

Bloomberg Global Business and Financial Journalism Education Initiative

Advancing Business and Financial Journalism Around the World



Bloomberg

INTRODUCTION

Information has the power to transform economies. From reliable data to accurate reporting, access to information plays a critical role in promoting transparency and accountability – ultimately helping to advance markets, inspire new investment and encourage economic development. It was based on these beliefs that Bloomberg was founded over 35 years ago. Global customers rely on us to deliver accurate, real-time business and market-moving information that helps them make critical financial decisions.

Timely and accurate reporting of business and financial matters play a critical role in advancing efficient markets and is a key driver in supporting economic and social growth. With this in mind, Mike Bloomberg and Matt Winkler created Bloomberg News in 1990. One of the world's leading financial news organizations today, Bloomberg News has over 2,700 journalists and analysts producing roughly 5,000 stories a day from more than 120 countries. More than 330,000 Terminal subscribers, who are among the most influential people in business and finance in the world, have access to the market-moving stories from Bloomberg News.

The Corporate Philanthropy team in partnership with Bloomberg News created the company's Bloomberg Global Business and Financial Journalism Education Initiative with the aim of advancing business journalism worldwide and providing career opportunities in journalism for students and journalists from diverse backgrounds. Working in partnership with philanthropic organizations and academic institutions, the program supports a wide range of global initiatives centered on reporting about the world's financial markets and economies. With support from Bloomberg Philanthropies and other international funders, Bloomberg Global Business and Financial Journalism Education Initiative furthers the corporate philanthropic mission to give back to the cities in which we live and work, using the expertise of our employees and resources of our business to create lasting impact.

HISTORY

Beginning in 2003, the Bloomberg Global Business Financial Journalism Training Program today includes 29 initiatives across the globe focused on advancing financial journalism. Bloomberg's programs include post-graduate Master's Degree in Business Journalism, a six-month post-graduate Executive Training Program in business and financial reporting, community based programs to introduce students to careers in journalism, and a one-week immersive course in business reporting. Course materials include *The Bloomberg Way, A Guide for Journalists*, and the Bloomberg Terminal.

2003

In 2003, Bloomberg News' Tom Contiliano launched a program at select U.S. universities to train students on the Bloomberg Terminal. The program started in North Carolina, California, Missouri and Ohio. The following year, four more universities were added in New York, Washington, Virginia and Arizona.

2007

In 2007, Bloomberg News co-founder, and Editor in Chief Matt Winkler and Bloomberg News reporter Lee Miller established the first Bloomberg business training program, a post-graduate degree program, in partnership with Tsinghua University in China to develop a generation of business-literate journalists to cover China, international markets and finance.

2014

In 2014, to increase the number of skilled financial journalists and analyst, embracing a data-driven journalism culture, Mike Bloomberg announced the Bloomberg Media Initiative Africa in three countries, South Africa, Kenya and Nigeria.

2016

Bloomberg and Fudan University in Shanghai initiated a program in the journalism school that includes a 12-terminal lab, for-credit classes, workshops and an intern/mentoring project.

2017

In 2017, to address the lack of under-represented students pursuing careers in business journalism, Matt Winkler and

Tom Contiliano established a one-week business journalism training program with the University of North Carolina, and University of California, Berkeley.

In 2017, the Bloomberg-Asian College of Journalism program began in Chennai, India.

2018

In 2018, the Bloomberg-MiSK financial journalism training program began in Dubai, UAE.

2019

With the success of the business journalism programs in China, Africa and the United States, by 2019, Bloomberg's business journalism training programs had expanded to 18 countries, including Zambia, Ghana, Tanzania, Senegal, Cote d'Ivoire, Saudi Arabia, and Abu Dhabi.

In 2019, Bloomberg established a one-week business journalism training program in London with the University of North Carolina and City University.

