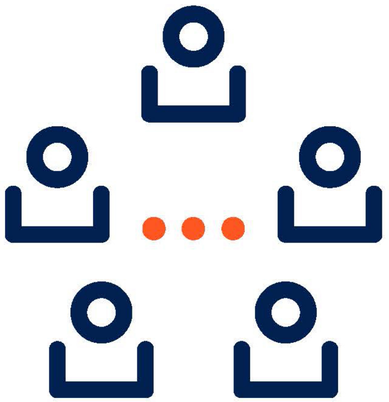
hostwriter

AR-Sitzung, 25. April 2018

Mission Statement



- Hostwriter is an open network that helps journalists to easily collaborate across borders.
- Our mission is to raise the quality of media coverage by providing cross-border contacts around the globe.

Progress Report 2017

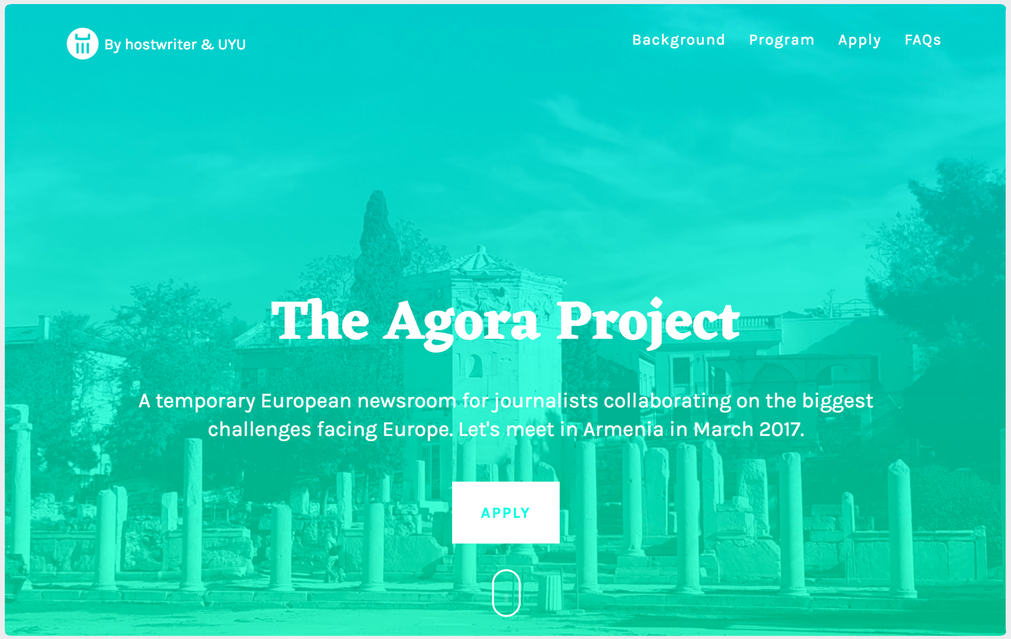
- Overall objective: Enabling better reporting through facilitating cross-border contacts worldwide.
- Project purpose: Increased collaboration through creation of a thriving Hostwriter community.
- Indicator 1: Outreach.
- Indicator 2: Partnerships.
- Indicator 3: Web development.

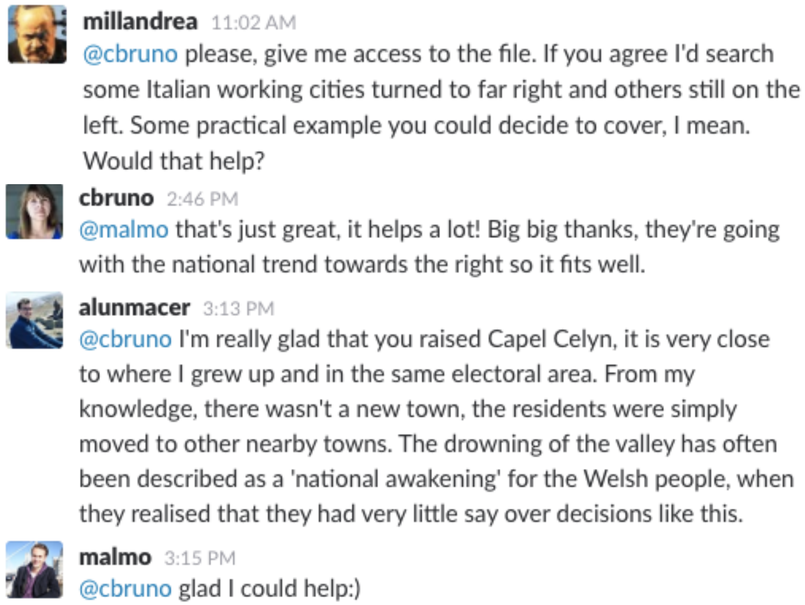
Overall objective:

