

Non-Profit Journalism Workshop

Hosts:
Global Center for Journalism and Democracy,
Sam Houston State University and
Department of Communication and Media, University
of Applied Sciences, Magdeburg-Stendal

Tuesday, June 16, 2015

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Program

9-9:15am:

Welcome and Trainer Introductions

9:15-10:45: SESSION ONE

[Non Profit Journalism, A Global View](#)

(60 minute lecture, 30 minute Q&A)

Trainer: Paul Steiger, Executive Chairman of ProPublica's board of directors

ProPublica founder, Paul Steiger will give an overview of the state of non-profit journalism in a global context. Examples of business models that have worked, along with those that have failed- and why that may be- will be explored. As an industry leader, Mr. Steiger will address lessons learned so far in the world of non-profit journalism, including the impact of geographical environments, and how these smaller organizations keep their journalists safe in a world where journalists of often targets of violence.

10:45-11:00am: BREAK

11-12:30: SESSION TWO

[Getting Down to Business](#)

(60 minute lecture, 30 minute Q&A)

Trainer: Ayan Mitra, Managing Editor of the Texas Tribune

When it comes to funding, what ethical challenges arise? Mr. Mitra will discuss considerations surrounding the national differences in tax laws, evaluating if advertising is still a viable option, and how to navigate whether or not to accept development aid. But the challenges just begin with accepting the money. How do you measure success for donors when projects can take years to complete, and hard-data outcomes are impossible to collect? Discussions will also include where to dedicate staff (technical/editorial/business), and why these allocations affect how funding is given.

12:30-2:00pm: LUNCH

2:00-3:30pm: SESSION THREE

[Out with the Old](#)

(60 minute lecture, 30 minute Q&A)

Trainer: Patrick Cooper, Director of Web and Engagement at National Public Radio

Escaping stale, legacy thinking in terms of content and display is a challenge all media outlets are facing, especially in the non-profit sector where mobile users are often the main audience. Additionally, partnerships with legacy media and other non-profits are becoming almost mandatory to succeed in an ever-changing market. How do non-profits combine old and new ideas and gain/keep public confidence during the growing pains?

3:30-3:45pm: BREAK

3:45-5:15pm: SESSION FOUR

[What's Next?](#)

(60 minute lecture, 30 minute Q&A)

Trainer: Charles Lewis, Professor and Executive Editor at the Investigative Reporting Workshop, American University School of Communication

A discussion about what is on the horizon for non-profit journalism, including glimpses on new technologies, fundraising techniques, and service sharing. How do new non-profits build their audience base and engage in their communities in a way that will differentiate them from competitors, provide a service that is not being met, and keep people coming back? Mr. Lewis will also share glimpses into his global survey on the rising trend of non-profit journalism centers that are producing original reporting.

5:15-5:45pm: FINAL Q&A

Trainers will offer short (2-3 minutes) closing statements, and attendees will have the opportunity to ask any final questions.

5:45-6:00pm: EVALUATIONS

Attendees will be asked to complete a workshop evaluation.

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