for demanding accountability





Are we fair?



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# The judicial system

The accused person must  
be given access to evidence  
to prepare the case in court



# The editorial system

The accused person gets minimum of information at a very late stage



# THEATRE SAYS DIRECTOR COMMITTED SUICIDE AFTER MEDIA ATTACKS

March 19, 2018 by norman lebrecht

16 comments.

The Swedish arts world is in shock over the death of Benny Fredriksson, 58, former head of the Stockholm state theatre. The theatre, in a **public statement**, announced that he took his own life.

Fredriksson, who was **married to the international mezzo-soprano Anne Sofie von Otter**, resigned last December after 16 years, under pressure from ferocious media criticism of his leadership style based on varied **complaints by 40 staff members**.

The theatre, in a **public statement**, links his tragic death to the media campaign.

Swedish journalists **attacked their consciences**.

## #MeToo-Vorwürfe: Debatte in Schweden nach Suizid von Theaterleiter

Benny Fredriksson hatte sich nach Vorwürfen umgebracht. TheaterkollegInnen werfen den Medien vor, Fredriksson in den Suizid getrieben zu haben

Stockholm – In Schweden ist nach dem Suizid des Stockholmer Theaterleiters Benny Fredriksson eine Debatte über die Verantwortung der Medien im Zuge der #MeToo-Debatte entbrannt. Der 58 Jahre alte Stadttheaterchef hatte sich das Leben genommen, nachdem er in einer Zeitung wegen angeblich sexistischen Führungsstils attackiert

## High-profile death prompts backlash against #MeToo in Sweden

Claims theatre director Benny Fredriksson was hounded by problematic accusations

Fri, Mar 30, 2018, 01:00



Derek Scally In Berlin

Follow

3



Benny Fredriksson, his suicide has catalysed growing criticism of Sweden's energetic #metoo campaign from

**Nach dem Tod des Theaterleiters Benny Fredriksson diskutiert Schweden über die Medien und ihre Verantwortung in der MeToo-Debatte. Was ist schief gelaufen?**



”He destroys people”

8 EXTRA Aftonbladet Onsdag 6 december 2017



**SKAPAR EN TYSTNADSKULTUR** Flera medarbetare på Stockholms stadsteater vittnar om en utbredd tystnadskultur, där ingen – utom tidigare vd-sekreteraren Simon Flinkas – öppet vågar kritisera vd:n Benny Fredriksson. ”Må som jobbar på Stadsteatern är rädda för honom”, säger en tidigare anställd. Foto: TT

# ’Han förgör

Vd Benny Fredrikssons hårdhänta ledarstil har skapat en tystnadskultur på Stockholms stadsteater. Personalen liknar honom vid en oberäknelig diktator som pressat fram en abort, sex-trakasserat personal och upprepade gånger låtit manliga skådespelare beöf överrens.

**40 vittnesmål om Stadsteaterns vd:s skräckvälde** ■ **’Diktatorisk maktutövare’**

dölja. Jag vill att Stadsteatern och de som arbetar och kommer att arbeta där ska få möjlighet att verka på en frisk arbetsplats. Särskilt inte nu.

Fredriksson att hon inte ville göra mamman i pjäsen. – Då blev svaret att ”det finns bara ett alternativ, att du börjar fränsa”, minns Simon Flinkas. ✓ En kvinna med lång scen-erfarenhet uppmanades att vara statist i en pjäs. Hon föreslog själv att hon skulle ta tjänstedigt så att teatern kunde använda en riktig

Aftonbladet Onsdag 6 december 2017 EXTRA 9



” Tycker inte om att bli motsagd och är arg i flera år efter att någon gått emot honom. Och hamnas. Han höjer upp individer ena dagen och sänker ned den andra, och njuter av det.

” Jag fick till svar att antingen så gör jag statistuppdraget eller så skulle jag lämna teatern och min årsanställning på studs. Jag fick 24 timmar på mig att fundera.

” Sedan lutar han sig över mig med ett fast tag om mina lår och säger att ”sådana sexiga och lösa-aktiga kvinnor som dig vill jag däremot ha på min teater”.

” Han satte sig nära och tryckte in sina ben hela vägen till könet. Sexuell invit eller maktspel? Det kändes som ”jag kan göra vad jag vill med dig”.

” Fredriksson exploderade och skrek i en timme. /.../ Det präglade resten av min tid på Stadsteatern. Om du säger emot för mycket fods en galning framför dina ögon.

” Man är på jobbet i princip varje vaken timme och lägger aldrig sina barn. Jag undrar hur Stadsteatern ligger i statistiken för utmattningsdepressioner.

# människor’

ringde Fredriksson upp henne från sin högtalartelefon inför mannen, för att fråga om hon hade invändningar mot teaterchefens förslag.

**Drog tillbaka sin anmälan**  
Benny Fredrikssons hantering av genöfklarade manliga skådes-



publik fick mannen vara påklädd. ✓ En kvinna fick först höra att hennes man, som också jobbat på Stadsteatern, var en ”halvman”. – Sedan lutar han sig över mig med ett fast tag om mina lår och säger att ”sådana sexiga och lösa-aktiga kvinnor som dig vill jag däremot ha på min teater, det är



"Theatre director  
pressed actor  
to abortion  
for a role"



"An employee was advised by Fredriksson to make abortion if she wanted a special role. The woman aborted and got the role."

manniskor inför andra.

Historierna som Aftonbladet tagit del av tecknar bilden av en mycket känslokall person:

✓ En anställd fick rådet av Fredriksson att göra abort om hon ville ha en viss roll. Kvinnan gjorde abort och fick rollen.

✓ En annan skådespelerska, som arbetat många år på teatern

# The Press Council: He only got four hours to answer

**PO-PON**  
ALLMÄNHETENS PRESSOMBUDSMAN  
PRESSENS OPINIONSÄMND

Innehåll ▾

## About the Press Ombudsman and Press Council

The Press Ombudsman (PO) and the Press Council (PON) are the investigating authority in the process of handling complaints on the editorial content of the press. The complainant must provide information about them and their personal details by name, photo or other identifiable information about them and their personal details for a few months' time from the publicity.

If PO finds that a publication is subject to a decision. If PON decides that the publication is subject to a decision, the restitution for the cost of the PON decision in the newspaper and the cost of the publication. The newspaper is also obliged to publish the decision.



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# Interview and response to criticism

– not the same thing



# General rule: Contact as soon as possible

## START MEETING

Date:  
Participants:  
"Devil's advocate":

Title:  
Background:  
Previously published:

Hypotheses:  
Minimum level:  
Maximum level:  
Evidence requirement:  
The weak link:  
Mitigating circumstance:

Method:  
Accountability:

Ethical problems:



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# Advantages early contact

- Avoiding unpleasant late surprises
- Time to examine the explanations
- Fact-checking with the real "expert"
- Easier to get a fair picture

# Three steps – to secure response

1. Ask for an interview – inform about questions

*If denied:*

2. Inform about all criticism and ask for comments – with strict deadline

*In (almost) every case:*

3. Send excerpts of the manuscript – with strict deadline



\$300 million bribe





# Informed in detail about the allegations



Gothenburg 2012-12-05

Attention: Gulnara Karimova and Gayane Avakyan,  
Through, among others, Dinara Dultaeva, press spokesperson for Fund Forum

Dear Sirs!

Swedish Public Television, SVT, will on Wednesday 20:00 CET 12:th of December air a documentary in its current affairs program "Uppdrag granskning" (Mission Investigate) that contains severe allegations against both Miss Karimova and Miss Avakyan and we are now requesting your comment to these allegations.

The report repeats the previously (19:th of September 2012) aired allegations of corruption in the deal regarding the acquisition of mobile telecom licenses by the Swedish state-owned Telco Teliasonera from the Gibraltar based company Takilant, and the Uzbek based company Teleson Mobile in 2007. A deal that in the end led to Takilant and Teleson mobile receiving payments and shares corresponding to 2,2 billion Swedish crowns. (Approx: US \$ 250 Million)

In Wednesdays report we will state that:

\* Gayane Avakyan is the sole owner of Takilant and a representative and front person for Gulnara Karimova.

\* Gulnara Karimova is the real beneficiary (beneficial owner) of Takilant and Teleson mobile and through the mediations of Bekhzod Ahmedov is the true partner



The dictators daughter didn't answer



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AFP

# We have a "no surprise policy"

## Manuscript

### **Speak:**

We are on our way to Teliasonera's head office to try to meet the management. And they know why we are coming.

With us we have a picture of two women, a balance sheet and a list of questions about one of Teliasonera's most controversial deals.

### **Live:**

- Hi!
- Hello!
- Hello, Hello, it will be Cecilia that will talk to you.
- But we have asked to talk to the CEO, Lars Nyberg?
- That's right, and Lars is not available, he is not in the country at the moment.
- In which country? Where is he?
- Lars, he is just travelling..
- Yes, yes, but which country is he in?
- He is travelling.
  