TRAINING PROGRAMS BACKGROUND

With the goal of strengthening business and economic news coverage, expanding training programs for journalists and providing greater access to reliable data, the Bloomberg Global Business and Financial Journalism Education Initiative covers three key areas:

ACADEMIC UNIVERSITY- AFFILIATED PROGRAMMING

- Curriculum is jointly developed and delivered between Bloomberg News journalists and partner institutions, generally universities
- Emphasis on financial markets news and data-driven reporting
- Participants are accredited with program certification or master's degree
- Potential internship and/or employment opportunities with Bloomberg
- Programs run between 6 months to 3 years
- Bloomberg Terminal Labs or free limited trials are available to students

IMMERSIVE PROGRAMMING

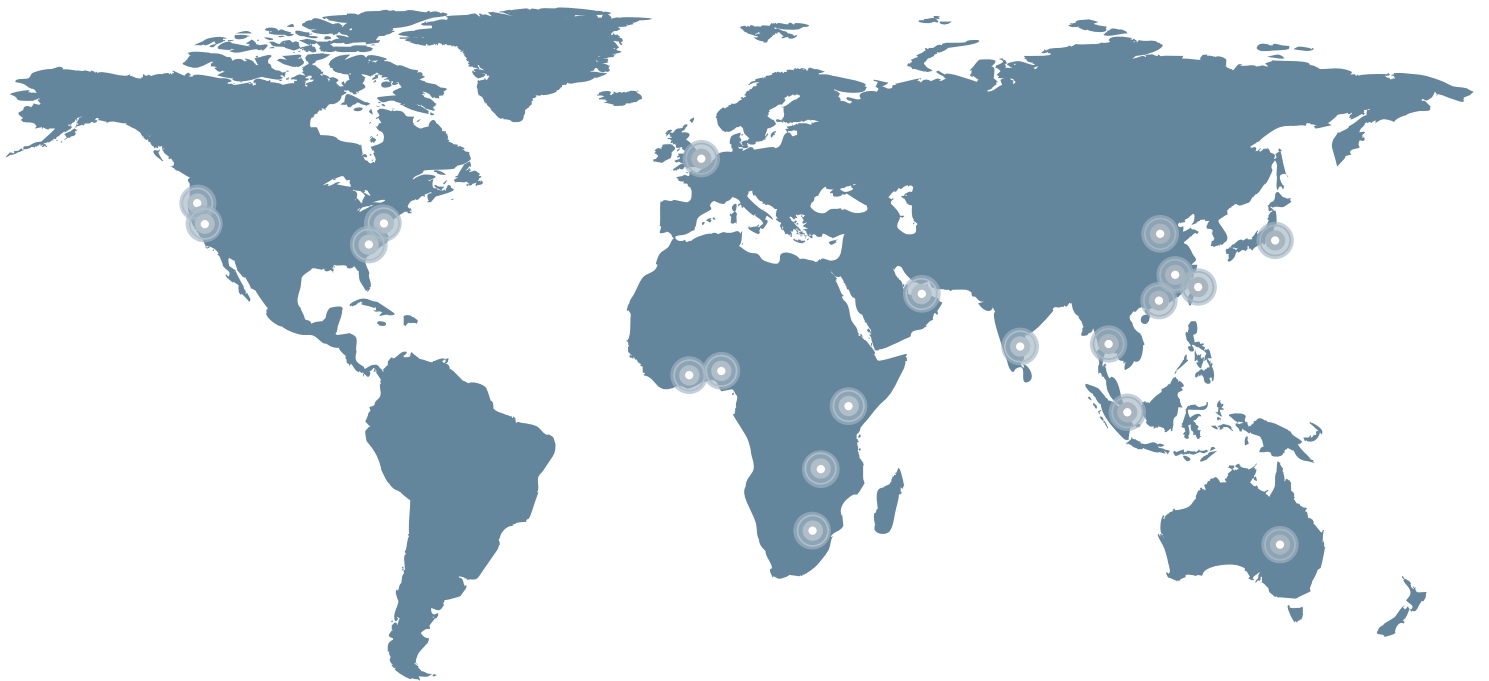
- Bloomberg-designed academic curriculum or skills training programs
- Programs are delivered by Bloomberg News journalists on campus or within Bloomberg offices
- Potential internship opportunities with Bloomberg
- Programs are typically 1 week long

