



*Rising stars and exchanges for fast innovation
against fake news*

Source:



DRAFT 03 Apr. 2017



#Media4EU

editorial series and research project

Fondation EURACTIV /

Université Libre de Bruxelles

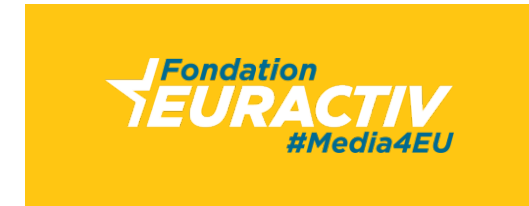
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CREDENTIALS - (1) EURACTIV'S NETWORK & EXCHANGE PROGRAMME

"JOURNALIST FELLOWS" + ULB & media steering committee



- With support of the Robert Bosch Stiftung
- 36 journalists trained and placed at other media



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CREDENTIALS - (II) 30 MEDIA IN 6 COUNTRIES

→ #MEDIA4EU: 24 INTERVIEWS + 7 RECENT MEETINGS

France



Germany



Spain



El Confidencial

Italy



ItaliaOggi



LA STAMPA

Poland



POLSKA PRESS GRUPA

TBD

UK



Various



tamedia:



euranet^{plus}



#MEDIA4EU, Steering Committee members (on personal basis), * Off the record, no quotes, but also feeding into project findings ** More policy-oriented projects for AEJ and Media4EU stage before the Tour d'Europe

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3. #MEDIA4EU, TOUR D'EUROPE / 30 INTERVIEWS

OVERVIEW OF FINDINGS & RECOMMENDATIONS

DEBRIEFING

1. Demand for cross-border content-sharing is strong
2. However, the efficiency of exchanges could be improved

IMPROVEMENT

3. Media cooperation urgent vs. global social media
4. Moreover, most exchange networks are not sustainable
5. Innovative models could be rolled out

INNOVATION & SKILLS

6. Technology could help, esp. Translation, but skill-building is key
7. Public support is generally welcome
8. Demand for greater skills & open innovation



Focus on this pilot project

main recommendation: launch pilot project

*“Exchange of media ”rising stars”,
to speed up innovation
& increase cross-border coverage”*

Working name, to be decided,

for example:

“Erasmus4media”

or

”stars4media” (recommended)

BRIDGING 3 GAPS:

AGE, SKILLS (EDITORIAL & BUSINESS), COUNTRIES

Senior management:

“Old suits“:
Publishers &
marketing

commercial



editorial



Editors

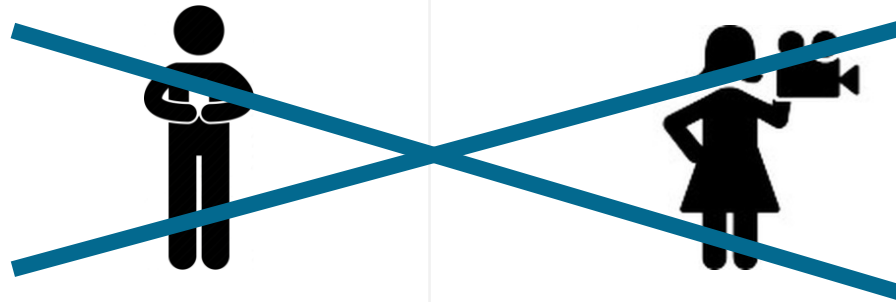
Young “rising stars“ :

Social
media
Managers
& marketing
& technology



Young
journalists

Students:



Source:



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“Exchange of media “rising stars”, to speed up innovation & increase cross-border coverage”

- Democracy and the media require sustainable innovation, not only press freedom and journalistic training
- This calls for cooperation across media, countries and also across functions
- Exchanging media “rising stars” is an efficient way of speeding up change
- Young professionals will be paired between like-minded media from different countries, and work at each other’s media, on joint project ideas
- This pilot project bridges the gap between initial trainings and large R&D projects

EXCHANGE CONCEPT:

SMART MATCHING: BILATERAL COOPERATION WILL MAXIMISE IMPACT

- *Setting & promoting the “thematic waves“*
- *Filtering of all applicants & project ideas*

Initial training and match-making of all participants & projects

Jury decides on best fit

Plan & administer exchanges & prerequisites

Media A

Media B

Home-based

mobile

mobile

Home-based

Media B

Media A

Debrief project results & decisions by top management

- Twice as many as available places
- Each media comes with own project ideas

- Lasting projects or joint ventures
- Policy implications, feedback to academia & institutions

Exchanging media 'rising stars': supported by 50 media stakeholders, co-signed by 12 MEPs

EPP:

Siegfried Muresan, Committee on Budgets, 2018 budget rapporteur

Alain Lamassoure, Committee on Economic and Monetary Affairs

Elmar Brok, Committee on Foreign Affairs

Danuta Hubner, Committee on Constitutional Affairs

Eva Maydell, Committee on Internal Market and Consumer Protection

S&D:

Silvia Costa, **S&D Group**, Committee on Culture and Education

Maria João Rodrigues, **S&D Group**, Committee on Employment and Social Affairs

Mercedes Bresso, **S&D Group**, Committee on Regional Development

Sylvie Guillaume, **S&D Group**, Committee on Civil Liberties, Justice and Home Affairs

Jo Leinen, Committee on Institutional Affairs

ALDE:

Jean Arthuis, **ALDE Group**, Committee on Budgets

Sylvie Goulard, **ALDE Group**, Committee on Economic and Monetary Affairs

Rising stars and exchanges for fast innovation against fake news

(16:50 – 18:15)

- **Moderation & #Media4EU implications:**
Christophe Leclercq, Founder, EURACTIV, 8'

- **Introduction: how to facilitate media cooperation & innovation**
Vincent Peyregne, WAN IFRA, 8'

- **Roundtables (random seating): (start 17:15)**
 - . tables hosts: tell your case, discuss drivers for success 15'

 - . others: gather other ideas & reactions, 15'

- **Gather feed-back: 2' each host, roaming moderator & mic. (17:45, ca 20')**

- **Conclusions: 'rising stars' makes sense vs fake news? (from 18:05, 2'+2')**

(some) table hosts, and examples of initial innovation, to 'get started'

- Vincent Peyregne, WAN IFRA (F) // INNOVATION COLLABORATION BETWEEN COMPANIES
- Felix Hooss, blendle (NL / D) // TECH INNOVATION FOR TRUSTED CONTENT
- Grzegorz Piechota, Harvard Business School (PL) // NEWSMEDIA AND TECH COLLABORATION
- Maren Urner, Perspective Daily (D) // START-UP PERSPECTIVE
- Aline Robert, EURACTIV (F) // FACT CHECKING
- Max von Abendroth, EMMA (B) // THE POLICY DIMENSION
- Bartosz Wieliński, Gazety Wyborczej (Poland); // CASE: HOW TO BEAT FAKE NEWS AS A NEWSPUBLISHER
- Evangeline de Bourgoing, Global Editors Network (F): EDITORIAL FORMATS TO FIGHT FAKE NEWS
- N.N.