



Inside the studio at Reuters News' next-generation, multimedia information service for financial professionals. February 26, 2008

2008 JOURNALISTS OF THE YEAR

EDITOR'S CHOICE

This award is given by Editor-in-Chief David Schlesinger to an individual or team whose exceptional work, in the editor-in-chief's judgment, deserves special recognition

MIKE STEPANOVICH

For work on Reuters Insider

"Reuters News needs to major on innovation if we're going to win in this competitive and crowded marketplace for news and information. Mike Stepanovich has shown how to bring actionable and incisive financial information to life in a compelling way, using talent, technology and the tools and tricks of today's environment. He's shown us what determination and vision can do to distinguish our offering."

– David Schlesinger, Editor-in-Chief, Reuters

WINNER OVERVIEW

It's been a challenging year for media organizations around the world. As audience and viewer attention fragments and the internet fuels a wholly different kind of information consumption, many voices suggest that traditional business models are dead, or at least on life support.

Yet this year—in the teeth of the world's most profound financial crisis since the Great Depression—Reuters News is launching what it believes will be the future of news dissemination. It's a next-generation, multimedia information service that will produce live markets coverage, analysis and breaking news for the half-million financial professionals currently subscribing to Thomson Reuters financial services.

No one has been more crucial to bringing the project—code-named Insider—to life than its new Managing Editor Mike Stepanovich. From the time when Insider was little more than a PowerPoint presentation, Mike has been a tireless champion for the concept of “narrowcasting”—delivering focused, fast, intelligent and relevant information to make our clients and customers smarter and more successful.

As Chris Cramer, Global Editor of Multimedia at Reuters News, puts it, “The key to our success is that our programming will not be linear—one program after another—but will be vertical and will provide the kind of rich content and analysis our clients need.”

Editor-in-Chief David Schlesinger acknowledged the difficulty of choosing a winner in a year in which so much outstanding journalism was produced. But for David, Mike's work stands out because it is a beacon pointing to the future, a world in which our customers demand to be served in a focused, personalized and crucially a multimedia way.

It's impressive that longtime Reuters journalists have chosen to embrace this future and make the move to work with Mike and build a vibrant team. But it could not have happened without Mike's creativity and perseverance.



Mike Stepanovich joined Reuters in 1995. Since then, he has led some of the company's most exciting innovation projects, culminating in Reuters Insider. After serving as Managing Director at Reuters Innovation, he transferred to Reuters News last year and was appointed managing editor of the Insider project in February.

2008 JOURNALISTS OF THE YEAR AWARDS

Recognize the best in Reuters journalism over the last year. Winners of 10 awards were honoured for their exceptional work on March 5, 2009, in New York City