

Stars4Media NEWS Q&A session

Wednesday, 18/05/2022 14:00 – 15:00 CET











Agenda

- **14:00 14:05** Welcome
- 14:05 14:15 Stars4Media NEWS goals and objectives
- 14:15 14:20 Timeline
- 14:20 14:25 Selection criteria
- 14:25 14:35 Tips for a successful submission
- **14:35 15:00** Q&A

Welcome











What is Stars4Media NEWS?

A pan-European funding and coaching programme

With an aim for long term **Business** and **Newsroom transformation**

Will provide **financial support** and in-depth **coaching**, as well as peer-to-peer knowledge transfer for **cross-border collaborative projects**





Stars4Media NEWS

Goal:

To implement a transformative collaboration programme designed to have a lasting impact on Europe's news media sector.

Same principles:

Fostering innovation; multi-disciplinary collaboration; cross-border and inter-organisational collaboration

Stars4Media NEWS

Stars4Media Second Edition

New aspects:

- → Increased financial support per participating company
- → Not only EU member states
- Stronger focus on business transformation (BOOST phase)
- Need-based, tailored coaching and continuous mentoring
- Creation of a larger, sustainable community
- Dissemination of best practices

Two "Tracks"

Projects can be submitted under one of the two following tracks:



Track 1: Collaborative Business Transformation projects

- Scope: the partial or total transformation of the company, with an impact on one or several departments and/or workflows.
- Examples: diversifying revenue models; new approaches to audience engagement and monetisation; development of common professional/technical standards; to quote just a few.

Track 2: Collaborative Newsroom Transformation projects

- Scope: the partial or total transformation of the newsroom, with an impact specifically on the functioning and organisation of the editorial and news content production activities.
- Examples: adjusted reporting methods; innovative production methods; innovative distribution methods and new formats; innovative tech solutions for newsrooms; collaboration tools and techniques; workflow optimisations, internal culture etc.



Projects can be supported in two consecutive phases:

Phase 1 – EXPLORE is focused on the exploration of media innovation

- Number of Projects selected: 14
- Duration: 4 months
- Grant amount*: €24,000 (€12,000 lump sum award for each participating media)



Phase 2 – BOOST is focused on the transformation of the newsroom and/or business

- Number of Projects selected: 9
- Duration: 6 months
- Grant amount*: €64,000 (€32,000 lump sum award for each participating media)

^{*} for a typical project of two partners (media companies based in two different countries

^{*} for a typical project of two partners (media companies based in two different countries

Coaching

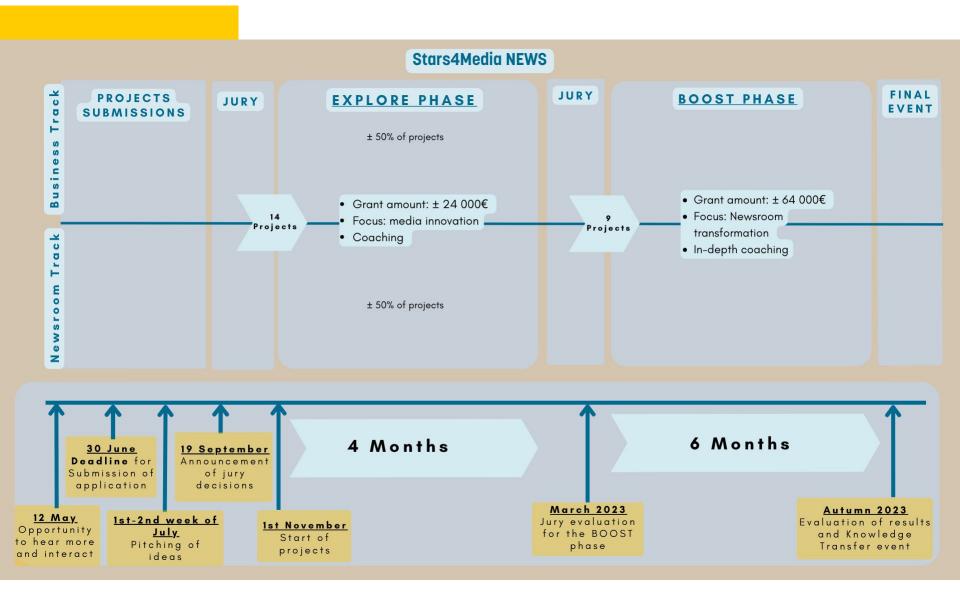
Within each Track, a tailor-made training and coaching programme will be applied



Within the two tracks and across both the EXPLORE and BOOST phases, the project teams will receive training, as well as tailored coaching.

