

NewsReel

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NEW SKILLS FOR THE NEXT GENERATION OF JOURNALISTS

TEACHING GUIDE

NEWS MEDIA BUSINESS, INNOVATION AND PROJECT DEVELOPMENT



About the Newsreel Project

Journalists have an essential role in the new media landscape as a pillar of credible and contextualized information. Being in competition with several alternative forms of news, non-professional or even deliberately manipulated news, professional journalism should be empowered by new competencies and skills.

Opportunities enabled by digital technologies, such as processing, analyzing and visualizing large amounts of data, as well as multi-sectoral and digital cross-border co-operations, open new fields of journalistic activities, and new ways to speak about public issues. However, this environment also entails technical and economic risks, and demands expertise in IT security, as well as the development of business models and strategies from journalists and media companies.

Journalists face several ethical challenges that should be handled to meet their social responsibilities. Fake news and hate speech have become major issues in the public sphere, as have whistleblowing and activism.

By improving skills of a new generation of European journalists, NEWSREEL will contribute to the strengthening of the common European democratic public sphere. It will do so by improving collaborative and cross-border journalism that is able to elaborate and make tangible the huge amount of available data, and which is based on a predictable business strategy and a firm ethical foundation.

The main goal of the project is to develop e-learning materials connected to four fields: data journalism, new business models, collaborative journalism and ethical challenges. All educational materials produced by the project are openly and freely accessible through open licenses via the project's website (<https://newsreel.pt.e.hu/>).

The project partners are the University of Pécs, in Hungary; the Erich Brost Institute, from the Dortmund Technical University, in Germany; the University Institute of Lisbon (ISCTE-IUL), in Portugal; and the University of Bucharest, in Romania.

Teaching Guide

The main goal of the teaching guides, there is one for each one of the four fields, is to give some hints and help teachers to implement the courses. Here they can see in a glimpse what contents will be found at the eLearning, the main goals of the course, for whom it was thought, bibliographical references, and other contents.

News Media Business, Innovation and Project Development

Target audience

This course is aimed to undergraduate students in any field, but recommended in social sciences in general or IT, and with preference in communication sciences, marketing or management competences preconditions. If you have experience in a newsroom or in a media or new media company (even just as curricular training or equivalent) you'll get the most out of this course, but this is not a must have condition.

General objective of the course

The overall objective of this course is that students absorb and master the main issues and key techniques related to the theory of news media business, media management, and news media or new media project development.

The focus of the course is the process of creating innovative products for the emerging media ecosystem created by the digital revolution. The impact of digital technologies on the legacy media industry, both on the production side as on the consumption side, will be addressed. Special attention will be given to changes in news media business models and distribution.

Through study of relevant cases, innovative digital journalism initiatives will be analysed. This course aims to prepare professionals and academics to work as "enterprising journalists" in digital technology environments such as the Internet and mobile, and/or develop academic activities related to the impact of these technologies on journalism and the need for innovation in journalism.

Specific objectives of the course

- Identify the main concepts, practices and trends in the media business (in general, news media, telcos, new media and journalistic start-ups).
- Identify the key elements to design a new project or to upgrade an existing media project.
- Be able to develop a news media or new media project, including market evaluation, competition benchmark, editorial project, strategic and resources planning (non-financial).
- Extensively research and discuss the impact of the Digital Revolution on the news media industry, especially on the business models that finance journalistic enterprises.
- Analyse the media ecosystem that came out from the adoption of digital technologies that revolutionized the paradigms of mass communication.
- Study the business of digital news enterprises, including costs, revenue streams, audience metrics, marketing, content production and distribution.
- Study cases of media start-ups that use digital technologies in innovative ways, as well as innovation by legacy media organizations.
- Understand the basics of entrepreneurship, especially the early stages of technology start-up companies.
- Apply techniques and processes to transform innovative ideas into a media project with a sustainable business plan.
- Develop a project for an innovative news and information project, for-profit or non-profit, including a business plan.
- Know how to make an elevator pitch
- Know how to do an executive summary
- Know how to do a SWOT analysis
- Analyse social media and internet usage, using software analysis tools to deliver quantitative and qualitative information for business creation, development and sustainability.
- Understand the importance of big data analysis in business intelligence processes that lead to lean and sustainable management.

