

Stars4Media NEWS

Q&A session

Wednesday, 10/06/2022

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 - 14:30 Tips for a successful submission

14:30 - 15:00 Your presentations // 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**



Two “Phases”

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)

* for a typical project of two partners (media companies based in two different countries)



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)



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.*

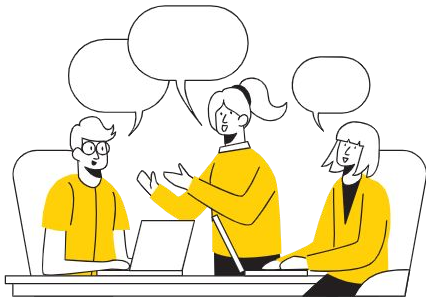


Coaching

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.





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**

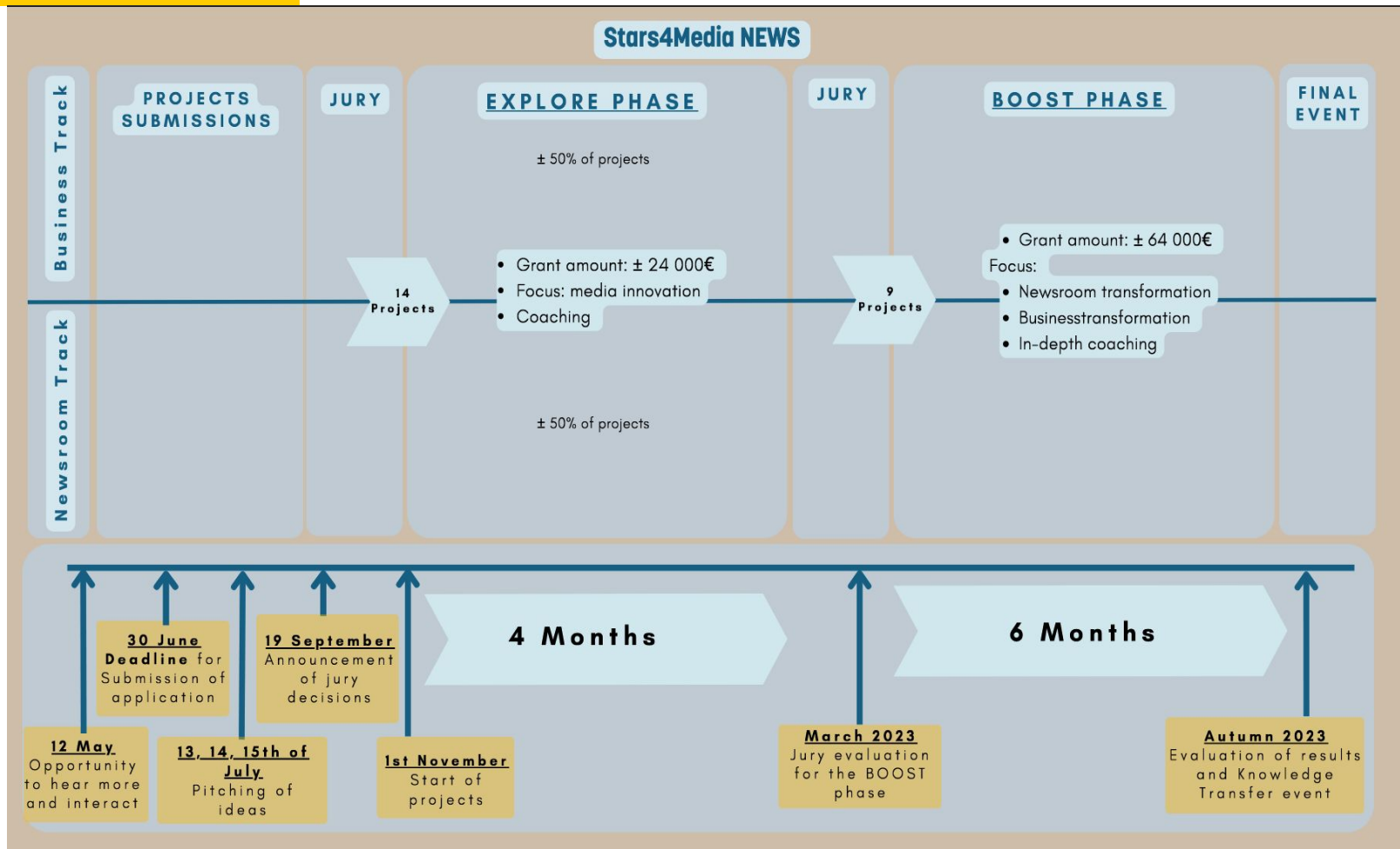
- *Sales directors, marketing specialists, editors, reporters, data journalists, graphic designers, web developers, project managers, social media managers, user experience, data and AI experts, etc.*

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.*



Timeline





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



Selection process



Jury List

Lorenzo Ferrari-editorial coordinator of the European Data Journalism Network.

Eva Bognar -Senior Program Officer Democracy Institute's Center for Media, Data and Society, CEU

Chiara Sighele-Projects director, OBC Transeruopa

Renate Schroeder -Director European Federation of Journalists

Alexandra Borchardt- Senior Research Associate at the Reuters Institute for the Study of Journalism

Marius Dragomir - Director Center for Media, Data and Society, CEU

Max von Abendroth- Executive Director, Donors and Foundations Networks in Europe

Aidan White- Founder Ethical Journalism Network

Vincent Peyrègne-Chief Executive Officer of the World Association of News Publishers

Slobodan Sibinčič- Secretary-General European Business Press

Ulrike Rohn -Prof. media economics and management, the Baltic, Film, Media and Arts School

Mar Cabra-The self investigation



Your Questions



Eligibility

Our media company has less than 25 employees. Can we apply?

We are working with freelancers, not permanent employees. Is this model of work acceptable?

What happens if we submit an unpaired application?



Content

I am not a media company but I have a project under the business transformation track.
Can I apply?

What indicators should a project achieve?

How many details should we provide on the plan of action?



Financial aspects

What do you mean when you say that selected media organisations can receive up to €100 000 per project?

How is the grant allocated? Are the €12 000 in the *Explore* phase and the €32 000 in *Boost* to be understood as *per partner* or *per project*?

Can we use the grant to attend training courses?



Thank you!