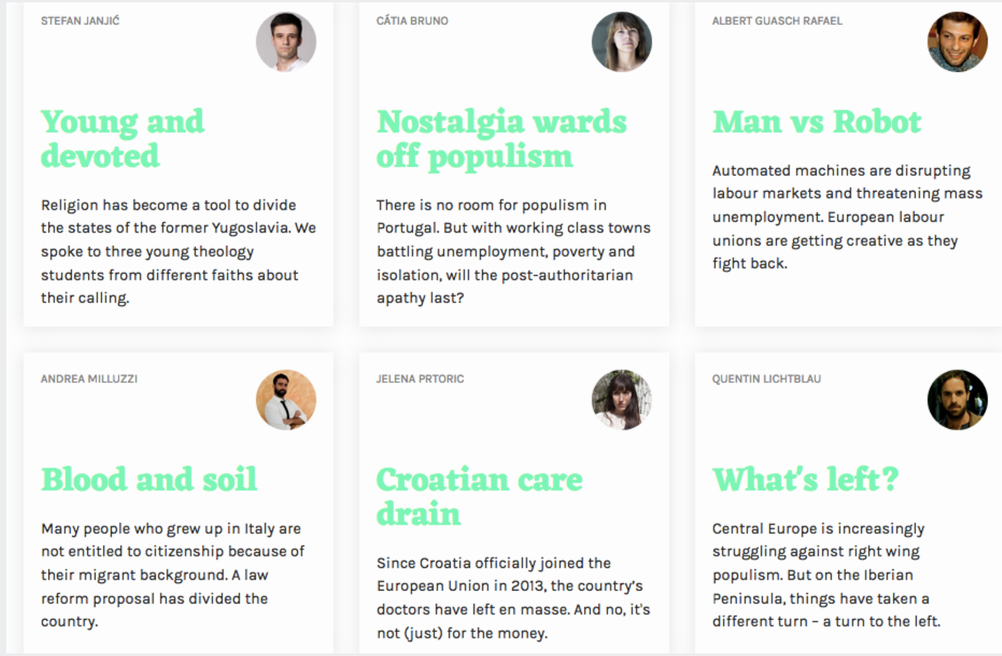
Enabling better reporting through cross-border contacts worldwide.

Progress Overview 2017

- 3.259 members in 126 countries.
- Inspired 120 cross-border stories (based on applications to the HostwriterPrize + Agora publications).
- Presented Hostwriter at 18 conferences in 8 countries (Highlights: San Francisco, Moscow, Johannesburg).
- Launched first cross-border program The Agora Project.
- Co-hosted cross-border event at NYT Athens Democracy Forum.


By hostwriter & UYU
Background
Program
Apply
FAQs
The Agora Project
A temporary European newsroom for journalists collaborating on the biggest challenges facing Europe. Let's meet in Armenia in March 2017.
APPLY


millandrea 11:02 AM
@cbruno please, give me access to the file. If you agree I'd search some Italian working cities turned to far right and others still on the left. Some practical example you could decide to cover, I mean. Would that help?
cbruno 2:46 PM
@malmo that's just great, it helps a lot! Big big thanks, they're going with the national trend towards the right so it fits well.
alunmacer 3:13 PM
@cbruno I'm really glad that you raised Capel Celyn, it is very close to where I grew up and in the same electoral area. From my knowledge, there wasn't a new town, the residents were simply moved to other nearby towns. The drowning of the valley has often been described as a 'national awakening' for the Welsh people, when they realised that they had very little say over decisions like this.
malmo 3:15 PM
@cbruno glad I could help:)