Professional competences to be enhanced

At the end of this course, students will have gained news media and new media management skills, news media and new media business models evaluation and implementation skills, news media or new media benchmark skills, including business intelligence. They will also have enhanced social media and internet analysis skills, news media or new media project development skills, innovation and design thinking skills. In what regards transversal competencies they will have increased team work management skills, critical thinking skills, media business context knowledge, innovation awareness, project development, big data analysis skills, global citizenship and social responsibility knowledge.

Course

The course is divided in two main parts: the course in itself and a seminar more devoted to practice.

Course contents

1. The challenges for media in 2019
2. Media environment (part 1)
3. Media environment (part 2)
4. Media companies prospective and investment focus
5. Social media and news consumption + Desires of change on media outlets
6. Media companies' business models
7. Desires of change and the building blocks for innovation
8. From the initial start-up idea: the development of a project
9. Business model canvas and pitching

Seminar contents

- Project design and development: Tools and methods to develop innovative projects of news and media;
- Principles of Design Thinking - inspiration, ideation and implementation;
- Business Model Generation - preparing canvas for business models;
- SWOT analysis;
- Executive summary highlights;
- Social media and Internet usage analysis;
- Metrics Tools;
- What and how to look for.

Teaching methods

This course is prepared to be implemented either by e-learning, blended learning or in presence learning. The teaching methods recommended privilege interactive exercises that involve participatory learning and team working in groups. Students will be guided, by teachers through out the main issues and key techniques related to the theory of news media business, they will also research and discuss the impact of the Digital Revolution on the news media industry, study the business of digital news enterprises, including costs, revenue streams, audience metrics, marketing, content production and distribution and research and discuss the business models that finance journalistic enterprises.

After perfecting their knowledge on the quoted areas they will pass on the a more practical approach were they will have to develop a news media or new media project, including market evaluation, competition benchmark, editorial project, strategic and resources planning (non-financial). They will also practice social media and internet usage analysis, using software analysis tools to deliver quantitative and qualitative information for business creation, development and sustainability.

Evaluation

The advised evaluation is to be carried out in two phases: 1) during the school period and 2) final evaluation.

1. Classes participation: 10 %

2. Individual written work (final report): 40 % 3. Entrepreneurial project (in 4 steps): 50 % The evaluation requires the disclosure of written and oral skills, quality of literature search, acquired knowledge applied use and the ability of analysis and synthesis.

Short Bibliography

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The team

Ana Pinto-Martinho

Ana Pinto Martinho is a journalist, researcher, journalism and media teacher and trainer. She is currently the online editor of the European Journalism Observatory in Portuguese, assistant researcher at CIES-IUL and researcher at OberCom where, among others, she contributes for the Digital News Report, issued by the Reuters Institute for The Study of Journalism, on the Portuguese analysis.

Ana teaches data journalism, media and journalism, storytelling, visual communication and social media related areas at ISCTE - IUL. And works for Cenjor, the official Portuguese journalists training center. As a journalist she directed the iGOV project, a media outlet dedicated to the areas of public administration, government, eGovernment, open data and citizenship.

She was also a journalist for the Portuguese edition of InformationWeek magazine, director of the publication Interface - Public Administration, worked for news outlets such as Diário de Notícias, Semanário Sol, and RTP Informação. She is currently working on her PhD at ISCTE. Ana has a Master's degree in Communication, Culture and Information Technologies (ISCTE) and a Bachelor's Degree in Communication Sciences (Universidade da Beira Interior).

Miguel Crespo

He is a journalist, editorial consultant, and digital communication teacher and trainer. He is the coordinator of the Graduate Program in Journalism and professor in the Master's degree in Communication, Culture and Information Technologies at ISCTE-IUL. He also teaches at the Graduate Program in Digital Marketing at IPAM / IADE. He is an assistant researcher at CIES-IUL, participating in several national and international projects. He is the online and multimedia courses coordinator at the Portuguese journalists training center, Cenjor.

He is a Ph.D. student in Communication Sciences and as a Master's degree in Communication, Culture and Information Technologies at ISCTE-IUL. It has numerous training courses in areas such as journalism, online journalism, audiovisual, photography, art aesthetics or screenwriting for film and television.

He was publisher, editor-in-chief or editor of dozens of journalistic projects and worked for Diário de Notícias, Público and Correio da Manhã daily newspapers. He has won a dozen national and international awards in the multimedia area with informative, educational and edutainment projects for adults, and children and teenagers.