Learning From Success

- A study on successful donor-funded projects
- Helps both donors and recipients
- Why? Donors don’t know what to fund, how to be supportive
- Case study represents different types of projects. No one-size-fits-all, but there are best practices.
- Methodology: interviews, data mining, process tracking, analysis
- Challenges: repercussions for participants, small sample size, community changes quickly.
Architecture

1. Relationships with ecosystem
   - helps donors AND recipients

2. Networks
   - researchers: journalism fund + Columbia
   - grantees willing to participate
   - participants at Jo’burg conference: input + distribution

3. Novel elements
   - mapping attitudes, ordering them (hasn’t been done before)
   - evaluations of large, successful projects

4. Traditional components
   - it’s a study.
   - methodology + distribution will be traditional.
The experiment

- Map interest for study in target group: donors
- Design study: themes, participants, methodology
- Interviews
  - Looking at social media trends
  - Is there a different path?

Because there is no one size fits all.
OUR CONCEPT & ITS POTENTIAL IMPACT – OUR LEARNING AND ITS POTENTIAL IMPACT

A GUIDE AND A FRAMEWORK FOR COMMUNITY

INCLUSIVE PUBLIC SPHERE

ECHO CHAMBERS

TELL OUR STORY

COMMUNITY JOURNALISTS

SOLUTION BRING TOGETHER

MARKET FAILURE NO STORIES SHARED

COMMUNITY ENGAGEMENT

IDENTIFY TYPES OF ECHO CHAMBERS

PERSONALIZED DIGITAL FIRST AID

TREAT

MINION STATEMENT

CLEAR RULES OF ENGAGEMENT

CREATE A GOOGLE SHEET TO LINK THEM

TO FUND JOURNALISM IN AN EFFECTIVE WAY

EVIDENCE OF IMPACT 5-10 CASE STUDIES

FILM-FINANCING ENGINEERING FOR INVESTIGATIVE JOURNALISM

SPOTLIGHT MOVIE

TEST WITH ONE STORY

COLLABORATIVE NETWORK

FROM SILOS TO NETWORK

IMPACT

EXPOSE ABUSIVE POWER

SHARE KNOWLEDGE

EVIDENCE FOR SOCIAL PROCEDURES

REDUCE ABUSIVE POWER

JUSTICE

ABUSE OF POWER

RESEARCH

LYRA

DEVELOP NEW METHODOLOGIES

ABUSIVE POWER

NGOS

ACTIVISTS

JOURNALISTS

CORE

STORY

DESIGN PROPOSAL

FUNDING

BROADEN THE AUDIENCE

MATCHED CROWDFUNDING

FOR HIGH IMPACT JOURNALISM

FOUNDATION

COMMUNITY BUILDING TOOL

UNDERSTANDING NEW ECO SYSTEM

MAP

CONTENT NETWORK

THE MEDIUM MAKES THE PUBLIC

VISUAL NOTES