Specifically, the teams from each funded project will receive ad hoc, light touch coaching in the EXPLORE phase, and dedicated, regular mentoring in the BOOST phase from experienced coaches.

Timeline



Who can submit a project?

Medium-sized and large media organisations: (25-200 employees) to large (>200 employees) news organisations.

 Smaller organisations and tech companies can also join, as long as they partner with a larger news organisation.

Composition of participating teams: the project teams must involve a **mix of people** from **business, technology, and newsroom**

 Sales directors, marketing specialists, editors, reporters, data journalists, graphic designers, web developers, project managers, social media managers, user experience, data and AI experts, etc.

A typical project includes **two media organisations**, **based in two different participating countries**:

All EU member states; Iceland; Norway; Liechtenstein; Albania;
Bosnia and Herzegovina; Montenegro; North Macedonia; Serbia;
Georgia, and Ukraine.

Selection criteria



To enter the EXPLORE phase:

- Size & sustainability of media organisation (including size, readership, and brand credibility for the largest of the partners)
- Plan of action (including clear and achievable goals, the need, and use for both funding & coaching)
- Partnership potential (quality of cooperation and approach)
- Impact potential (innovation; business models; productivity; resilience etc.)
- Sustainability (the ability of the innovation envisaged to bear its costs over time)
- Diversity: relevant balances and inclusion (languages, gender, countries, multidisciplinary of professionals involved, and journalism/media products)

To enter the BOOST phase:

- Reassessment (project assessment at the end of EXPLORE phase)
- Sustainability of the project (anchoring in the organisation, for example, fit with the media's overall strategy)
- Transformation plan quality (objectives, milestones, teams, change management approach)
- Support by top management
- Dissemination plan to the wider media sector





- ✓ Fill in the application check list: https://stars4media.eu/wp-content/uploads/2022/04/Checklist.pdf
- ✓ Extra points will be allocated to applications that are presented with a confirmed partnership. Applicants without a partner organisation are strongly encouraged to clearly demonstrate a strategy to find a partner by the start of the EXPLORE phase.
- Freelancers and individuals not associated with a media organisation cannot participate in the programme;
- Applying project teams must prove their adherence to international journalistic and ethical standards.
- ✓ To reflect current times, needs and shifts in the media sector, the Stars4Media NEWS consortium has decided to further strengthen the East-West cooperation by strongly encouraging projects involving Eastern European media organisations, either based in their countries or in exile.

Your Questions



Thank you!







Extra slides

Support to new media partnerships, innovation and cross-border, cross-disciplinary cooperation across Europe

51 initiatives covering editorial, technological, marketing and other innovations

290 media professionals from over 100 organisations from 22 EU member states

Regional and gender balance respected

Regional and gender balance respected

Stars4Media Results







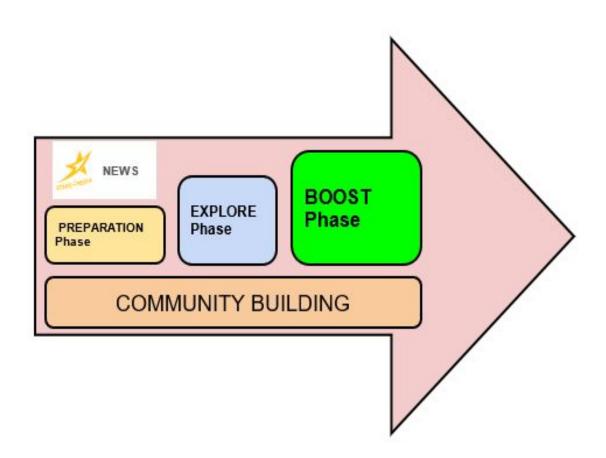
- ✔ Cross-border virtual collaboration is successfully working, even for partners cooperating for the first time
- **Expert coaching** during the pre-selection phase can help applicants fulfill the admission requirements and submit stronger applications
- ✓ Coaching and jury evaluation should be performed by two distinct groups of experts, to avoid any (seeming) conflict of interests
- ✓ Establishing a clear communication plan of the transparent and fair selection procedure of project beneficiaries is of paramount importance.





- ✓ In the Second Edition, there was a rather equal interest towards editorial, technological and marketing innovations
- ✓ The interest and commitment of micro, small and medium media organisations is the highest
- ✓ The cross-border partnerships started within Stars4Media Second Edition and Stars4Media Year 1 are expected to continue in over 77% of the cases (renewed commitments)

Approach and Methodology



Approach and Methodology