- Fredrik Laurin.
- Hi, Cecilia Edström.
- Now let's start. Have you bribed the Karimov regime in Uzbekistan?
- We have got a number of detailed questions from you (FLASH)
- Let's start again! Have you bribed the Karimov regime in Uzbekistan?
- When we did our investment in Uzbekistan in 2007 (FLASH)

# Exclude quotes and details that can lead to sources

## Manuscript

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# Why inform about the wording ?

- Your conclusions can mean new criticism
- The context can make allegations more serious
- Increase the chance to get a comment
- Last chance to check facts with the “real expert”
- Better to get the reaction before publication


# Reasons to wait until later

- Evidence can be removed
- Sources can be attacked
- The team can end up in danger



# Dealing with dangerous people

– even more important to be accurate and fair

**OCCRP** ORGANIZED CRIME AND CORRUPTION REPORTING PROJECT



## Hong Kong Firm Cancels Contract with Myanmar Military After OCCRP Investigation

A Hong Kong company has cut ties with Myanmar's military, which staged a coup last week, terminating its contract to upgrade a commercial airliner...

© 10 Feb 2021   Timothy McLaughlin

**OCCRP** ORGANIZED CRIME AND CORRUPTION REPORTING PROJECT  
Updated: January 8, 2010

### OCCRP SAFETY POLICY

OCCRP believes that protecting the safety of staff is foremost in the reporting process. It also believes that journalists can be well protected if everyone follows a set of procedures that will mitigate the chance that a reporter will be successfully attacked.

Safety is the responsibility of all staffers although editors are responsible for making sure all staff both understand and follow safety procedures. Each step in this process may only afford a small amount of protection but cumulatively, it affords enough protection to potentially save a life.

Because OCCRP reports on issues of organized crime and corruption, it expects its reporters to understand the dangers they face and to act accordingly. Journalists must act responsibly and professionally in protecting themselves and their colleagues. Failure to

CRIME, CORRUPTION,  

Jair Bolsonaro

Blow the whistle

Newsletter

4. Always call the target of the investigation and give them an opportunity to respond to any negative aspects of the story. This acts to relieve pressure. Often, just seeing their words in the paper refuting an allegation will go a long way to demonstrating

Ferhadija 27/ I  
71000 Sarajevo  
Bosna i Hercegovina

Phone: +387.33.560 040  
[www.izvor.ba](http://www.izvor.ba)  
[www.cin.ba](http://www.cin.ba)  
[info@cin.ba](mailto:info@cin.ba)



**OCCRP**

ORGANIZED CRIME AND CORRUPTION REPORTING PROJECT

fairness and relieving anger and frustration. It also gives them an opportunity to create a dialog and a dialog can further relieve pressure that could lead to an attack. The person who is calling for a response should make it clear they do not have the power to change the story and offer to let them talk to the editor if they are upset or make threats.

5. It is imperative that all stories about dangerous people are rigorously fact checked and are very fair. If not, they above all will know we are wrong and could assume we have accepted money to do the story from another person. If we have a reputation for being unfair, people will assume we sell our news stories and that makes us a fair target in the criminal world. Also, do not indiscriminately accept the word of adversaries either which can lead to the same conclusion.
6. Correct factual errors with corrections or clarifications. Take all complaints seriously from anyone and try to determine the truth.



## GUIDELINES FOR CRITICIZED PARTIES

It is essential to our shows that the investigated party is given the opportunity to respond to the statements made in the piece. To clarify the conditions of interviews with criticized parties, Mission: Investigate follows a few guidelines.

- The criticized party shall be provided the opportunity to be informed before the interview about the criticism presented in the show.
- The criticized party should be allowed to know about the interview questions in advance.
- The interview will be filmed and not conducted over telephone or email.
- We often use several cameras and would like at least an hour prior to the interview in order to prepare the location for a good result. The recording should preferably be in a spacious location where interruptions from other activities can be avoided.
- We are happy to allow the criticized party to film or record sound of the interview.
- Mission: Investigate is a pre-recorded show and never offers live transmission. We reserve the right to edit the material and make a journalistic judgment of its content.
- Once the interview has been edited, the interviewee will be provided with a print-out of what we intend to transmit.
- Mission: Investigate wants to assure that the criticized party is allowed to present their best argument. If the criticized party has any opinions on how the interview was edited, we will take them into account.

mission  
investigate  
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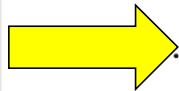
2018



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Second checkpoint – are we on the right track?

**START MEETING**

## **MIDPOINT MEETING**

Date:

Participants:

"Devil's advocate":

The big picture (Anything missing?):

Hypo

The

**MANUAL "LINE BY LINE"**

- The big picture – anything missing?
- The hypothesis – is it confirmed?
- The evidence – can it be disproved?
- The accountability – are we fair?
- The experts – are they representative?
- The victims – are they trustworthy?



## MIDPOINT MEETING

Date:

Participants:

"Devil's advocate":

The big picture (Anything missing?):

Hypothesis (Is it confirmed?):



**SCOOP!**  
**AWARDS!**  
**IMPACT!**  
**HIGHER SALARY! TRIBUTES!**



# "Confirmation bias"



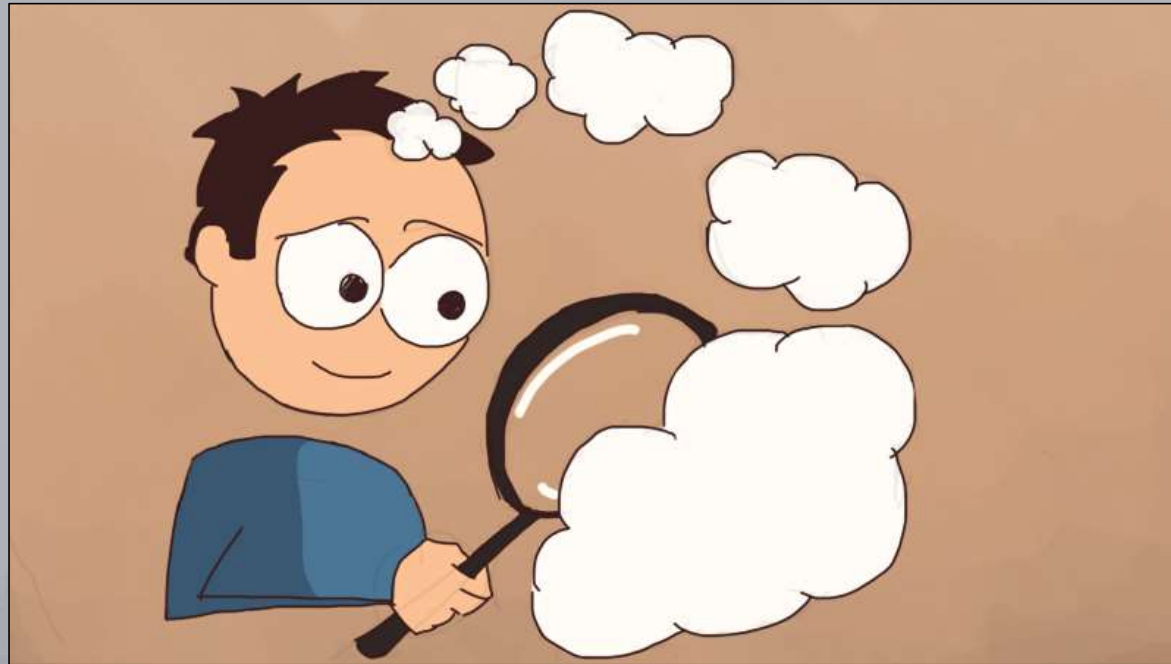
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# Confirmation bias

Favouring information that confirms your belief



# Consequense

So intent to get a scoop  
that you ignore contradicting facts



You can tell true facts – without telling the truth



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You can tell true facts – without telling the truth

u g



■ ■

How to make sure we include all relevant facts?



