

MEASURING AND BUILDING AUDIENCE TRUST

CMDS Summer School
July 1-5, 2019
Central European University
Budapest, Hungary



Journalism is facing a **deep crisis of public trust**. Some say it is more serious than the financial crisis that has clobbered news media over the course of the past decade. But the two, in fact, are deeply connected: subscriptions or various forms of memberships seem to be the **only business model** that works in this new era of journalism, and there is a close link between people's decision to pay for news and the level of trust they have in the news product they buy and the people who make it. Thus, **effectively engaging with audiences is key** in keeping news media and journalism initiatives afloat.

The aim of this course is to provide participants with in-depth understanding of the **most effective methods** of audience engagement in journalism. The course will have a **strong practical** element focusing on skills, strategies and tactics used to attract audiences to quality journalism. Sessions will feature a mix of lectures, group discussions, hands-on practicums, as well as a **field trip** within Budapest to meet with organizations engaged with work in this field.

The course is fit primarily for media practitioners; activists and advocates who work with media or engage directly with audiences; media researchers who study trust and business models; and policy experts who work on media literacy projects.

Application deadline: 14 February, 2019

Find out more: summeruniversity.ceu.edu/audience-2019