

Funding Journalism in the Digital Age

CMDS Summer School
July 2-6, 2018

Central European University
Budapest, Hungary



Probably the most severe crisis journalism has been facing in the past decade is the **funding crisis**. Media outlets are testing subscription and membership models alongside with new advertising models. Some rely on funding from philanthropies to keep doing public service journalism, which is not commercially viable.

The aim of this **practice-based course** is to provide participants with in-depth understanding of the **main changes in funding journalism**, including the key areas of growth and the **fastest expanding players** in media as well as the role funding plays in capturing independent media. Participants will have the opportunity to benefit from **skill-building sessions in media management, fundraising techniques and business models** adapted to the digital age.

The course is intended for media managers, journalists and donors but researchers are also welcome to apply.

Application deadline: **March 11, 2018**

Find out more at summeruniversity.ceu.edu/journalism-2018