COMMUNITY PROGRAMMING

- Education and employability initiatives with a journalism focus with school age students
- Implemented in partnership with non-profit partners
- Bloomberg's support includes funding, mentoring, skills training opportunities, technical assistance, and evaluation
- Length of programming and engagement varies by program

PARTNERS & TRAINING PROGRAM DETAILS

Bloomberg Global Business and Financial Journalism Education Programs focus on areas with the greatest opportunity.



GLOBAL BUSINESS AND
FINANCIAL JOURNALISM
EDUCATION INITIATIVE
BY THE NUMBERS, AS OF 2019

29



JOURNALISM
PROGRAMS

18



EDUCATIONAL
PARTNERS

9



NON-PROFIT PARTNERS
THROUGH STARTUP

3



TERMINAL
LABS

111



VOLUNTEERS

23



HIRES

19



COUNTRIES

106



INTERNS

18



EDUCATIONAL
PARTNERS
RECEIVING TERMINAL
CURRICULUM TRAINING

988



STUDENTS

ACADEMIC/UNIVERSITY-AFFILIATED PROGRAMMING



THE UNIVERSITY OF ZAMBIA
GRADUATE SCHOOL OF BUSINESS
Leading business transformation



IMMERSIVE PROGRAMMING



COMMUNITY PROGRAMMING



Give facts a fighting chance





TSINGHUA UNIVERSITY

GLOBAL BUSINESS JOURNALISM PROGRAM (GBJ) AND BLOOMBERG LAB

LOCATION

Beijing

PROGRAM LEAD

Lee Miller

GOALS

- Develop a generation of business-literate journalists to cover China, international markets and finance
- Build a China and global alumni network of journalists, media specialists and finance professionals
- Provide students, especially from China and emerging-markets, with intern, apprentice and mentor opportunities
- Increase gender, ethnic and cultural diversity and awareness on campus and in the China's newsrooms
- Showcase The Bloomberg Way, Bloomberg Terminal and BMC Certification
- Recruit staff for Bloomberg and Bloomberg-partner media

- Encourage Bloomberg staff to volunteer as mentors and teachers at China's top universities

PROGRAM OVERVIEW

GBJ is a specialized graduate-degree program in the School of Journalism and Communication. Bloomberg staff teach semester-length courses for graduate and undergrad students, and host workshops and Bloomberg Lecture Series. Bloomberg offers outreach in conjunction with Tsinghua to 7 partner colleges in Greater China

DEGREES

M.A. in Journalism and Communication for GBJ; B.A. in Journalism and Communication; Bloomberg Market Concepts (BMC) Certification

CORE COURSES (FULL SEMESTER)

Bloomberg develops financial and data-journalism courses, plus workshops, within the Tsinghua University semester-based curriculum. Data-Mining for Journalists, Corporate Strategies, Introduction to News Writing, Bloomberg Market Concepts

STUDENT REQUIREMENTS

All students are full-time at Tsinghua or partner universities

INTERNSHIP/MENTORSHIPS

11 summer interns (73% women); Mentoring to more than 40 students

PARTNERS

Tsinghua University, International Center for Journalists (ICFJ), Communication University of China, UIBE, Schwarzman Scholars, SEM

FUNDING

\$165,000 per year per school; Bloomberg also provides staff member as a professor on the Tsinghua faculty