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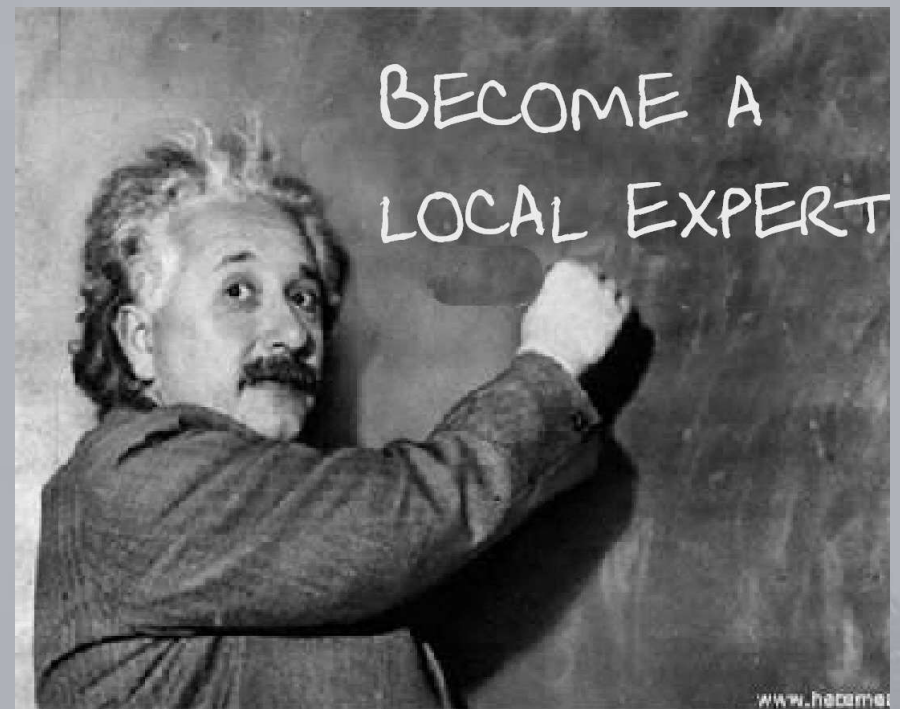
# Delicate questions

- Would other facts change the general picture?
- Would the public be disappointed with our selection
  - if they knew?
- Can we justify the selection without losing credibility?



# Question the expert

- Who can contradict this?
- Who can be more qualified?
- Who can be more trustworthy?



# Question the victim

Ask the hard questions

– both of you

will gain credibility



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# Try to be generous

- Any mitigating circumstances?
- Why not include them?

Even Tony had some human qualities



u g



# Third checkpoint – are we accurate and fair?

START MEETING

MIDPOINT MEETING

## MANUAL "LINE BY LINE"

Date:

Participants

"Devil's advocate"

The big picture

Hypothesis

The evidence

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# “Line by line”

– the investigative reporter’s survival kit



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# Line by line

- Makes the story bulletproofed (as far as possible)
- Makes the story anchored (removes uncertainty)
- Makes the editor responsible
- Makes life much easier for the reporter





Welcome added value: better storytelling



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# Line by line at Mission Investigate

- 8-10 days before broadcast
- Two editors: one is "devils advocate"
- Concentration: closed door
- Number of lines: 800 -1 400
- Duration: 6-8 hours



# Reporter's task

- Complete script
- All documents in order
- Do a "pre-linebyline"
- Make footnotes

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The response must be completed when the LBL is performed.

All the available video material should be stripped of identifying information. This could be names and personal identification numbers on documents, license plates, people in the background, street numbers, and letter boxes in stairwells. In cases where the material is to be stripped of identifying information in "grading", the team will provide makeshift blurring.

Before LBL, the producer must ascertain that all documentation is available. Footnotes and links are to be used.

The editor and the "devil's advocate" must read the script and see the piece prior to LBL.

The following applies to articles published online: the producer is responsible for LBL of articles written by the online team. Facts and conclusions from the LBL'd script should be used in as much as possible.

# Very complicated issues

- Do a separate "pre-line by line"



# Do we understand it right?

Outside experts will be glad to help you





# If the data are wrong – so is the story

	C	D	E
1	companyname	cleanname	Note
2	"MED CORPORATION INC. - ex - MED-BROKERS, INC."	Med Corp Inc	FirstCompany
3	"BSGR Metals and Mining Ltd. [INTERNATIONAL METALS AND MINING CORP. (EX-SDMG CORPORATION	Sdmg Corp Inc	ThirdCompany
4	"BENGALI INTERNATIONAL LTD. (EX-APON CORPORATION LTD.)"	Apon Corp Ltd	SecondCompany
5	"INVES CORP. S.A. (-EX-INVES CORPORATION INC.)"	Inves Corp Inc	SecondCompany
6	"CEDORA CORPORATION LIMITED [InvenTec Limited]"	Cedora Corp Ltd	FirstCompany
7	"LUCIANA CORPORATION LTD. S.A."	Luciana Corp Ltd. S.A	FirstCompany
8	"MYRRINA CORPORATION INC. -EX- FLORIEU CORPORATION INC."	Myrrina Corp Inc	FirstCompany
9	"MYRRINA CORPORATION INC. -EX- FLORIEU CORPORATION INC."	Florieu Corp Inc	SecondCompany
10	"ALTAMIRA CORPORATION S.A. [CORPORACION LA CALERA S.A.]"	Altamira Corp S.A	FirstCompany
11	"BONDLENA LIMITED S.A. [BONDLENA CORPORATION S.A.]"	Bondlena Corp S.A	SecondCompany
12	"FELICITÉ CORPORATION INC."	Felicit� Corp Inc	FirstCompany
13	"SHEKINAH CORPORATION LTD. [MEGA VENTURE INVESTMENTS LTD.]"	Shekinah Corp Ltd	FirstCompany
14	"FILTRADE CORPORATION LTD. - ex - FILTRADE AG"	Filtrade Corp Ltd	FirstCompany
15	"GP ASSETS CORPORATION LTD. EX- XAVIER CAPITAL LTD."	Gp Assets Corp Ltd	FirstCompany
16	"LEW HOLDINGS CORPORATION INC. -EX- LEW TRADING CORP. INC."	Lew Holdings Corp Inc	FirstCompany
17	"LIBERIAN GOLD CORPORATION LTD. (EX-JUAZOHN RESOURCES INC)"	Liberian Gold Corp Ltd	FirstCompany
18	"Gocca Vantela Corporation Limited"	Gocca Vantela Corp Ltd	FirstCompany
19	"MODE LUX" TRADE CORPORATION LTD."	Mode Lux Trade Corp Ltd	FirstCompany
20	"ENDIAMA SELLING CORPORATION INTERNATIONAL LTD. (EX-ENDIAMA S"	Endiama Selling Corp International Ltd	FirstCompany
21	"TRINEX FINANCIAL CORPORATION, INC."	Trinex Financial Corp, Inc	FirstCompany
22	"HEALIX FINANCIAL CORPORATION S. � r.l."	Healix Financial Corp S. � R.L	FirstCompany
23	"EAST CAPE MINING CORPORATION LIMITED [GOLD FOUNTAIN INTERNATIONAL LIMITED]"	East Cape Mining Corp Ltd	FirstCompany
24	"BLUE SKY & GREEN CORPORATION LIMITED"	Blue Sky & Green Corp Ltd	FirstCompany
25	"CHLOHANSA INVESTMENTS S.A. [EUROPEAN EQUITIES CORPORATION S.A.]"	European Equities Corp S.A	SecondCompany
26	"UNIVERSAL CAPITAL CORPORATION LTD. (EX-ADUTOR LIMITED)"	Universal Capital Corp Ltd	FirstCompany

# You might need help from a data expert

	C	D	E
1	companyname	cleanname	Note
2	"MED CORPORATION INC. - ex - MED-BROKERS, INC."	Med Corp Inc	FirstCompany
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# Start with the central questions

- **The overall picture:**  
Can the selection be questioned? Can we defend it without losing credibility?
- **The evidence:**  
Are conclusions well-grounded? Can the method be questioned?
- **The accountability**  
Response to all criticism with best arguments? Are all negative details justified?  
Any mitigating circumstances?

# Examine the conclusions

Can alternative explanations be excluded?



# The big challenge – and risk

The reporter draws own conclusions  
instead of referring others

Are all conclusions  
well-grounded?  
Do we have to soften?  
Or can we sharpen?

Speak:  
(Över) Över 10%<sup>13</sup> av privatpersoners alla tillgångar i Europa är bedöms vara placerade i Skatteparadis<sup>14,15</sup>,

Det betyder att Europas medborgare varje år går miste om 650 miljarder<sup>16</sup> svenska kronor i undanhållen skatt – och då är inte de multinationella företagens (skatte)trixande inräknat:

<sup>9</sup> ICIJ: "The leaked records – which were reviewed by a team of more than 370 journalists from 78 countries"  
<https://4r7hcmz0uv8fsg5a6zp9cozerpu80vf.icij.org/forum/topic/2597/> / Number of journalists: 386\* Number of media organizations: 111\* Countries: 82\* Length of the investigation: 1 year

<sup>10</sup> ICIJ: It allows a never-before-seen view inside the offshore world – providing a day-to-day, decade-by-decade look at how dark money flows through the global financial system, breeding crime and stripping national treasuries of tax revenues

<sup>11</sup> FN (UNCTAD) "Statistics 4" i mappen research

<sup>12</sup> FN (UNCTAD) "Statistics 4" i mappen research

<sup>13</sup> 12%

<sup>14</sup> Gabriel Zucman "gömda rikedomar", sid 24 – 12%

<sup>15</sup> Zucmans uppdaterade beräkningar "Zucman2015TablesFigures"

<sup>16</sup> 78 miljarder dollar. Zucman. Stöds av Torsten Fensby.



u g



# The Ikea case

Should we say

“Ingvar Kamprad is lying”

or

“Ingvar Kamprad is not telling it like it is”



# Examine the conclusion

- Does all information correspond to it?
- Is there any other reasonable explanation?



