MEDIA FUNDING KIT

PURPOSE:

GALVANIZE NEW PHILANTHROPISTIC 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 etc.
WORKING WALLS

1. How do we make media companies more attractive to funders?
2. How do we cover costs of news media?

**BAD**

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

**Goal:** Galvanize support for European media

**Media Funding Kit**

- Mission specific?
- Problem statement:
  - Need that must be addressed
- Solution:
  - Political/social context
  - The role of journalism in addressing this challenge
  - How to sustain this
- Track record:
  - Independent journalism/Audience figures/videos
- 10 rules of engagement:
  - Editorial independence
  - Agreed/accepted measurements and impact
  - Disclosure
WORKING WALLS

- Grants
- Membership
- Earned Income

- Services (e.g., family)
- Loans
- Equity
- Endowment

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

- Precious Learning from Previous Failures
- Dealing with Failure
- Tough Questions
- What are you an expert on?
- Training
- Technology/Equipment
- "Innovation"
- Running Costs
- Media as an Institution
- Individual Journalists
- Security
- Pressure/Interdependence

- Miguel
- Tom
- Bernado
- Marlin
- Eugene
- Bruce
- Miguel