

New models of Journalism



Course outline

Course Tutor: Rachel Hamada

Course Content:

Journalism in Scotland is changing, and nobody really knows what the future holds. But in the meantime new models of journalism are springing up, from cooperatives like The Ferret and West Highland Free Press to hyperlocals and community journalism. The old paradigm of an all-knowing expert broadcasting in one direction is gradually giving way to a more consultative model of journalism that listens to audiences and their experiences.

This one-day session will give you the ideas, resources and practical examples you need to explore new ways of doing of journalism, from reader-owned and non-hierarchical models to the latest tools and techniques for developing a two-way relationship with your audience that pays.

Programme

- Structures and ownership – Find out what it means for a publication to be journalist and reader owned. Explore collaborative structures and the tensions between a flat structure and the need for accountability and the valuing of experience.
- Good practice – Accountability, transparency and openness differentiate some new models from what has gone before. How does this work in practice and what are some good examples of this?
- Identifying your communities – Find out how to pinpoint the different communities that you want to reach and work with, and find out what their immediate needs are.
- The why of engagement – Listening to audiences and “community engagement” is the new zeitgeist in journalism but what does it mean, and does it actually work?
- The how of engagement – You’ve decided you do want to develop a deeper relationship with your audience but you’re not sure how best to do it – we explore a range of methods and tools that you can experiment with.
- Making it pay – The entire journalism industry is struggling with how to make journalism pay. What are some of the ways in which new journalism projects are surviving or even turning a profit? From crowdfunding to grants, syndication to membership, we discuss some of the different revenue streams that can help a new business to survive.
- Legacy and succession – Many new journalism projects are fuelled by the drive and skills of one or a small group of founders. How can these projects be future-proofed so they don’t rely entirely on founders?

Course costs £95 for NUJ members and places can be booked by contacting joanm@nuj.org.uk.

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