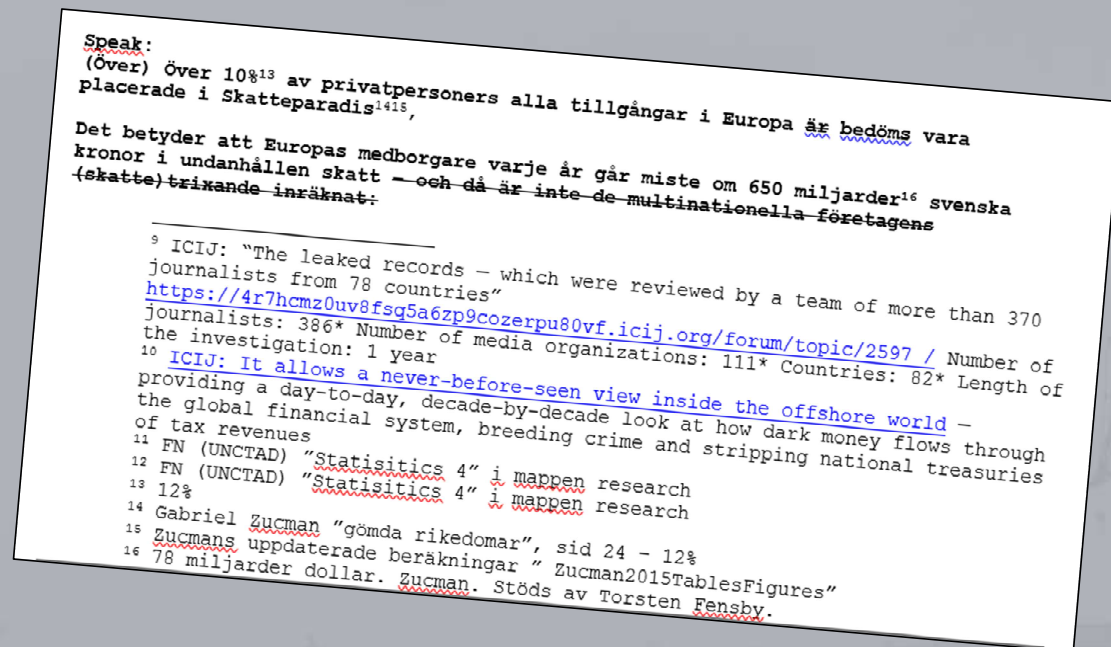
# Examine the conclusions

We claim	Speaks for	Speaks against	Comment

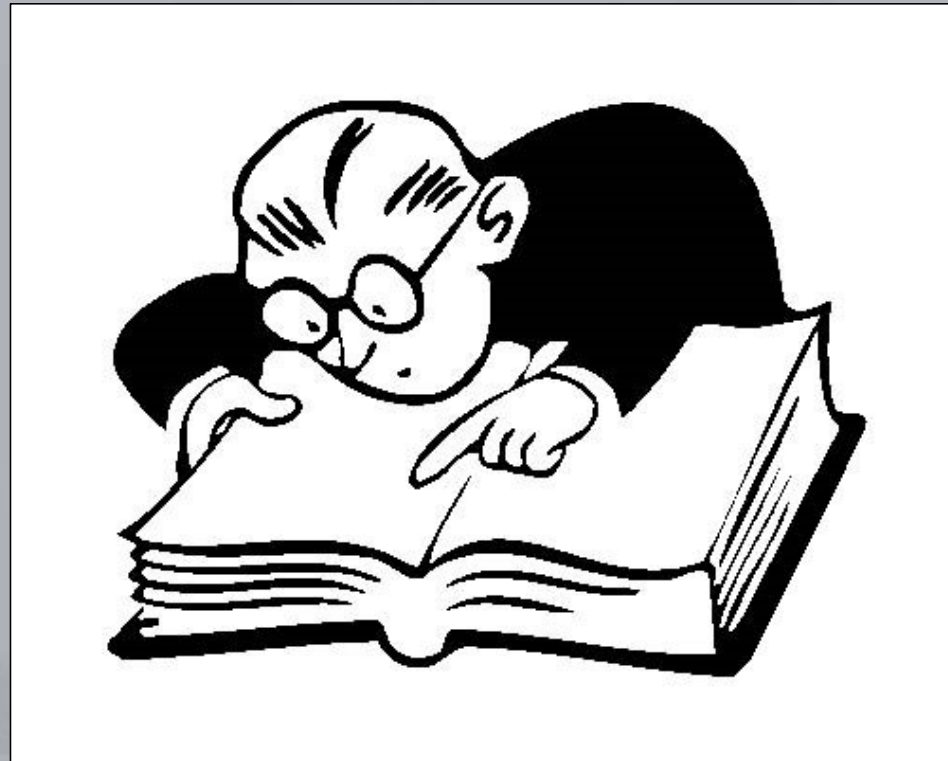
# Check all facts

- Statements
- Quotes
- Dates
- Names
- Titles
- Figures
- Statistics
- Graphics

...



... even the seemingly harmless ones



u g



Leon, 21, died at treatment center





The mother Nancy told our reporter:  
"I called the treatment center six times"

u g



*After checking the telephone log*



"The day Leon was found dead Nancy  
had called the treatment center five times"

u g



# We use footnotes

Speak:

(Över) Över 10%<sup>13</sup> av privatpersoners alla tillgångar i Europa är bedöms vara placerade i Skatteparadis<sup>1415</sup>,

Det betyder att Europas medborgare varje år går miste om 650 miljarder<sup>16</sup> svenska kronor i undanhållen skatt ~~– och då är inte de multinationella företagens (skatte)trixande inräknat:~~

---

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<https://4r7hcmz0uv8fsq5a6zp9cozerpu80vf.icij.org/forum/topic/2597> / Number of journalists: 386\* Number of media organizations: 111\* Countries: 82\* Length of the investigation: 1 year

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<sup>16</sup> 78 miljarder dollar. Zucman. Stöds av Torsten Fensby.



## ... and links

### Speak:

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Det betyder att Europas medborgare varje år går miste om 650 miljarder<sup>16</sup> svenska kronor i undanhållen skatt ~~— och då är inte de multinationella företagens (skatte)trixande inräknat:~~

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<sup>16</sup> 78 miljarder dollar. Zucman. Stöds av Torsten Fensby.



**Emma:** "It's 150 kilometers<sup>1</sup> to where Dick lives now, and if you go down during the day it will be 300 kilometers back and forth. And I visit once a week. I would have liked to visit him more often, but..."

Emma has been fighting for her nephew Dick for several years.

**Emma:** "It's not always the visits can be that long because Dick does not have much strength anymore, so we are always a little worried on the way down, what condition he should be in, how good condition, how bad condition he is in."

Dick was diagnosed with autism as a child. Today he is an adult but has a disability that makes him at a child's intellectual level.



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1

<https://www.google.se/maps/dir/G%C3%B6teborg+Chapmans+Torg,+G%C3%B6teborg/Oskarsstr%C3%B6m,+Oskarstr%C3%B6m/@57.2669894,11.3857665,8z/data=!3m1!4b1!4m14!4m13!1m5!1m1!1s0x464ff3350947df3:0xa77b00c68afb0e8b!2m2!1d11.919581!2d57.694316!1m5!1m1!1s0x4651a911c70e8abd:0x5d971d6dcca05c7!2m2!1d13.0932982!2d56.8410638!3e2>