OUTCOMES TO DATE

- 359 GBJ students have graduated with M.A. degrees since 2009, representing every Chinese province and 31 nations
- 470 Tsinghua undergraduates have graduated with bachelor degrees having completed the Introduction to News Writing course
- 175 students participated in the internship/mentoring competition in Beijing, since 2017
- 120 anchors and producers from China's official CCTV service were trained in 2018 a two-day Bloomberg/Tsinghua workshop
- 75 Tsinghua graduate students have earned Bloomberg Market Concepts certification
- 40 Bloomberg Beijing staff volunteered in BOB-sponsored activities in 2019
- 10 GBJ graduates have been hired by Bloomberg and Bloomberg media partners, 80% are women
- Tsinghua added 2 Bloomberg Terminal Labs at its business schools in addition to the GBJ Lab



FUDAN UNIVERSITY

BLOOMBERG LAB AND "FINANCIAL JOURNALISM BEST PRACTICES"

LOCATION

Shanghai

PROGRAM LEAD

Lee Miller

GOALS

- Develop a generation of business-literate journalists to cover China, international markets and finance
- Build a China alumni network of journalists, media specialists and finance professionals
- Provide students with intern, apprentice and mentor opportunities
- Increase gender, ethnic and cultural diversity and awareness on campus and in the China's newsrooms
- Showcase The Bloomberg Way, Bloomberg Terminal and BMC Certification
- Recruit staff for Bloomberg and Bloomberg-partner media

- Encourage Bloomberg staff to volunteer as mentors and teachers at China's top universities

PROGRAM OVERVIEW

Bloomberg developed a semester-length course to engage and support the journalism school's 12-terminal Bloomberg Lab

DEGREE

M.A. in Journalism and Communication; B.A. in Journalism and Communication, Bloomberg Market Concepts (BMC) Certification

CORE COURSES

"Financial Journalism Best Practices" is taught jointly by Bloomberg journalists and a Fudan faculty to undergraduate students. Bloomberg senior journalist host workshops on ethics and standards, feature writing, diversity and career opportunities

STUDENT REQUIREMENTS

Full-time

INTERNSHIP/MENTORSHIPS

The winner of data-journalism competition held since 2017 works as the Shanghai bureau intern

PARTNERS

Fudan University

FUNDING

Bloomberg provides a part-time professor and at least five guest lecturers

OUTCOMES TO DATE

- 97 Fudan students have participated in the intern/mentoring competition since 2017; women have been two-thirds of applicants
- 64 students have completed the full-semester "Financial Journalism Best Practices" course
- 58 students have earned Bloomberg Market Concepts certification
- 12 Bloomberg Shanghai staff volunteered in BOB-sponsored activities in 2019
- The first winner of the inaugural (2017) internship competition was hired by Bloomberg after graduation in 2018
- Fudan added 2 Bloomberg Terminal Labs at its management and business schools after installing the lab in the journalism school



BLOOMBERG MEDIA INITIATIVE AFRICA

FINANCIAL JOURNALISM TRAINING PROGRAM

LOCATION

Accra, Johannesburg, Lagos, Lusaka, Nairobi, Dar es Salaam, Abidjan, and Dakar

PROGRAM LEADS

Erana Stennett, Aguil Deng

PURPOSE

- Increase the pipeline of skilled financial journalists and analysts, embracing a data-driven journalism culture
- Promote the “Bloomberg Way” of business and economic reporting across Africa
- Build relationships with key leaders in education, business, government, civil society and the investment community
- Promote the link between market transparency, accountability and economic growth
- Increase gender and ethnic (in South Africa) diversity in journalism
- Increase brand awareness

- Build Brand Awareness
- Engage Bloomberg volunteers

PROGRAM OVERVIEW

6-month post-graduate executive course in financial journalism

DEGREE

Certificate of Completion

COURSE OUTLINE

Case Studies

CORE COURSES

Media Landscape, Financial Journalism, Financial Markets, Economics, Data Analysis & Interpretation, Finance & Accounting, Public Policy

ENTRY REQUIREMENTS

Undergraduate degree and 3 years work experience in journalism or a related field

PARTNERS

South Africa: GIBS & Rhodes; Kenya: SBS & University of Nairobi; Nigeria: LBS & UNILAG; Ghana: UGBS & GIJ; Zambia: UNILUA & UNZA;

COUNTRIES REPRESENTED

13

FUNDING

Approximately \$22,000 per delegate. The Ford Foundation, Stavros Niarchos Foundation and Bloomberg Philanthropies fund the program.