STEFAN JANJIĆ
Young and devoted
Religion has become a tool to divide the states of the former Yugoslavia. We spoke to three young theology students from different faiths about their calling.
CÁTIA BRUNO
Nostalgia wards off populism
There is no room for populism in Portugal. But with working class towns battling unemployment, poverty and isolation, will the post-authoritarian apathy last?
ALBERT GUASCH RAFAEL
Man vs Robot
Automated machines are disrupting labour markets and threatening mass unemployment. European labour unions are getting creative as they fight back.
ANDREA MILLUZZI
Blood and soil
Many people who grew up in Italy are not entitled to citizenship because of their migrant background. A law reform proposal has divided the country.
JELENA PRTORIC
Croatian care drain
Since Croatia officially joined the European Union in 2013, the country's doctors have left en masse. And no, it's not (just) for the money.
QUENTIN LICHTBLAU
What's left?
Central Europe is increasingly struggling against right wing populism. But on the Iberian Peninsula, things have taken a different turn – a turn to the left.

Media Under Suspicion

How can journalism regain public faith?

Date & Venue

12th September 2017
11.30 am

Impact Hub Athens
28 Karaiskaki str,
105 54 Athens, Greece

Speakers

Serge Schmemann
Member of the editorial board
The New York Times

Jochen Wegner
Editor in chief
Die Zeit (Zeit Online)

Simon Willson
Editor Europe Bureaux
BBC News bureau chief for Brussels

Prune Antoine
independent journalist
Correspondent of Nouvel Observateur

Moderators

Elina Makri
Journalist and Oikomedia co-founder

Tabea Grzeszyk
Journalists and Hostwriter co-founder

ON THE OCCASIONS OF
The New York Times ATHENS DEMOCRACY FORUM

SUPPORTED BY
ADVOCATE EUROPE · TANDEM EUROPE · SCIFY

ORGANIZED BY
oikomedia · hostwriter

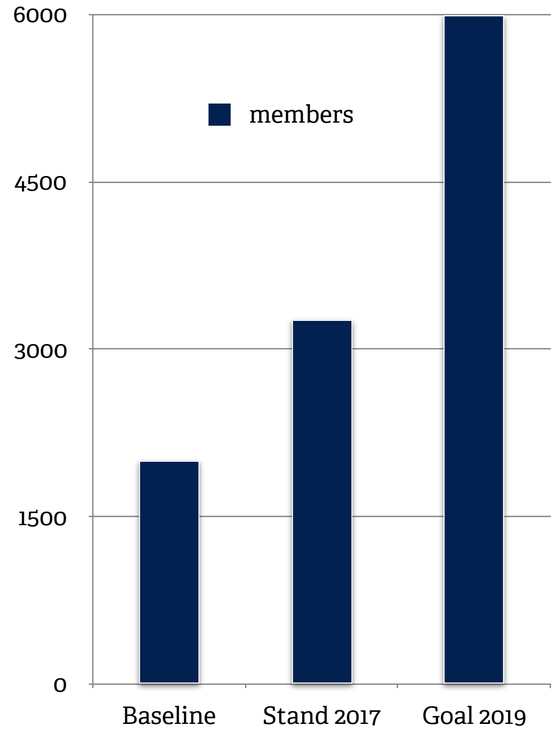
www.athensdemocracyforum.com

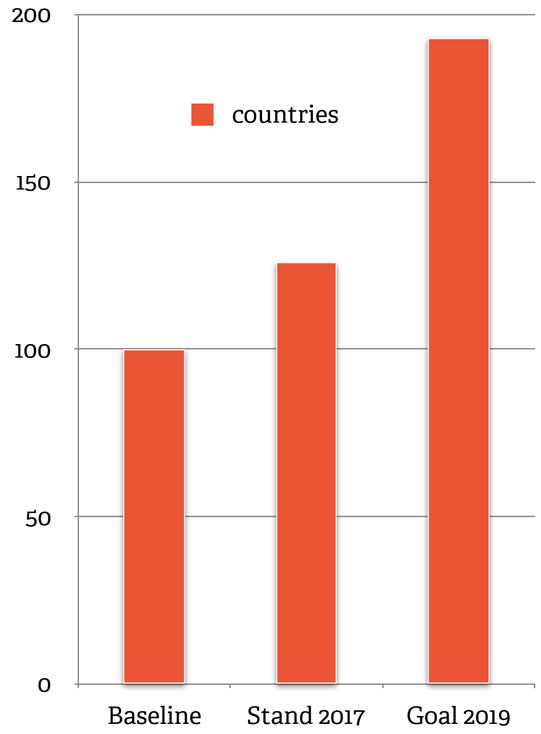
Project Purpose:

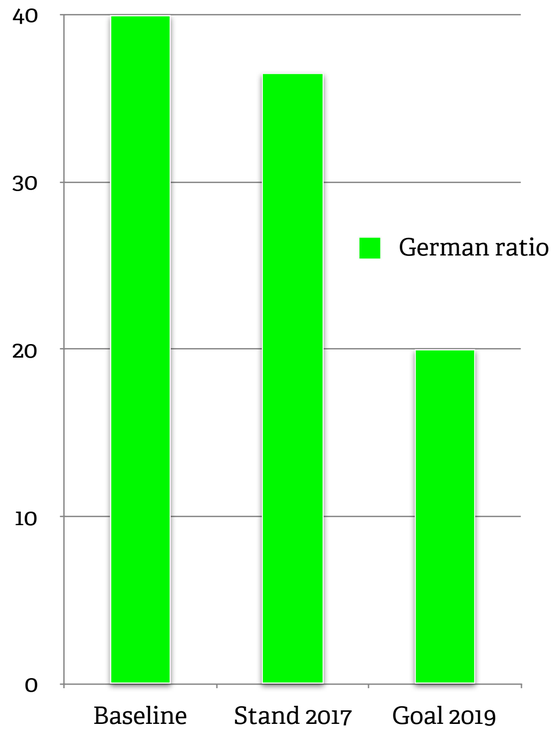
Increased collaboration through creation of a thriving, active community.

Project Purpose - Progress 2017

- Members, countries, ratio of German members.







Project Purpose - Conclusions

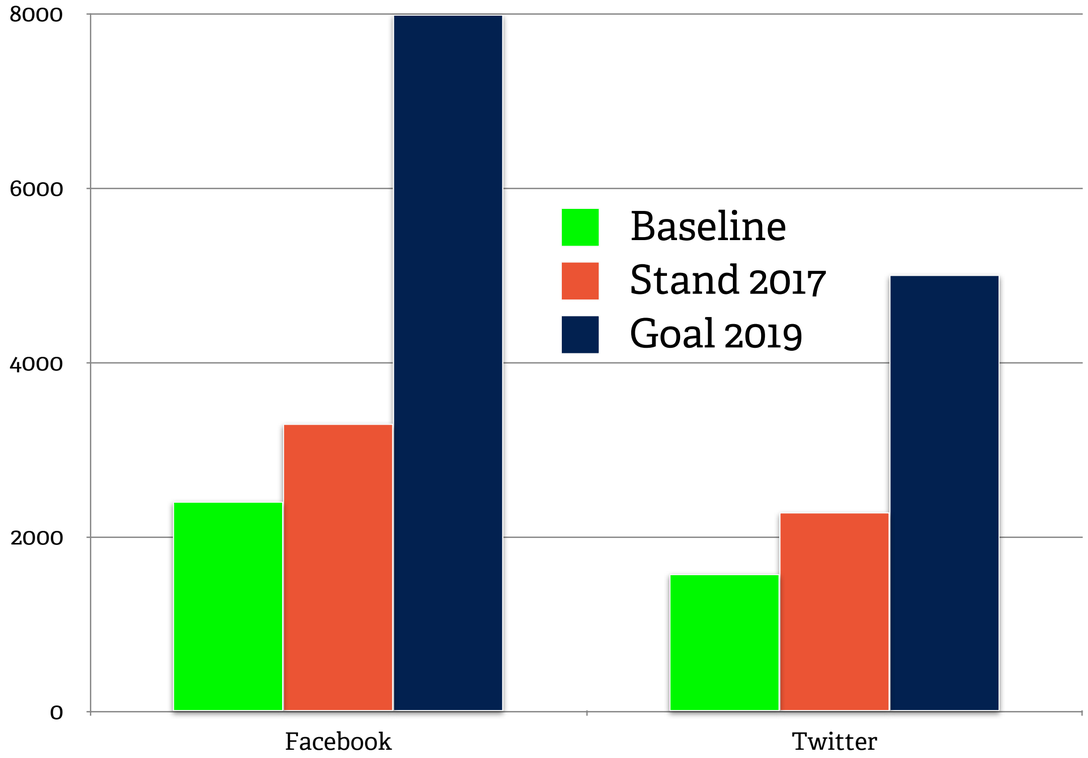
- Steady, organic member growth.
- Ratio of German members slightly decreased by 3,5%.
- Plans for more systematic outreach campaign in 2018.
- „Data-friendly“ analytic tool Matamo (formerly Piwik) installed to track member interactions.
- No tracking of personal data to comply with GDPR legislation, we only count total of clicks on search & contact button.