Meny

Göteborg Chapmans Torg, 414 55 Göteborg

Oskarsström, Unnamed Road 313 92, 3

Lägg till destination

ALTERNATIV

Skicka vägbeskrivningar till telefonen

via väg 153

30 tim

147 km

INFORMATION

via Helsingvägen och väg 153

31 tim

150 km

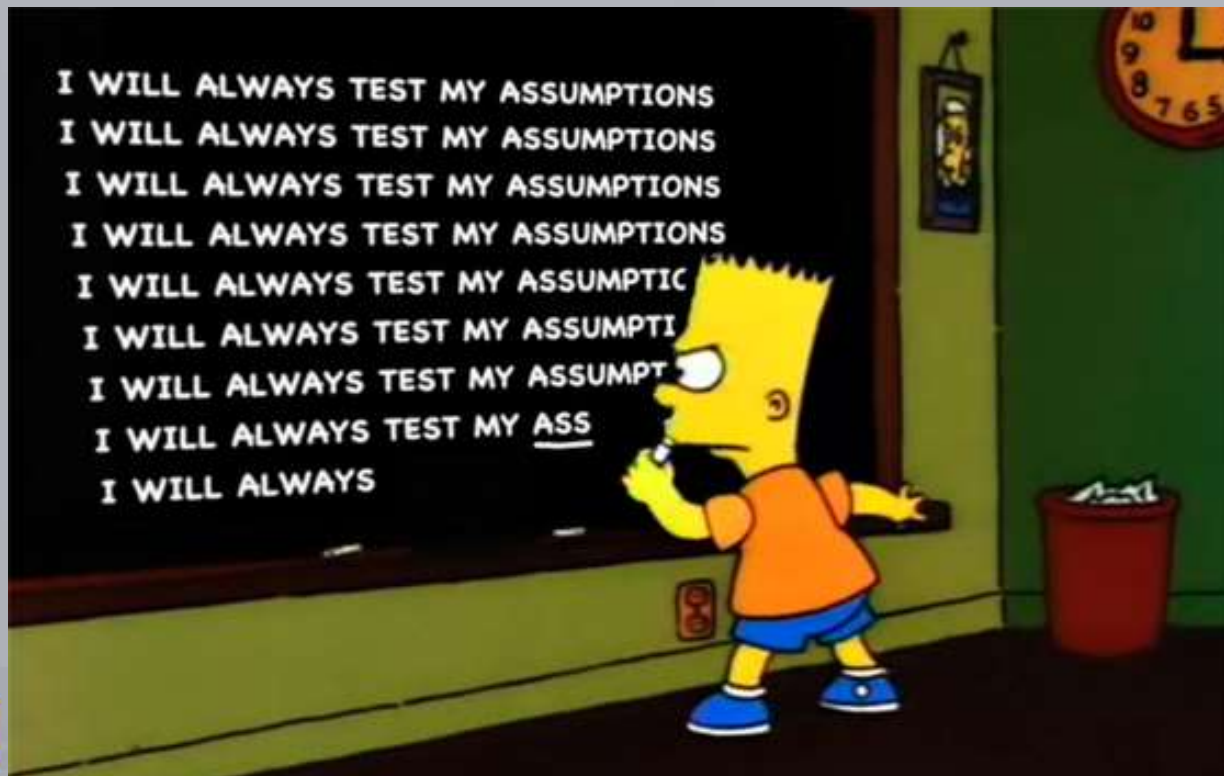
via väg 156

31 tim

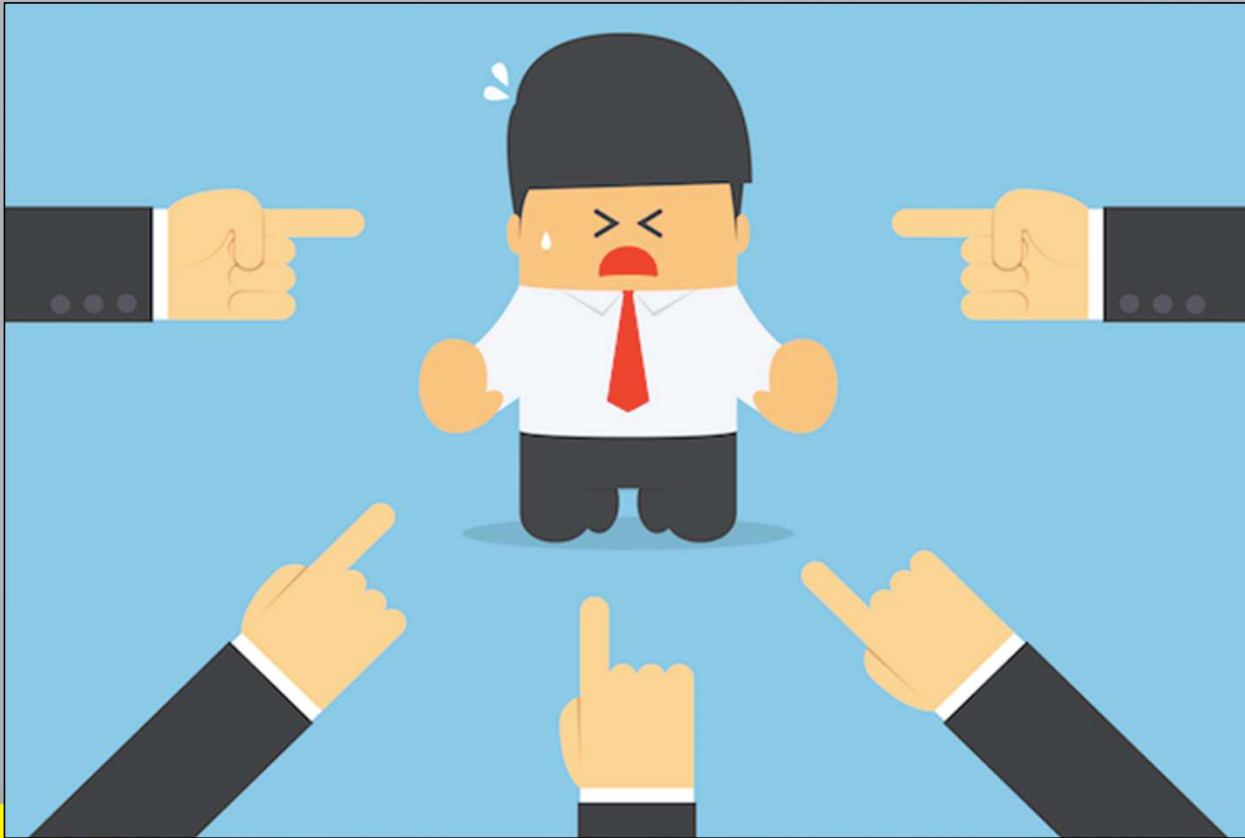
150 km

Map showing a route from Göteborg Chapmans Torg to Oskarsström. The route is marked with a blue line and dots. A callout box shows '30 tim 147 km' for the route via väg 153. Another callout box shows '31 tim 150 km' for the route via Helsingvägen och väg 153. The map includes labels for various locations like Stenungsund, Kungälv, Lerum, Borås, Jönköping, Värnamo, Halmstad, and Oskarsström. A satellite inset is visible in the bottom left corner of the map area.