OUTCOMES TO DATE

Course Completion: 652; 42% female 11 Hires; BOB Volunteers: 12

MONITORING AND EVALUATION

Khulisa Management Service

TERMINAL TRAINING

800



ASIAN COLLEGE OF JOURNALISM

LOCATION

Chennai, India

PROGRAM LEAD

Cherian Thomas

PURPOSE

To bring the future of financial journalism to India using the combined network of Bloomberg and the Asian College of Journalism

PROGRAM OVERVIEW

10-month Business and Financial Journalism

DEGREE

Asian College of Journalism-
Bloomberg Postgraduate Diploma

COURSE OUTLINE

Bloomberg offers 10 weeks of training at one week every month. The sessions involve lectures, drills and end-of-week tests. ACJ staff and journalists from Indian media groups teach the other weeks

CORE COURSES

How to Cover a Business Story - from Financial Markets and Economic Releases to Companies, Government and Policy - for Print, Digital, and Television Audiences

ENTRY REQUIREMENTS

Graduate in any discipline

INTERNSHIPS

Bloomberg

PARTNERS

Asian College of Journalism
(12 terminal lab)

FUNDING

Revenue from Bloomberg
Terminals. Student tuition.

OUTCOMES TO DATE

Completed two years of the course in May 2019. All 37 students who enrolled for the program have graduated. Six students interned with Bloomberg. Three of the interns have been converted as full-time employees. Bloomberg volunteers: 20.

MONITORING & EVALUATION

Employment Placement



**HUSSMAN SCHOOL
OF JOURNALISM
AND MEDIA**



**BLOOMBERG-UNC-
BERKELEY BUSINESS
JOURNALISM
DIVERSITY PROGRAM**

LOCATION

Chapel Hill, NC, Berkeley, CA
and Bloomberg offices in New
York, London and San Francisco

PROGRAM LEADS

Tom Contiliano & Sasha Graff

GOALS

- To address the dearth of minority students heading into business journalism
- To increase financial literacy
- To explore a new career path and prepare students for a high-pressure work environment
- To utilize and showcase the Bloomberg Way

PROGRAM OVERVIEW

One-week program is based on a collaboration with a partner university. Co-hosted on campus and in Bloomberg bureau. Students from schools all over the world apply for expenses-paid training.

DEGREE

No degree is offered

COURSE OUTLINE

The cohort is led through a series of lessons and exercises focusing on journalism, finance and career development. The students develop a wide network with alumni of the program, academics and staff at a world-class university, and Bloomberg personnel.

CORE COURSES

Story development, financial literacy, career preparation, multiplatform storytelling

ENTRY REQUIREMENTS

Completed at least two years of undergraduate work, genuine interest in financial journalism and a preference for those from underrepresented sections of the population. Student selected by the host school.

INTERNSHIPS

Seven graduates of the program have successfully completed internships at Bloomberg. Four are employed in the New York office.

PARTNERS

University of North Carolina Chapel Hill, University of California at Berkeley, and City University of London

FUNDING

\$50,000 per year per class

OUTCOMES TO DATE

100% conversion rate for participants considering a career in business journalism



BLOOMBERG-MISK FINANCIAL JOURNALISM TRAINING PROGRAM

LOCATION

Bloomberg Newsroom in
Dubai, UAE

PROGRAM LEADS

Riad Hamade, Seth Green,
Paul Addison

GOALS

- Provide Saudi students interested in journalism an opportunity to explore the career path
- Enhance the pipeline of Saudi journalists embracing a transparent, data-driven approach to financial reporting
- Provide Saudi students with hands-on news experience and build financial literacy to help them increase their employability
- Build Bloomberg's brand and exposure within the region
- Support and help grow our relationship with the Misk Foundation