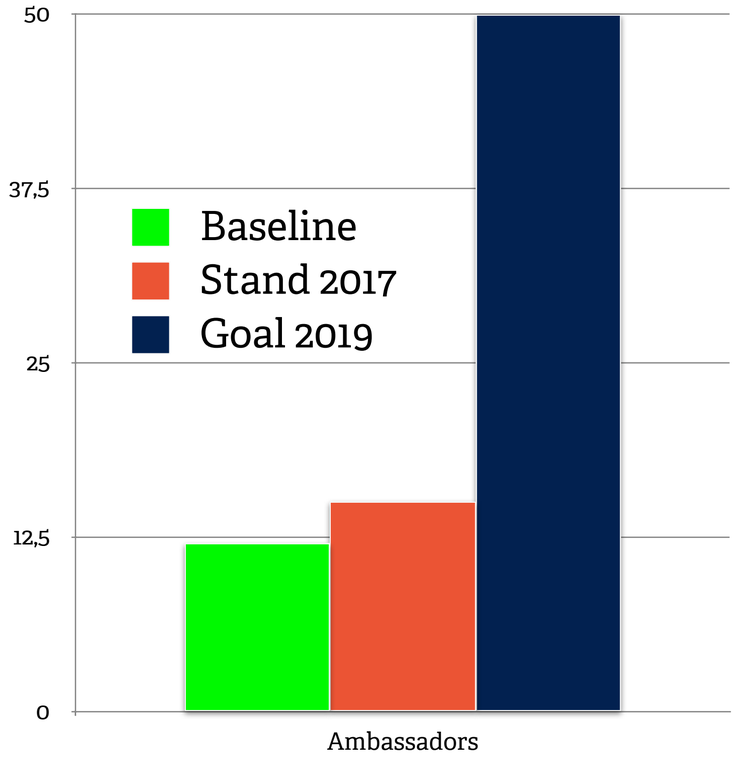
Indicator 1:

Concerted outreach through social media, events, conferences and ambassador program.

Outreach - Progress

- Facebook, Twitter, Ambassadors





Outreach - Conclusions

- External communications sometimes suffered from intense project activities (The Agora Project, Athens Democracy Forum).
- Ratio of German members decreased only slightly by 3,5%.
- We created a part-time job solely for communications. Olalla joined the team in December 2017.
- „Olalla Effect“: In December, our Twitter range almost doubled to 53.500 impressions.

Indicator 2:

Securing relationships with partners, fostering alumni networks within Hostwriter.

Partnerships - Conclusions

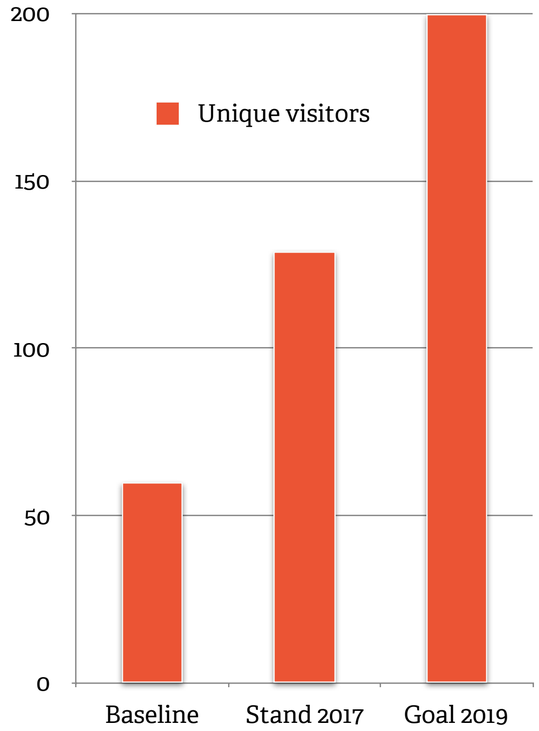
- Deepen partnerships rather than just acquiring new logo exchanges.
- High quality partnerships, engaging in joint projects.
- Find criteria for mutually beneficial partnerships.
- journalists.network/oikomedia vs. Netzwerk Recherche/CLEW/EJC.

