

# Media Organisations for Stronger Transnational journalism (MOST)

## Workshops on Media Viability

26-28 February 2025  
Multicultural Centre / ul. Zabłocie 20  
30-701 Kraków, Poland

### February 26th: Business Development and Revenue Diversification

Theme: Building sustainable business models for media organizations

#### 09:00 - 09:30 | Welcome and Introduction

- Welcoming remarks by Kraków representatives
- Opening remarks by MOST representatives
- Overview of workshop goals and structure

#### 09:30 - 10:45 | Session 1: Intro to Business Development for Media

- Core principles of media business strategy
- Exploring diverse business models for media organizations

#### 10:45 - 11:00 | Coffee Break

#### 11:00 - 12:15 | Session 2: Diversification of Revenue Streams

- Exploring crowdfunding, subscriptions, syndication, and advertising models
- Strategies for increasing revenue stability

#### 12:15 - 13:00 | Lunch Break

#### 13:00 - 14:15 | Breakout Groups: Creating Structured Business Plans for Media Ventures

- Teams draft an outline of structured business plans tailored to specific case studies
- Trainer guides teams through a template covering vision, objectives, revenue streams, and key activities

#### 14:15 - 14:30 | Coffee Break

#### 14:30 - 16:00 | Session 3: Media Sustainability Principles and Case Studies

- Long-term strategies for media viability
- Exploring successful case studies from sustainable media organizations

## February 27th: Media Sustainability and Audience Development

Theme: Ensuring sustainability through audience-focused strategies

### 09:00 - 10:30 | Session 1: Audience Development Strategies

Building and retaining a loyal audience

Tools for audience analytics and segmentation

### 10:30 - 10:45 | Coffee Break

### 10:45 - 12:00 | Hands-On Session: Developing Audience Engagement Plans

Participants create engagement plans, including actionable metrics for retention and growth

Teams present a summary of their plans for peer and trainer feedback

### 12:00 - 12:45 | Lunch Break

### 12:45 - 14:00 | Session 2: Distribution and Reach

Best practices for effective content distribution across digital platforms

Leveraging partnerships and networks for broader reach

### 14:00 - 14:15 | Coffee Break

### 14:15 - 16:00 | Session 3: Monetization Your Community

Models for Community-driven media business

Relevant tech and software solutions

## February 28th: Innovation, Product Development, and Technological Transformation

### Theme: Driving innovation and adapting to technological changes

#### 09:00 - 10:30 | Session 1: Technological Transformation and Media Innovation

- Intro to basic AI concepts (e.g., what generative AI is, how it works)
- Exploring the impact of generative AI and other emerging technologies on media
- Integrating technological advancements into media strategies

#### 10:30 - 10:45 | Coffee Break

#### 10:45 - 12:00 | Session 2: Optimizing Data Collection and Outreach Reporting

- Identifying gaps in current data collection and reporting workflows
- Practical tools for monitoring web content and press reviews
- Approaches to gathering and analyzing audience data to refine outreach strategies

#### 12:00 - 12:45 | Lunch Break

#### 12:45 - 14:00 | Hands-On Session: Enhancing Data Collection and Reporting Workflows

- Practical solutions for automating data collection on audience engagement
- Introducing workflows and platforms to automate reporting processes
- Collaborative discussion on challenges and potential solutions for tracking outreach impact

#### 14:00 - 14:15 | Coffee Break

#### 14:15 - 15:30 | Presenting AI-Driven Strategies

- Team presentations: Proposals for AI implementation and improved workflows
- Feedback from peers and trainer to refine ideas for Berlin
- Closing remarks

For off-site participation:

<https://us06web.zoom.us/j/82437652835?pwd=i7ra4BFpKpBXxy0nta1HKeUbaUnRFp.1>

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## CONFIRMED ATTENDEES

| Participant Organization                                                                                                            | Names / Positions                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>CCI/OBCT</i>                                                                                                                     | Chiara Sighele (Director)<br>Luisa Chiodi (Scientific Director)<br>Luka Zanoni (Editor in Chief)<br>Dimitri Bettoni (researcher)<br>Chiara Cont (Finance Officer)<br>Erion Gjatolli (Project officer)                                                                                        |
| <i>Courrier des Balkans</i>                                                                                                         | Florentin Cassonnet (Editor in chief)<br>Ombeline Dupre<br>Simon Rico (Editor in chief, website editor)                                                                                                                                                                                      |
| <i>New Eastern Europe</i>                                                                                                           | Adam Reichardt (Editor in Chief)<br>Iwona Reichardt (Deputy Editor in Chief)<br>Daniel Gleichgewicht (Editor)<br>Giorgi Beroshvili (Editorial Assistant)                                                                                                                                     |
| <i>European Pravda</i>                                                                                                              | Sergiy Sydorenko (Editor)                                                                                                                                                                                                                                                                    |
| <i>BIRN</i>                                                                                                                         | Karla Juničić (Engagement Editor and Coordinator)<br>Ivana Pavlović (Head of Strategic Planning)                                                                                                                                                                                             |
| <i>El Orden Mundial</i>                                                                                                             | Fernando Arancon (Director)<br>Edoardo Saldana (Co-editor, marketing/business)                                                                                                                                                                                                               |
| Tactical Tech<br>(grantees supported by TT and joining on behalf of the Collaborative and Investigative Journalism Initiative/CIIJ) | Ieva Ivanauskaitė, Delfi, Lithuania<br><br>Davide Lemmi, FADA Collective, Italy<br><br>Martyna Szczuko, Fundcja Reporterow, Poland<br><br>Aristea Protonotariou, Solomon, Greece<br><br>Milou Dirkx, Clean Energy Wire, Germany/Netherlands<br><br>Alexandra Kopacheva, Novaya Gazeta Europe |