PROGRAM OVERVIEW

One-week program hosted at Bloomberg's Dubai bureau, focused on the fundamentals of data-driven business journalism

DEGREE

No degree is offered; certificate of completion presented on final day

COURSE OUTLINE

The cohort is led through a series of lessons and exercises focusing on journalism, finance and career development, with a focus on topics pertinent to the Middle East. The students develop a wide network of fellow students/journalists and build lasting relationships with Bloomberg journalists.

CORE COURSES

Story development, financial literacy, career preparation, multiplatform storytelling

ENTRY REQUIREMENTS

Completed at least two years of undergraduate work, genuine interest in journalism, and English fluency. Students narrowed down by partner and final selections done by Bloomberg.

INTERNSHIPS

Four students have participated in internships at Bloomberg. Two received job offers, one of which plans to join.

PARTNERS

Misk Foundation

FUNDING

\$15,000 per class.

OUTCOMES TO DATE

82 students trained in four classes in 2018 and 2019. Four Bloomberg interns to date. Besides internships, numerous students credit this course with directly helping them obtain jobs.



BLOOMBERG-WITS UNIVERSITY

LOCATION

Wits University in Johannesburg
and the Bloomberg Newsroom

PROGRAM LEADS

Sabrina Briefel &
Eleanor Whitehead

GOALS

- Provide opportunities for students from disadvantaged backgrounds to gain skills in business and financial journalism
- Support the business with a pipeline of diverse talent
- Offer students internship and mentoring opportunities
- Enhance Bloomberg's brand and reputation in the region, and contribute to the company's Black Economic Empowerment (BEE) Score

PROGRAM OVERVIEW

- Financial support for student bursaries

- Internships offered to selected students
- Opportunity for mentoring with Bureau staff
- Opportunity for Bloomberg News employees to teach Bloomberg Startup modules

DEGREE

Yes, awarded by the university to students who have completed the course.

COURSE OUTLINE

Wits Journalism School takes up to 24 entry-level students each year into a BA Hons 1 year post-graduate program. The degree aims to give students a solid practical grounding, as well as a critical understanding of 21st century journalism.

CORE COURSES

Key modules include: journalism practice; journalism studies; video, radio or photo journalism; in depth reporting; and financial journalism.

ENTRY REQUIREMENTS

Those interning with Bloomberg News are carefully selected by Bloomberg. Generally, students in the program require a minimum 65% in the third year of their first degree, a written test of their language, analytical and general knowledge skills, and pass an interview.

INTERSHIPS

Usually 2 per year

PARTNERS

Wits University

FUNDING

\$12,000 per year

OUTCOMES TO DATE

Since 2014, ten interns have been given the opportunity to work at Bloomberg News. Of these students, one is employed full-time by Bloomberg News and others have gone on to roles at publications such as the Business Times, the UN and Business Day.

Bloomberg Startup

LOCATIONS

Bangkok, Beijing, Chennai, Hong Kong, London, Melbourne, New Delhi, New York, San Francisco, Shanghai, Singapore, Taipei, Tokyo

PROGRAM LEADS

Becca Diefenbach, Sandi Liu, Eleanor Whitehead

GOALS

- Work with students from diverse backgrounds to introduce them to careers that they may not have previously considered, including Journalism.
- Share the experience and knowledge of Bloomberg journalists with students interested in news and media.

PROGRAM OVERVIEW

Bloomberg Startup is a youth-focused mentoring program, inspiring the next generation of leaders by providing targeted support for academic achievement and career success. In partnership with a wide network of education non-profits, Startup connects talented young people with Bloomberg's employees, expertise and opportunities in offices around the world.

DEGREE

No degree is offered.

CORE COURSES

Bloomberg Startup offers a series of Journalism programs and News-related modules and activities year round.

