

## **Bio for Ruth de Aquino**

Ruth de Aquino, journalist, 46, two sons, born in Rio de Janeiro  
MsC in Media, London School of Economics.

Thesis: Ethics versus the need to sell or the Tabloidization of the British press (93/94)

President of the World Editors Forum, nominated in Zurich, 1999

Since 1974 working with news for magazine, radio, newspaper, media organization.

As reporter, BBC radio news editor, foreign editor in Rio, Formula-1 correspondent,  
London correspondent, chief-editor and director for multimedia for a regional paper in  
Rio. Now, foreign correspondent based in Paris.

### **Recent speeches in international congresses:-**

- 2001 - Trends, concerns and challenges of the world's newsrooms  
University of South Carolina, US - March  
Barcelona – May
- 2000 - How to survive in a free-information world - Stockholm  
Innovation and Creativity - World Economic Forum in Rio
- 1999 - Content and Qualification - Zurich  
How to attract women readers - Budapest

### **Articles written recently:-**

The new Information Party

Satisfy the appetite of the news digital consumer