

CMDS Summer Program

Funding Journalism in the Digital Age

School of Public Policy, Central European University, Budapest

2 - 6 July 2018

Programme

Apart from the Monday morning orientation, ALL sessions will be held in Nador street 15, Room 101 (Quantum Room)

Monday July 2nd

- 9:00-9:30 SUN Orientation (Nador street 15, Auditorium B)
- 9:30-11:00 Introductions, getting to know each other (Nador street 15, Room 101 (Quantum Room))
- 11:00-11:15 Break
- 11:15-12:45 Dean Starkman (CMDS): The crisis of journalism and the business model for funding journalism
- 12:45-14:00 Lunch break
- 14:00-17:45 Maria Teresa Ronderos (OSF): Workshop: the good, the bad and the ugly of your current funding strategy.
- In a designed exercise, participants will get to reflect about how their organisation's funding sources and discuss difficulties and lessons learnt. Maria Teresa will also share her own experience as a "grantee" and a "donor".
- 18:00 SUN Welcome Reception (Auditorium B, Nador 15)

Tuesday July 3rd

- 10:00-11:30 Sebastian Esser (Krautreporter): People-powered media
- Introduction of cases of people-powered media throughout Europe in the past 5 years and lessons learned: How do they try to solve the problems of journalism: 1) money 2) trust? What

have they tried, what has failed and what has worked? What are the typical steps you need to take to found and fund a new medium? What would an ideal structure look like?

11:30-12:45 Lunch break

12:45-17:45 Sebastian Esser (Krautreporter): how to build a successful people-powered media?

Participants apply the lessons learnt from Monday's session to their own people-powered media projects: What are the missing bits and pieces? How can their chances of success be calculated? How to build a community around a media project / outlet and how to get them to pay?

Wednesday July 4th

10:00-11:15 Marius Dragomir (CMDS): Who are the funders of journalism?

Introduction to the results of CMDS' Media Influence Matrix research project

11:15-12:45 Lunch session with representatives of Hungarian media outlets to discuss their experience with fundraising (sandwiches provided)

12:45-17:45 Tomas Bella (Dennik N): Starting from scratch - funding online and print medium in the 21st Century

Case study of Dennik N which crowdfunded its launch, found investors willing to guarantee its independence and became profitable in 3 years as a result of a focus on online subscriptions.

Thursday July 5th

10:00-11:30 Miguel Castro (Global Media Partnerships, Bill & Melinda Gates Foundation): Is Philanthropy the solution to sustainability? No, but...

First we will look at what is philanthropy, different approaches and basic definitions, and a mapping of the philanthropic support for media globally. Then we will look at the rules of engagement between philanthropic organizations and media, existing ethical norms and self-regulation, dos and don'ts. Philanthropy is an untapped opportunity and we (the media) need to work on 'selling' the value of journalism to funders and philanthropist better. (I.e. of the entire philanthropic sector investments of circa \$250billion/yr, around \$250mill goes to news and information production, and 95% of it goes to the US... see the disconnect?)

11:30-12:45 Lunch break

12:45-17:45 Tomas Bella (Dennik N): What you need to know about the subscription business

Types of paywalls and subscription models, pricing and marketing ABC.

Friday July 6th

10-11:30 Tim Libert (Oxford Reuters Institute): Online News Media and Behavioral Advertising

An in-depth tutorial of how online advertising works on a technical level, methods to measure tracking, and introduction of findings on the extent of user tracking in both the U.S. and E.U. news media markets.

11:30-12:45 Lunch break

12:45-15:45 Wrap-up, summary