ENTRY REQUIREMENTS

Student participating in a program organized by a Bloomberg Startup partner.

INTERNSHIPS

We offer internships through University partnerships in Beijing and Shanghai.

FUNDING

We support our programs in collaboration with our Startup partners.

OUTCOMES TO DATE

- 988 Students participating in Startup News projects in 2019
- 717 hours employees volunteered for Startup News projects in 2019
- 111 employees who volunteered in Startup News projects in 2019
- 40 Startup News projects offered in 2019
- 9 non-profit partners in 2019

PARTNERS

Ark, BAYCAT, Junior Achievement, Media Development Foundation, Media Trust, National Council for the Training of Journalists, News Literacy Project, Room to Read, Teach First, Startup Partner Schools

ADDITIONAL PROGRAM-LEVEL DETAILS

| | TERM | TERMINAL LABS | CURRICULUM DESIGNED AND DELIVERED BY BLOOMBERG | CURRICULUM JOINTLY DESIGNED AND DELIVERED WITH PARTNER | CERTIFICATE/DEGREE PROGRAM |
|---|---|---------------|--|--|----------------------------|
| TSINGHUA UNIVERSITY GLOBAL BUSINESS JOURNALISM PROGRAM | 2 years | | | | |
| FUDAN UNIVERSITY | 1 academic year | | | | |
| BLOOMBERG MEDIA INITIATIVE AFRICA | 6 months | | | | |
| ASIAN COLLEGE OF JOURNALISM INDIA | 10 months | | | | |
| UNIVERSITY OF NORTH CAROLINA SCHOOL OF MEDIA | 1 week workshop | | | | |
| UNIVERSITY OF NORTH CAROLINA CITY PROGRAM | 1 week workshop | | | | |
| UNIVERSITY OF CALIFORNIA-BERKELEY | 1 week workshop | | | | |
| FINANCIAL JOURNALISM TRAINING, UAE - PARTNERSHIP WITH MISK FOUNDATION | 1 week workshop | | | | |
| WITS UNIVERSITY | 1 year | | | | |
| BLOOMBERG STARTUP | Year-round mentoring (journalism modules) | | | | |

ADDITIONAL PROGRAM-LEVEL DETAILS

| | INTERNSHIP/ EMPLOYMENT OPPORTUNITIES | TERMINAL TRAINING | FINANCIAL FUNDING (BLOOMBERG - FINANCIAL/IN-KIND) | EMPLOYEE VOLUNTEERISM (MENTORING, SHADOWING) |
|--|--|-------------------|---|---|
| TSINGHUA UNIVERSITY GLOBAL BUSINESS JOURNALISM PROGRAM | | | | |
| FUDAN UNIVERSITY | | | | |
| BLOOMBERG MEDIA INITIATIVE AFRICA | | | | |
| ASIAN COLLEGE OF JOURNALISM INDIA | | | | |
| UNIVERSITY OF NORTH CAROLINA SCHOOL OF MEDIA | | | | |
| UNIVERSITY OF NORTH CAROLINA CITY PROGRAM | | | | |
| UNIVERSITY OF CALIFORNIA-BERKELEY | | | | |
| FINANCIAL JOURNALISM TRAINING, UAE - PARTNERSHIP WITH MISK FOUNDATION | | | | |
| WITS UNIVERSITY | | | | |
| BLOOMBERG STARTUP | | | | |

TEAM

BLOOMBERG TEAM:

CORPORATE PHILANTHROPY

FINANCIAL PRODUCTS

NEWS

UNDERWRITERS:

BLOOMBERG

BLOOMBERG PHILANTHROPIES

WITH SUPPORT FROM:

ASIAN COLLEGE OF JOURNALISM

FORD FOUNDATION

INTERNATIONAL CENTER FOR JOURNALISTS

MISK FOUNDATION

STAVROS NIARCHOS FOUNDATION



Bloomberg

Bloomberg
Philanthropies