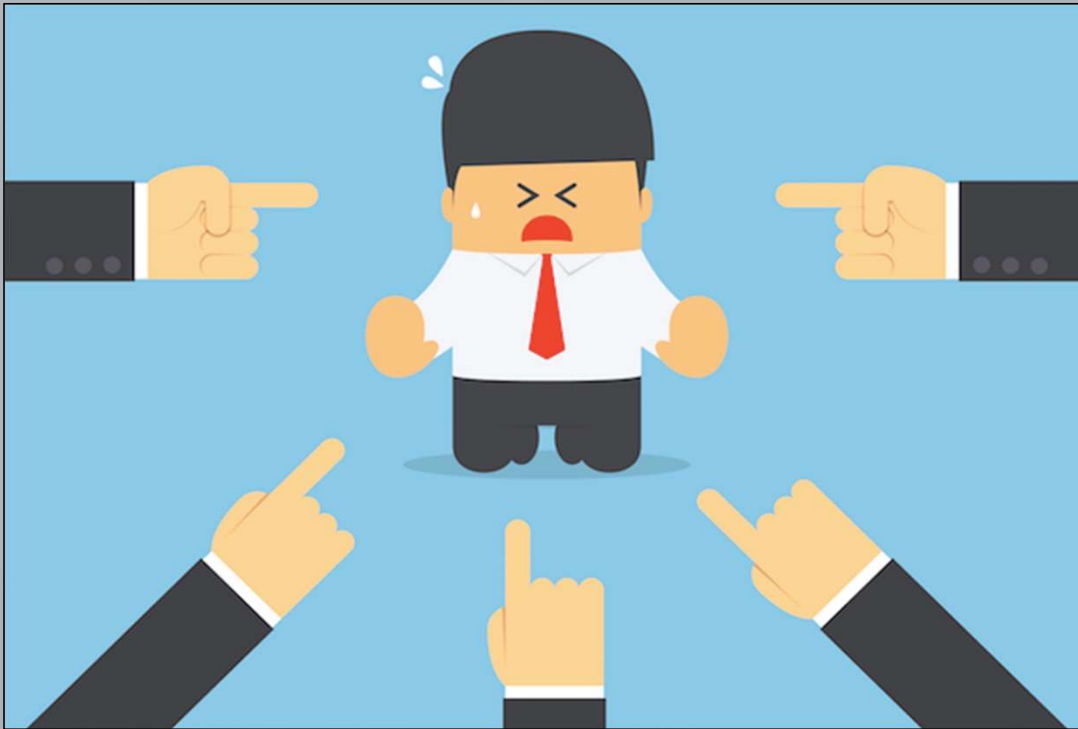
# Five lessons learned



# 1. Response to all criticism



... everything that could be considered as criticism



u g





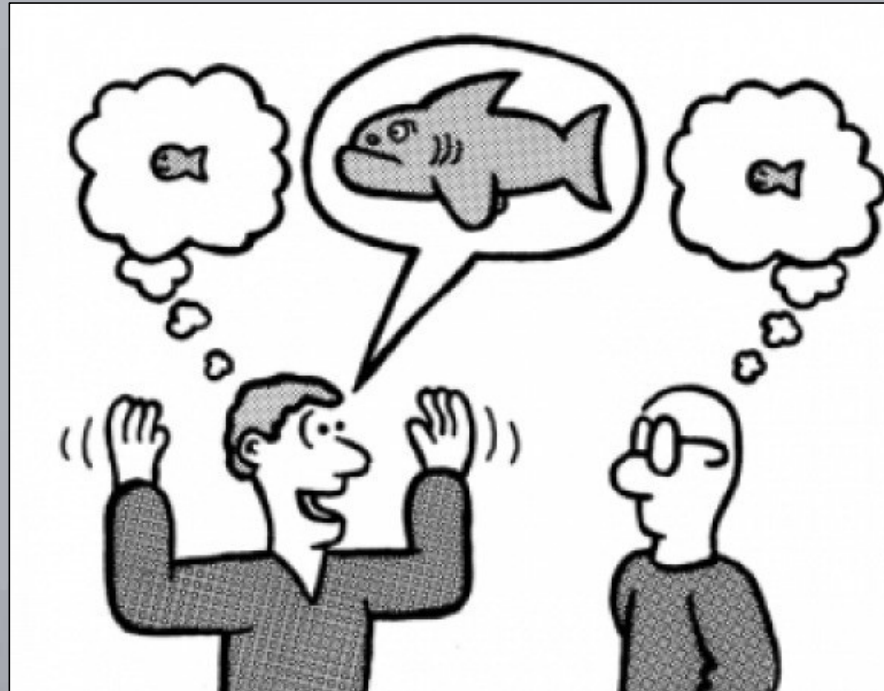
# Response to criticism

- Identify all criticism
- Informed about all allegations?
- Chance to response to all?
- Best arguments?



## 2. Watch out for overstatements

- we tend to exaggerate



- The police haven't done anything...
- He was talking to her 24 hours a day...
- Riots spread throughout the whole country...

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- How many are "some"?
- How many are "several"?
- How many are "many"?
- How many are "hundreds"?

u g



### 3. Statements from victims

- are not true until they are proven



- "He doesn't remember what happened"
- "When the abuse took place"
- "She did everything she could"

## 4. Don't rely on other media

- they are probably wrong







Published on RFI (<http://www.english.rfi.fr>)

## French police thwart alleged Islamist attack by returning jihadist from Syria

Created 2014-03-26 18:57

By RFI

France-Syria

France's counter-terrorism unit said on Wednesday it had thwarted an imminent attack by a returning jihadist from Syria, who was preparing to strike in the Southern Côte d'Azur region. 900 kilos of explosives were found in the suspect's temporary flat near Cannes. He is currently in police custody.



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On January 16, Ibrahim B. was eventually arrested in Italy and extradited back to France where he was jailed. On February 17, his temporary flat in Mandelieu-la-Napoule, near Cannes, was searched to the ground and 900 grammes of TATP explosives [1] were found.

## 5. Beware of legal terms

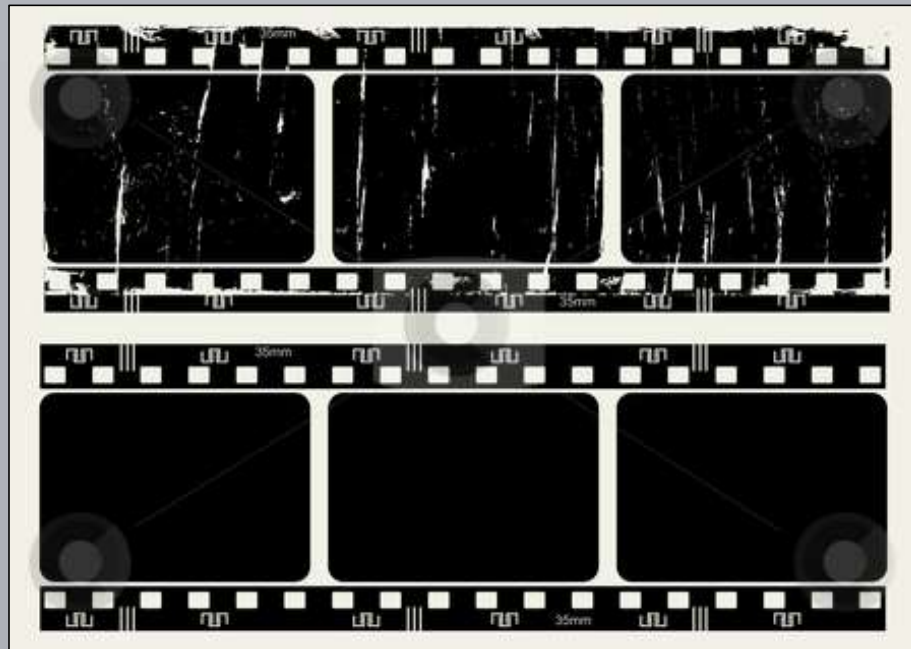
- before decision of the court



# “Bribery” – or “suspected bribery”?



## 6. Not only "line by line" – also "frame by frame"





u g







byggnads



nissehanson@gmail.com ▾

Sök

Ungefär 62 600 resultat (0,26 sekunder)

Safe Search – medel ▾



Webben

Relaterade sökningar: [snickare](#)

Bilder

Kartor

Videor

Nyheter

Fler

När som helst

Senaste dygnet

Senaste veckan

Anpassad period...

Alla resultat

Efter ämne

Alla storlekar

Stor

Mellan

Ikon

Större än...

Exakt...





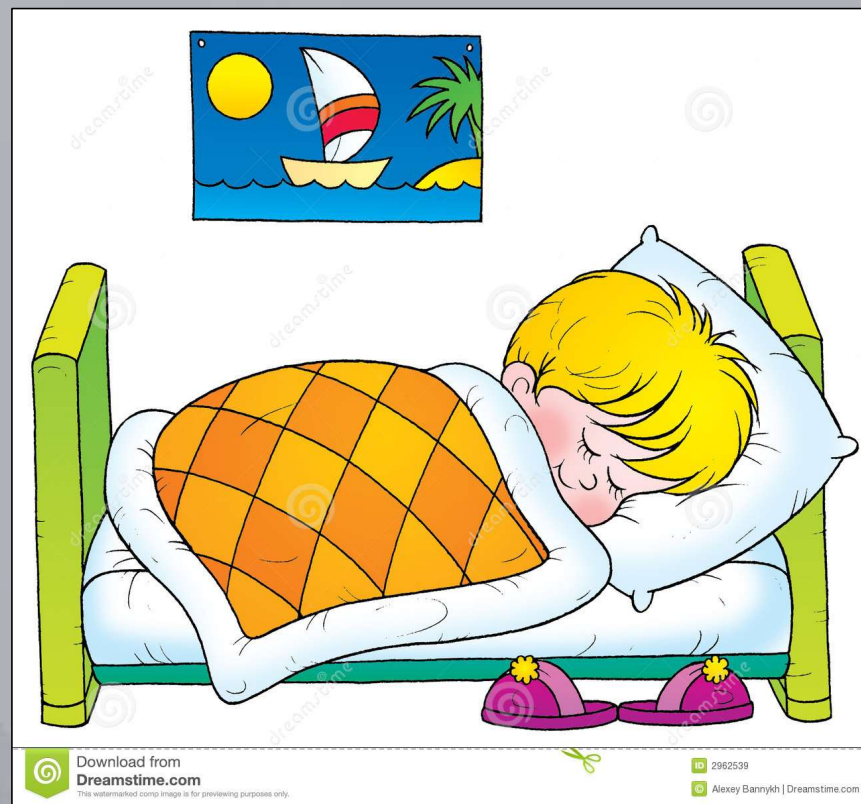
# The last question

Anything that bothers the reporter?

