

AIP AND SANEF SUSTAINABILITY WORKSHOP – 26 NOVEMBER – QUESTIONS TO CONSIDER

1. Practically **using local social media users** to create an informal network of news contributors?
2. **What is the way to collectively approach SABC News about possibilities of community journalists playing the role of the reporters?** BUT mainstream media exploit community journalism when big stories are broken - creates inequality because they don't acknowledge journalists for their work and breaking stories. What is ethical and rewarding for the community journalists participating? The same thing for just lifting community posts and Twitter posts onto news sites without acknowledgment or warning so essentially creating an extractive industry.
3. Calling out advertisers **for lack of adspend on media that is in a range of African languages** and not only in English. Media in local language dying out would mean creating vacuums where journalists not fluent in English would miss out and create a "language desert".
4. **Dangers of becoming advertorial stations** in order to create an income and the independent editorial voice is lost. The danger is that this is not declared and there aren't set industry guidelines
5. **Training should go beyond the newsroom** and include sales and advertising teams in order to understand business basics like rate cards, flexibility, and removing the bureaucracy for community newsroom adsales.
6. Are there simple tools to use that already exist? For instance PocketReporter, vulekamali.gov.za BUT how do you get journalists to use it? However - tools won't save community journalism - it can only form a part of it.
7. Data is useful, but how do you put data relevant to your community on your site?

QUESTIONS TO CONSIDER - CONTINUED

8. Where is your audience? Before starting anything, ask which platform the audience is on?

9. Can systems be shared and replicated rather than being rebuilt?

10. Training is important - but the gap is ongoing tech support and mentorship. What are the funding solutions for this?

11. Revenue

- i. Diversified streams are important, but needs to work alongside your own mission
- ii. What are the needs of the audience?
- iii. What does our community organisation do well and can focus on?

12. What would the first step be to go digital? Start off with one small step, for instance a WhatsApp PDF newsletter which further builds community

Promise list

Cape Town TV: willing to offer space to print community to learn about and broadcast on our OTT platform.

Audiovisual content welcome for both linear and OTT platforms with all partners.

Email: thabang@capetowntv.org for a link to the workshop

Adriaan / News24: Open to discussions on how we can open up partnerships and channels for local community news orgs to get reach but also to share revenue when this happens.

Discussion with SAB: How to spend some of their medidget on local community media to create their responsible drinking campaign.

GroundUp: Looking to make partnership agreements for small story budgets with community newspapers where there is shared content value.

PROMISE LIST - CONTINUED

CPUT: Keen to partner with media entities for third-year students - smaller news orgs are better so as to give students “on the ground” opportunity. Research that you want us to do - you provide us with data and we help do the research that makes it publicly available. Elections: it becomes part of our teaching objectives and students can learn on the job for x number of weeks.

Maverick Citizen: approach them to pitch stories that cover very specific community problems. Broad range of people and publications collaborations.

OpenUp: Tool like Pocket Reporter, data for community data training use, Youth Explorer - data related to the youth population, Municipal Budget Data Portal (vulekamali.gov.za)

Social Weaver: Digital media training and mentoring on social media, mobile journalism and media management. Free course on email newsletters for AIP members.

WISH LIST

- **Train community newsrooms on spotting disinformation.**
- **Train community members on some of the basic tenets of journalism in order to be citizen journalists.**
- **Mentorship on creating newsletters**
- **More case studies to see which funding models work in SA**
- **Part of this case study should include actual tech costs**
- **Find shared synergies partnership eg thinkwifi.online**