

- Faculté des sciences économiques
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Entrepreneurial Journalism (5AJ2082)

Filières concernées	Nombre d'heures	Validation	Crédits ECTS
Master en journalisme et communication, orientation journalisme	Cours: 2 ph	Voir ci-dessous	3

ph=période hebdomadaire, pg=période globale, j=jour, dj=demi-jour, h=heure, min=minute

Période d'enseignement:

- Semestre Printemps

Equipe enseignante

Clare Cook
co-founder Media Innovation Studio
Senior lecturer and researcher, consultant Google DNI, European Journalism Centre, International Media Support, Internews

Contenu

The aim of the module is to develop creative, flexible and entrepreneurial journalists who can bring fresh thinking to a media organization; create dynamic and innovative content for a start-up media enterprise; or launch their own journalistic website or other product. The skills, knowledge and insights you gain in this class will be invaluable as you enter an industry in turmoil. In this module, you will learn to research, develop, refine and pitch an innovative journalistic idea that showcases your creativity, talents and market acuity. You will learn about the legal, commercial and ethical contexts surrounding the future of journalism, and you will have the opportunity to meet entrepreneurs from big and small media organizations. At the end of the course, you will be able to:

- Have an understanding of the current media landscape,
- comprehend the key-concept of innovation in journalism,
- understand the increasing relevance of networks, collaboration and productisation in journalism for reinvention,
- be able to identify content gaps and service gaps that represent an opportunity for income and to serve the public good,
- understand revenue models from direct pay to ad-based and product based
- have basic knowledge of startup businesses and paths to success, including writing a business plan and obtaining funding.
- be able to market and promote your business idea across relevant platforms,
- realize the complex dual role of entrepreneurial journalists as both journalists and media managers, and
- adopt an ethically sound perspective on the practice of journalism and be able to translate it into a sustainable business plan.

Forme de l'évaluation

The evaluation is based on

- a) the development of a final project, which consists of a detailed competitive analysis and a formal business plan outlining audience, value and resources including monetization of a product or service. With your group, you will develop a feasible idea: a new product or service related to journalistic content (product for an audience) or work (a service for journalists or news organizations). It is worth 70% of your final mark. Your proposal may be for either:
 - i. A new offering from a real media organization, either a legacy outlet (TSR, Le Matin, Neue Zürcher Zeitung etc.) or a digital-only one (Buzzfeed, Watson etc.).
 - ii. A new offering that you are proposing to develop independently – that is, a new journalistic start-up for which you will be the entrepreneurs.
- b) a project pitch where each group will have 15 minutes to pitch their journalism innovation idea. The project pitch is worth 30% of your final mark.

Rattrapage :
2h written exam

Documentation

Mandatory readings:

Briggs, Mark (2012). *Entrepreneurial Journalism: How to build what's next for news*. CQ Press, Thousand Oaks, CA, 2012.

Breiner, James (2014) *News Entrepreneurs Blogspot*. Available at:
<https://newsentrepreneurs.blogspot.com/2014/08/on-5-continent-thousands-of-digital.html>

Bilton, C (2017) *The Disappearing Product Marketing and Markets in the Creative Industries*. Edward Elgar Publishing

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Radcliffe, D (2019) 50 ways to make media pay. WNP <https://www.sovrn.com/wp-content/uploads/2019/50-Ways-To-Make-Media-Pay.pdf>

Sirkkunen, Esa & Cook, Clare (2012). Chasing Sustainability on the Net: International research on 69 journalistic pure players and their business models. University of Tampere. Available online at <http://www.submojour.net/>

Massey, BL (2018) Testing the revenue diversity argument on independent web-native news ventures. *Digital Journalism* 6:10

Note: All mandatory reading material will be made available to students in advance. There will be additional articles to read during lectures, these articles will be made available as well.

Supplemental readings:

Anderson, Chris (2008). *The Long Tail: Why the Future of Business Is Selling Less of More* (revised edition). London: Random House Business.

Anderson, C.W., Bell, Emily, & Sharky, Clay (2012). *Post-Industrial Journalism: Adapting to the Present*. Columbia Journalism School, Tow Center. Available online at http://towcenter.org/wp-content/uploads/2012/11/TOWCenter-Post_Industrial_Journalism.pdf

Brock George (2013). *Out of print: journalism and the business of news in the digital age*. London: Kogan Page.

Gynnild, Astrid (2013). Journalism innovation leads to innovation journalism: The impact of computational exploration on changing mindsets. *Journalism*, 15(6), 713-730.

Hunter, Andrea (2016). It's Like Having a Second Full-Time Job. *Crowdfunding, journalism and labour*. *Journalism Practice*, 10(2), 217-232.

Kaye, Jeff, & Quinn, Stephen (2010). *Funding journalism in the digital age: business models, strategies, issues and trends*. New York: Peter Lang.

Nedelkovic, Marko et al. (2014). *Entrepreneurial Journalism Handbook*. Belgrade: Konrad Adenauer Stiftung. Available online at: http://www.kas.de/wf/doc/kas_38746-1522-2-30.pdf?140912081809

Newman, Nic (2019). *Journalism, Media and Technology Predictions 2019*. Available online at <http://reutersinstitute.politics.ox.ac.uk>

Negreira-Rey (2011) *The search for a sustainable business and production model in hyperlocal online media in Spain*

Paulussen, Steve (2016). Innovation in newsrooms. In T. Witschge, C. W. Anderson, D. Domingo, & A. Hermida (eds.) *The SAGE Handbook of Digital Journalism* (pp. 192-206). London: Sage.

Pavlik, John V. (2013). Innovation and the future of journalism. *Digital Journalism*, 1(2), 181-193.

Porlezza, Colin, & Splendore, Sergio (2016). Accountability and Transparency of Entrepreneurial Journalism. *Unresolved ethical issues in crowd-funded journalism projects*. *Journalism Practice*, 10(2), 196-216.

Ries, Eric (2011). *The Lean Startup*. Crown Business, New York, NY. Available online at <http://www.stpia.ir/files/The%20Lean%20Startup%20.pdf>

Rogers, Everett M. (2003). *Diffusion of Innovations*. 2nd ed. New York: Free Press.

Shields, Ben (2016). *Social Media Management*. Oxford: Oxford University Press.

Spyridou, Lia-Paschalia et al. (2013). Journalism in a state of flux. *International Communication Gazette*, 75(1), 76 - 98.

Vos, Tim, & Singer, Jane (2016). Media Discourse About Entrepreneurial Journalism. Implications for journalistic capital. *Journalism Practice*, 10(2), 143-159.

Wagemans, Andrea, Witschge, Tamara, & Deuze, Mark (2016). Ideology as Resource in Entrepreneurial Journalism. *The French online news startup Mediapart*. *Journalism Practice*, 10(2), 160-177.

Forme de l'enseignement

- 3 ECTS credits - Optional course, Master of Arts in Journalism - Spring semester - 28 hours.

The course includes lectures, case studies, discussions, invited speakers and the preparation of a presentation and a project.