u g



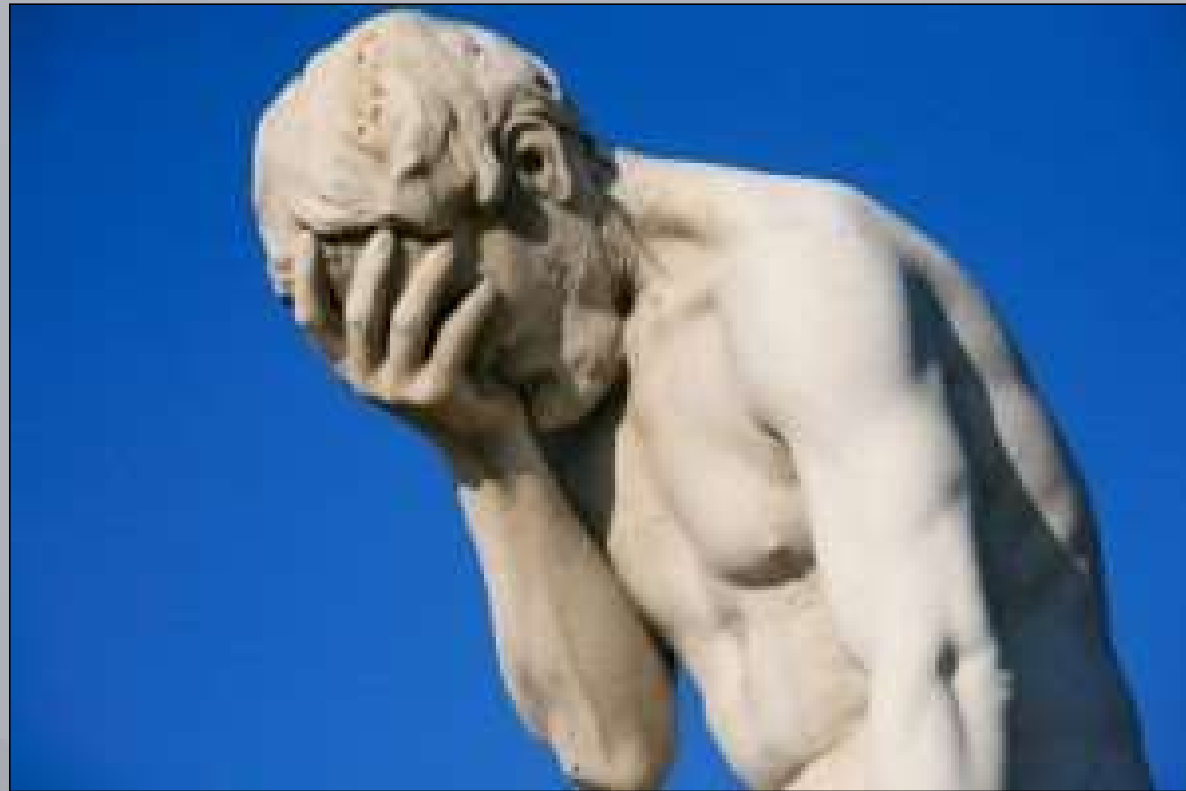
Now the reporter can sleep well



u g

u g

If it still goes wrong  
- the editor is responsible



u g

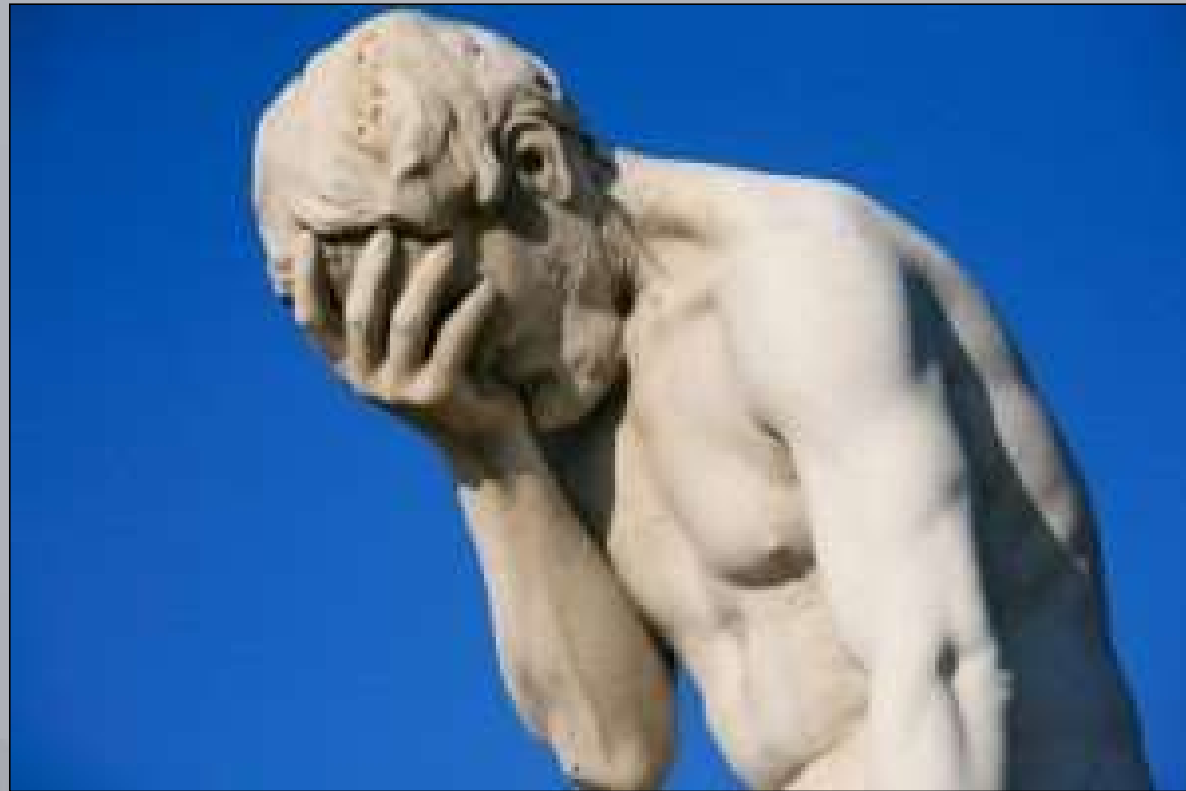
u g



u g



If it still goes wrong  
- the editor is responsible



u g



# Line by line – “light”

1. Facts – verify everything!
2. Conclusions – examine the grounds!
3. Allegations – check the response!

## Manuscript

### **Speak:**

We are on our way to Teliasonera's head office to try to meet the management. And they know why we are coming.

With us we have a picture of two women, a balance sheet and a list of questions about one of Teliasonera's most controversial deals.

### **Live:**

- Hi!
- Hello!
- Hello, Hello, it will be Cecilia that will talk to you.
- But we have asked to talk to the CEO, Lars Nyberg?
- That's right, and Lars is not available, he is not in the country at the moment.
- In which country? Where is he?
- Lars, he is just travelling...
- Yes, yes, but which country is he in?
- He is travelling.
- Fredrik Laurin.
- Hi, Cecilia Edström.
- Now let's start. Have you bribed the Karimov regime in Uzbekistan?
- We have got a number of detailed questions from you (FLASH)
- Let's start again! Have you bribed the Karimov regime in Uzbekistan?
- When we did our investment in Uzbekistan in 2007 (FLASH)



# To sum up – why use this method?

It makes the story closer to the truth

It makes the story bulletproofed

It makes the story sharper





... and you will not end up as the bad guy



u g



Can we prove it works?

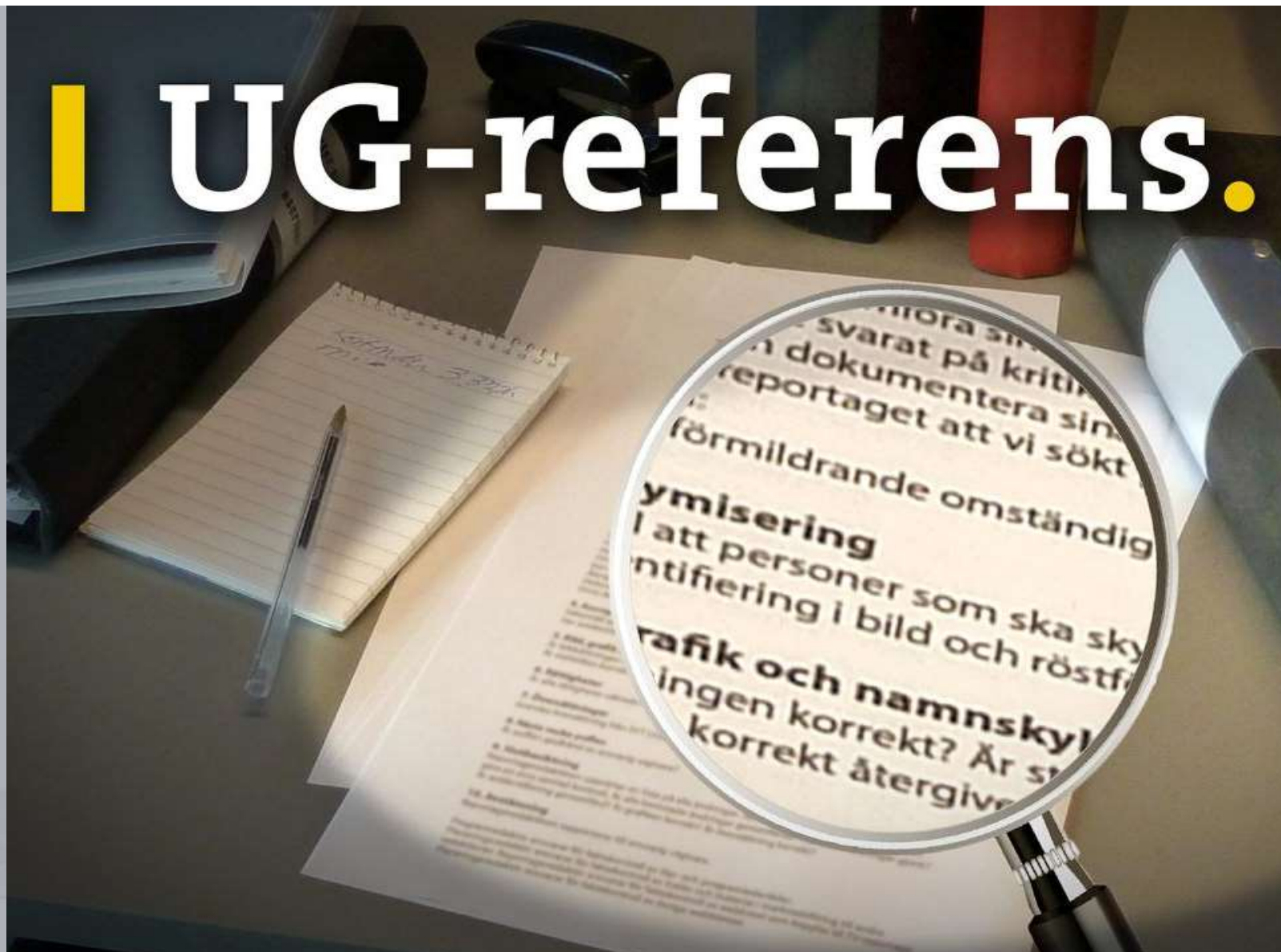
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■ ■

