

PRESS RELEASE

How to finance independent journalism?

During this year's M100 Young European Journalists Workshop (M100YEJ) in Potsdam (7 to 15 September, 2016), young journalists from Eastern Partnership Countries and Russia will be introduced to various financing options and opportunities for independent journalistic projects.

Potsdam, 12 July 2017. About 60 highly qualified young journalists from all Eastern Partnership countries (Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine) as well as from Russia have applied for this year's **M100 Young European Journalists Workshop (M100YEJ)**, titled "**How to finance independent journalism – education, platforms, and business models**". Supported by professional and experienced trainers, the 15 selected participants will jointly work on concepts for independent journalistic projects. The various financing models they will develop during the training are applied to the economic and legal conditions of their home countries.

Challenges and obstacles in their home countries are particularly serious. The media are often owned by private or state institutions and are used to support their political or economic interests. However, owners of the few existing independent journalistic portals and media often suffer from political and economic pressure or menaces. Hence, objective, reliable information is not provided sufficiently and simultaneously, the spread of propaganda is enabled and promoted.

Tatiana (23) from Russia is selected for this year's M100YEJ. She started comparing the coverage of the Russian-Ukrainian conflict among Ukrainian and Russian media and concluded: "Both sides are using media as propaganda tool to shape certain public opinion. It leads to an escalation of interpersonal communication and increase of aggression between two neighbouring nations that share common history, culture and religion."

Manvel (26) from Armenia believes that media providing deep-dive analyses on the conflict will have a positive effect on the mind-sets of the locals. "In general, people in Armenia do not really seem to be interested in any alternative news about the opposing side as the majority believes traditional media provide the ultimate truth about the development of the conflict. This is because of the lack of independent media giving an insight on the lingering Armenian-Azerbaijani conflict." However, independent journalism cannot grow in an environment that does not promote or support independent journalism.

At the M100YEJ, Tatiana, Manvel and her colleagues will not only learn how to found an independent medium or journalistic project, how to do marketing and to develop target groups, but they will also be connected with potential funders and supporters in order to effectively realise their projects.

Additionally, the participants will have the opportunity to get insight knowledge on media companies based in Germany, such as Deutsche Welle TV, rbb, DIE WELT, and Alex TV.

The workshop ends with the participation at the international media conference **M100 Sanssouci Colloquium** on September 14, 2017. Titled "**Democracy or Despotism? The Renaissance of Dark Powers**", about 70 high-level editor-in-chiefs, historians and representatives of political institutions are invited to the Sanssouci Orangery in Potsdam.

The M100 Young European Journalists Workshop is supported by the **Federal Foreign Office** and **ZEIT Foundation**. The workshop takes place in co-operation with **Netzwerk Recherche, European Youth Press, Press Club Belarus, Medieninnovationszentrum Babelsberg (MIZ), Orange Magazine** and the **Association of young Journalists in Armenia**.

If you want to do interviews with the young journalists, please contact:

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