

## Journalist = entrepreneur, a model for the future

THE KAS MEDIA PROGRAM SOUTH EAST EUROPE ORGANISED FOR THE SECOND TIME A TRAINING IN "ENTREPRENEURIAL JOURNALISM" IN BELGRADE

**In the digital era, online media and entrepreneurship are becoming more and more important for journalists in South East Europe. Many media outlets in the region don't provide optimal working conditions – low payment and restrictions on editorial freedom are common. Self-employment on the Internet has become attractive to many – this was the topic of a KAS seminar from 10th to 12th September in Belgrade.**

Numerous journalists are looking for alternatives for permanent employment in traditional media. Therefore, more and more media representatives want to professionally re-orientate themselves on the Internet and do successful business there. But there is often a lack of detailed knowledge, such as how new journalism concepts can be implemented. "We think more about topics, not about business or marketing aspects," said a radio journalist and participant in the KAS workshop, which was organised for the second time by the KAS Media Program South East Europe.

Participants of the seminar were 11 journalists from Serbia and Bulgaria. Marko Nedeljković from the University of Belgrade, Miloš Petrović, CEO of the MWEB agency, and Veroljub Zmijanac from the GIZ BOSS project developed the training in cooperation with the KAS Media Program.

On the basis of the seminar concept, an "Entrepreneurial Journalism Handbook" was created, which was presented during the workshop. The book provides many

practical advices for strategic market analysis and the development of online platforms. It is therefore a useful tool for media representatives who want to become self-employed on the Internet. The handbook is [available](#) online in English and Serbian language.

The focus of the Belgrade training was the teaching of key skills in the field of online journalism and the analysis of successful paid content strategies. Writing for the Internet as well as the use of keywords, tags and SEO techniques were central topics of the training. Additionally, practical exercises were offered, in which the participants analysed their own journalistic texts and optimised them for the web. Extra attention was paid to the relationship between journalism and entrepreneurship from an ethical perspective.

**Depending on the journalistic concept, there are various business models**

The seminar also included the development of the participants' senses for entrepreneurship based on the concept of diverse business models and market analyses. The trainers agreed that there is not only one strategy to make a journalistic concept successful on the Internet. Various financing options need to be considered. Subsequently, the right business model should be selected for the specific project. The workshop also provided knowledge for the production of web pages. Specific tasks in the planning and implementation of web

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portals as well as the definition of business goals and target groups were discussed.

**Participants put acquired knowledge to practical exercises**

In the practical exercises, participants developed ideas for potential online projects, including a website with focus on EU policy and EU integration in Serbia. An application for EU funding has been recognised as a possible funding source. Other project proposals were on environmental and tourism issues. They were analysed and evaluated by the trainers. Marko Nedeljković gave the participants advices on how to professionally develop themselves on the Internet and attract readers. After the workshop, the participants were determined to advance their ideas. "The seminar takes place at the right time for me, as I have already worked out a concept that I would like to implement soon," said one participant.

Trainer Veroljub Zmijanac pointed out that journalistic skills are no longer sufficient. Freelance journalists must have all-round knowledge of online communication and management issues. His colleague Miloš Petrović is convinced that through "Entrepreneurial Journalism" young professionals can get a chance to accomplish their own ideas, which is often not the case in established media outlets. "Freelancers on the Internet contribute to media pluralism and to a more independent media landscape in the Balkan region," explained Christian Spahr, head of the KAS Media Program South East Europe. Therefore, the KAS Media Program will further continue to provide training in "Entrepreneurial Journalism".



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