

**Professional Analysis Pitch:** I am currently considering and formulating pitches to Nieman Lab and Poynter, and will then send this pitch to Global Journalist:

Amy McCombs, Jason McLure, and Casey Morell,

How do journalists dodge the clichés and find the authentic in the most exotic of places? The Faroe Islands are a small archipelago in between Iceland and Norway, which come into the media disproportionately often considering their small size and the lack of knowledge most people have about them. This media comes in two main forms – glowingly positive travel pieces (as the islands are spectacularly beautiful) and harsh, often inaccurate propaganda from anti-whaling advocates (as the Faroese continue to hunt pilot whale for food). There is very little real journalism balancing these two images, and even when the islands are covered in the mainstream media, they are often framed in ways that emphasize the exotic and the traditional at the expense of the multifaceted reality of modern life on the islands.

As the professional analysis component for my master's project from the Missouri School of Journalism, I travelled to the Faroe Islands and spoke with many Faroese people about how they felt they were represented in the international media and how that portrayal matched up with their own lives and experiences. I also interviewed journalists doing work in the Faroe Islands and the press officer for the Faroese tourism department to ask about their own perceptions on the issue and what they are doing to improve the situation.

Although the Faroe Islands is just one small corner of the world, the problems that effect coverage are hardly unique to that place. Similar frames are likely to constrain coverage of places that are similar on account of being small and little known, of greater tourism than news interest, or the site of a controversy where the voice of the natives has been given little platform. It serves as an interesting case study for all of these things which should be of interest to any journalists doing international work.