
MEDIA FUNDING KIT

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PURPOSE:

GALVANIZE ^{NEW} PHILANTHROPIK SUPPORT
FOR EUROPEAN MEDIA BY DEMONSTRATING
ITS VALUE

CONTENTS:

INSTRUCTIONS FOR DEVELOPING i) A
MISSION, ii) A PROBLEM STATEMENT, iii) A
CLEAR TRACK RECORD, iv) EVIDENCE
OF JOURNALISTIC IMPACT/EXAMPLES
OF MEDIA ORGS THAT SUCCEEDED (eg

BAD
1) TEACHES MEDIA COMPANIES HOW TO LOSE
2) HELPS VANGUARD TO EVANGELISE TO LIST

PROJECTS INITIATED BY FUNDERS
CONTENT AIMED AT FUNDERS
WHERE FUNDER + JOURNALIST DON'T SHARE A PASSION
LACK OF ATTENTION TO CIRCULATION
100% GRANT FUNDED JOURNALISM (CONTESTED)
MISSING AUDIENCE STRATEGY
FUNDERS THAT 'DON'T UNDERSTAND THE INNER WORK OF MEDIA COMPANIES'

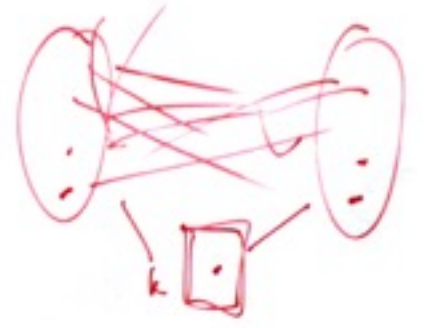
How do we make media companies more attractive to funders?

How do we cover costs of news media?

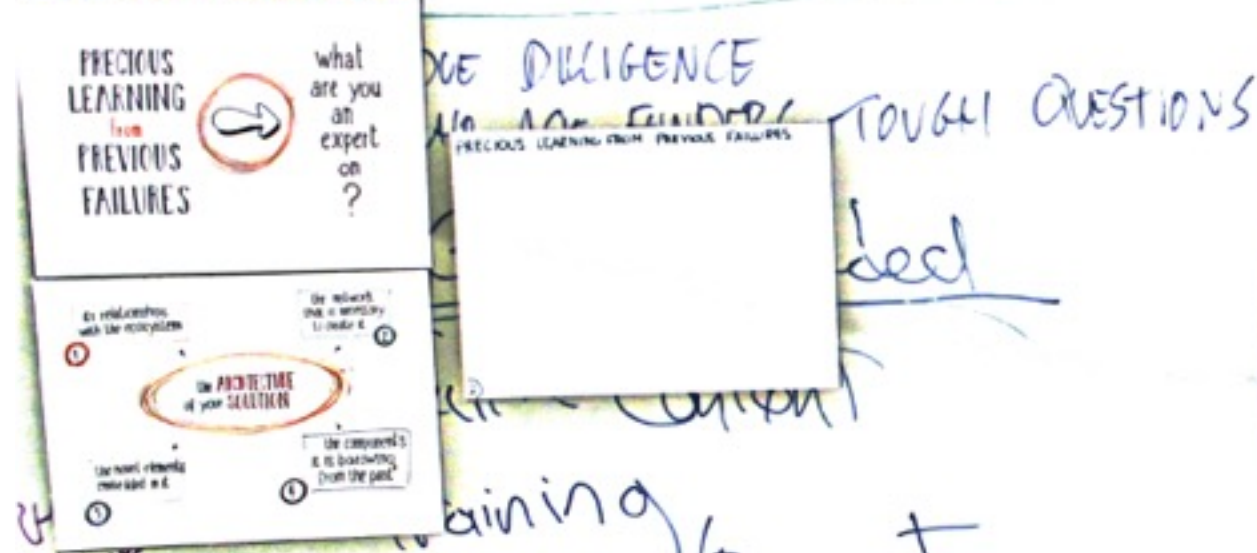
Goal: GALVANIZE PHILANTHROPE SUPPORT FOR EUROPEAN MEDIA

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- Mission - specific? - general?
- PROBLEM STATEMENT
 - Need that must be addressed.
- SOLUTION
 - Political/social context
 - THE ROLE OF JOURNALISM is
- TRACK RECORD - Individual organization / Audience figures (videos etc)
 - * ADDRESSING THIS CHALLENGE BUSINESS TO SUSTAIN THIS - STATUSES
- 10 RULES OF ENGAGEMENT
 - eg (editorial independence)
 - agreed / (accepted measurements & impact)
 - disclosure



*** SUBSIDIARY / Low-profit Corp.**
SECRETS OF EFFECTIVENESS



COMPANIES.

- Technology/Equipment
- "Innovation"
- Running Costs
- Media As An Institution
- Individual Journalist
- Security
- Preserve Independence

- BERNARD
- HARLAN
- MARGE
- Bruce
- Miquel
- TOM

- Grants
- Membership
- Earned Income
- Services (e.g. training)
- Loans
- Equity
- Endowment

- Museums
- Arts Institutions
- Think Tanks (Universities)
- Legal Clinics
- Libraries
- Public TV & Radio
- News Orgs!

OUR CONCEPT & ITS POTENTIAL IMPACT - OUR LEARNING AND ITS POTENTIAL IMPACT

