

treffpunkt campus

Nr. 85 :: Juli 2015



Mitmachen:
Online-Umfrage
„treffpunkt campus“
wird evaluiert
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Schalter umgelegt

Energiemanager gibt
Spartipps

Campusfest 2015

Ohrbooten rocken die
Hochschule

Workshop

Amerikaner sprechen über
non-profit-journalism

Workshop am Fachbereich Kommunikation und Medien

Einflussreicher Journalismus ohne Profit

Ende Juni hatten Studierende der Vertiefungsrichtung „International Journalism“ die Möglichkeit an einem Workshop zum Thema non-profit journalism teilzunehmen. In Kooperation mit dem Global Center for Journalism and Democracy, der Sam Houston State University und dem Fachbereich Kommunikation und Medien der Hochschule Magdeburg-Stendal, brachte Kelli Arena vier hochkarätige Journalisten aus den USA mit ins Land. Paul Steiger, Ayan Mittra, Patrick Cooper und Charles Lewis gaben eine bunte Mischung für den Workshop und die darauffolgende Diskussionsrunde ab. Daraus konnten nicht nur die teilnehmenden Studierenden profitieren, sondern auch die eingeladenen Journalisten aus Deutschland. Unter ihnen auch Sebastian Esser, Gründer der „Krautreporter“ oder Günther Bartsch von Netzwerkrecherche. Das folgende Interview mit Ayan Mittra, Patrick Cooper und Charles Lewis gibt einen kurzen Einblick in die Arbeit des non-profit journalism.

What is Non-Profit Journalism?

AYAN MITTRA:

A for-profit cooperation is working to make money. Non-profit is more about the mission in terms of satisfying a specific goal. Most of the time you have a board of directors that you answer to, they kind of help you drive the mission. The goal is not to make as much money. We are trying to raise money to fund exactly what we need and if it's more then it's not a profit. That's just basically going on to fund your next year of your mission.

Why is non-profit journalism so important?

CHUCK LEWIS:

Because the most important journalism is going to be done in the non-profit field not the commercial. The commercial media has worried too much about ratings, viewers and shorter sound bites, and non-profit media is interested in substance.

How do you get people to donate or fund projects?

CHUCK LEWIS:

Citizens in any country are worried and concerned about their future. Regardless of political views they know that information is important. And they need to know what is really happening and they are not going to get it from the government or companies. They are going to get it from someone who is telling them what is going on. So we are looking at people who tell us the truth and their best informed judgement.

What led you to non-profit journalism?

PATRICK COOPER:

I worked in commercial media before and I have no idea where I might work next. I think every organization regardless of its business model has its pluses and minuses. How they fit into your life at that point is an open question. At NPR they had an opportunity to really jump in and work with technology in ways I



Foto: Matthias Plekacz

Nonprofit-Journalismus als journalistische Innovation? Darüber diskutierten deutsche und amerikanische Journalisten mit Studierenden und Lehrenden in einem Workshop am Fachbereich Kommunikation und Medien.

hadn't worked with it before. It's crazy, I've been there almost five years now and it feels like I just got there.

AYAN MITTRA:

It was a chance to be a part of something that was very driven and focused. The place I worked at before was great but we kind of tried to do everything. So sometimes we wouldn't do a lot of things very well. The idea of having a specific mission and a focus was really very appealing to me and a challenge I couldn't pass up.

Non-profit journalism is not considered as charity in Germany and the USA. Do you think there should be a law to change that?

CHUCK LEWIS:

The non-profit organizations are operating under an educational clause of the internal revenue code which is a really old law and it views journalism and information for the public in the context of educating the public. This technically applies, but it doesn't really address daily journalism or investigative journalism. So far that's all we have, so we cling to it and

it works! (laughs) But it's pretty antiquated and I do think that a new designation would be helpful.

How are you and the staff being paid?

AYAN MITTRA:

A lot of foundation money can be targeted for specific positions but generally there is foundation money and donors money that's coming in for general purpose and so our salaries are divided up from the general purpose revenue.

CHUCK LEWIS:

I run the investigative reporting workshop at American University in Washington, D.C. and I'm paid from the funding I raise. I raised 8 million dollars in the last 5 or 6 years and we have a relatively small budget. Our salaries are online on our website (\$90,000).

PATRICK COOPER:

For us it's a good mix of sources: We did grants from foundations, we have a sponsorship online and underwriting on the air.

LEN STOLZ, SARAH PEINELT
JUDITH PILARSKI, MATTHIAS FRITSCHKE