# Statistics from the regulator

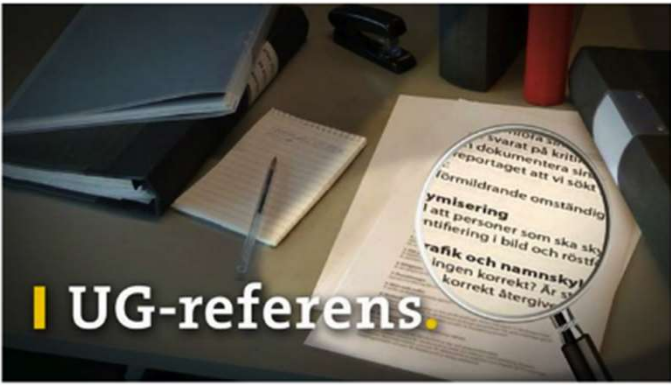
- Before "line by line" (2001-2003):
- 1 of 36 stories criticized
- After start of "line by line" (2004):
- 1 of 206

# I UG-referens.



We publish an interactive script

**UG-REFERENS**



**UG-referens.**

Foto: svt

## UG-referens: The Uzbek affair

This is the reference document for the Mission: Investigate report 'Teliasonera: The Uzbek affair'. Here you can find the script, documentation used to support claims and online exclusive material. Reporters are Joachim Dyfvermark, Fredrik Laurin and Sven Bergman.

We are on our way to Teliasonera's head office to try to meet the management. And they know why we are coming.

With us we have a picture of two women, a balance sheet and a list of questions about one of Teliasonera's most controversial deals.

**Telia representative:** - Hi!

**Fredrik Laurin:** - Hello!

**Telia representative:** - Hello, Hello, it will be Cecilia that will talk to you.

**Fredrik Laurin:** - But we have asked to talk to the CEO, Lars Nyberg?


**Telia representative:** - That's right, and Lars is not available, he is not in the country at the moment.

**Joachim Dyfvermark:** - In which country? Where is

**Hela program**


- Del 5 av 16  
Sändes: 2 okt  
Tillgänglig: mer än 30 dagar kvar
- Del 5 av 16 - teckentolkat  
Sändes: 2 okt  
Tillgänglig: mer än 30 dagar kvar
- Del 4 av 16 - teckenspråkstolkat  
Sändes: 25 sep  
Tillgänglig: mer än 30 dagar kvar

**Se tidigare program**



### Kommungranskarna åker dit ni tittare pekar

Du påverkar var Kommungranskarna ska dyka upp närmast. Sätt reportagetemat på spåren - och följ deras arbete i bloggen.



DELÄ VIA E-MAIL  
SKRIV UT


UG - REFERENS


UG-referens: Staffanstorps kommun

Välkommen granska oss med UG-referens

UG-Referens: Porträttet Bertil Hult

UG-referens: Dyfvermarks





## Links in the script

from 1918 since the collapse of the Soviet Union. Suppression. Massacres. Political prisoners. And an improbable character.

The dictator's eldest daughter, Gulnora Karimova: pop star, glamour queen, and fashion icon. But even businesswoman, Professor and diplomat – and in reality one of the regime's most powerful people.

Joanna Kurosz: - Gulnora is part of the network of people who steer Uzbekistan. She is her father's right-hand man.

Gulnora Karimova, lacks formal power over the telecommunication market, but is identified as the one who steers and profits from lucrative contracts.

In an American [document](#) that leaked out via Wikileaks – Gulnora is described as 'Robber Baron'. The Americans write, that it is she who approves of whom can establish themselves in the Uzbekistan market, and that Teliasonera

"... has made the right approach to the Uzbeks, including lobbying President Karimov's daughter, Gulnora"



...leads to documents and sources

← → ↻ [wikileaks.org/cable/2007/04/07TASHKENT769.html](http://wikileaks.org/cable/2007/04/07TASHKENT769.html) ☆ ☰

**Browse by creation date**

66	72	73	75	78	79	85	86
87	88	89	90	91	92	93	94
95	96	97	98	99	00	01	02
03	04	05	06	07	08	09	10

**Browse by origin**

A	B	C	D	F	G	H	I
J	K	L	M	N	O	P	Q
R	S	T	U	V	W	Y	Z

**Browse by tag**

A	B	C	D	E	F	G	H
I	J	K	L	M	N	O	P
Q	R	S	T	U	V	W	X
Y	Z						

**Browse by classification**

CONFIDENTIAL  
CONFIDENTIAL//NOFORN  
SECRET  
SECRET//NOFORN  
UNCLASSIFIED  
UNCLASSIFIED//FOR  
OFFICIAL USE ONLY

**Community resources**

Follow us on Twitter

*courage is contagious*

C O N F I D E N T I A L SECTION 01 OF 02 TASHKENT 000769

SIPDIS

SIPDIS

DEPT FOR SCA/CEN AND EEB

E.O. 12958: DECL: 04/13/2017  
TAGS: EINV ECPS PGOV RU TU UZ  
SUBJECT: SCANDINAVIAN-TURKISH FIRM MAY BUY COSCOM AND  
SISTER COMPANIES IN CENTRAL ASIA

REF: A. TASHKENT 516 (NOTAL)  
B. TASHKENT 278 (NOTAL)  
C. TASHKENT 323 (NOTAL)

Classified By: AMB. JON R. PURNELL, FOR REASONS 1.4 (B, D)

¶1. (C) Summary: Scandinavian-Turkish joint venture Fintur Holdings may win the Uzbek government's approval to purchase U.S.-based MCT Corporation, the parent of telecom provider COSCOM. COSCOM's General Manager believes that Fintur has made the right approach to the Uzbeks, including lobbying President Karimov's daughter, Gulnora, who had earlier supported a Russian firm in the takeover battle. Fintur already has operations in Azerbaijan, Georgia, Moldova, and Kazakhstan. The purchase of MCT would extend its reach into Uzbekistan, Tajikistan, and Afghanistan. A takeover by Fintur would also likely end the persistent legal problems that COSCOM has had since MCT began trying to sell the firm last year. End summary.

¶2. (SBU) The Amcit General Manager of majority U.S.-owned cellular provider COSCOM told Poloff that COSCOM's parent company, Virginia-based MCT Corporation, has a potential buyer that may be acceptable to the Uzbek government. He said that Istanbul-based Fintur Holdings is interested in purchasing 100 percent of MCT. MCT, in turn, owns over 85 percent of COSCOM and significant shares of Tajikistan-based telecom firms Somoncom and Indigo, and Afghanistan-based Roshan. Fintur is a joint venture of the Swedish-Finnish firm TeliaSonera and leading Turkish mobile communications provider Turkcell. Fintur already controls telecom firms in Georgia, Azerbaijan, Kazakhstan, and Moldova. The purchase of MCT would thus complement Fintur's existing market.



# Why are we doing this?

- Make it easier for viewers to examine us
- Help other media do followups
- Raise the bar for transparency
- Higher pressure on us



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