Indicator 3:

Highly usable, stylish and technically strong online presence.

Web development - Progress

- # Unique visitors, streamlined online presence, improved UX.



- Redesigns to improve User Experience
  Landing Page, Search Page
- Launch of new Subsites
  athens.hostwriter.org
  agora.hostwriter.org
  donate.hostwriter.org
- Commitment to Transparency

Web development - Conclusions

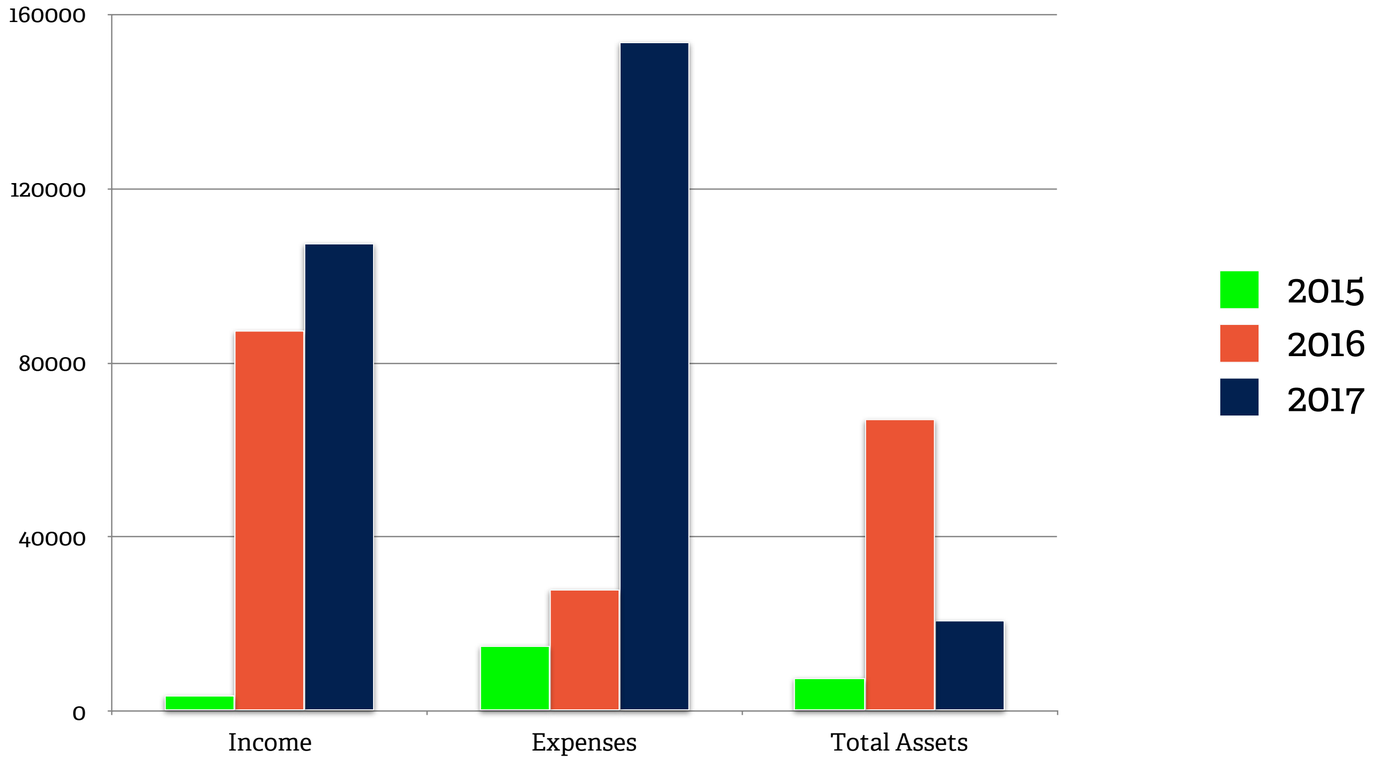
- First cycle of UX-redesign is completed: Landing- and search pages are optimized, new subsites for projects, donations & funding transparency
- Next steps: 1) Rebrush profile pages. 2) Develop new tools to strengthen trust and enable more interaction (**HostWire**). 3) Launch first **alumni network** (with Netzwerk Recherche).

Financial Report

2017

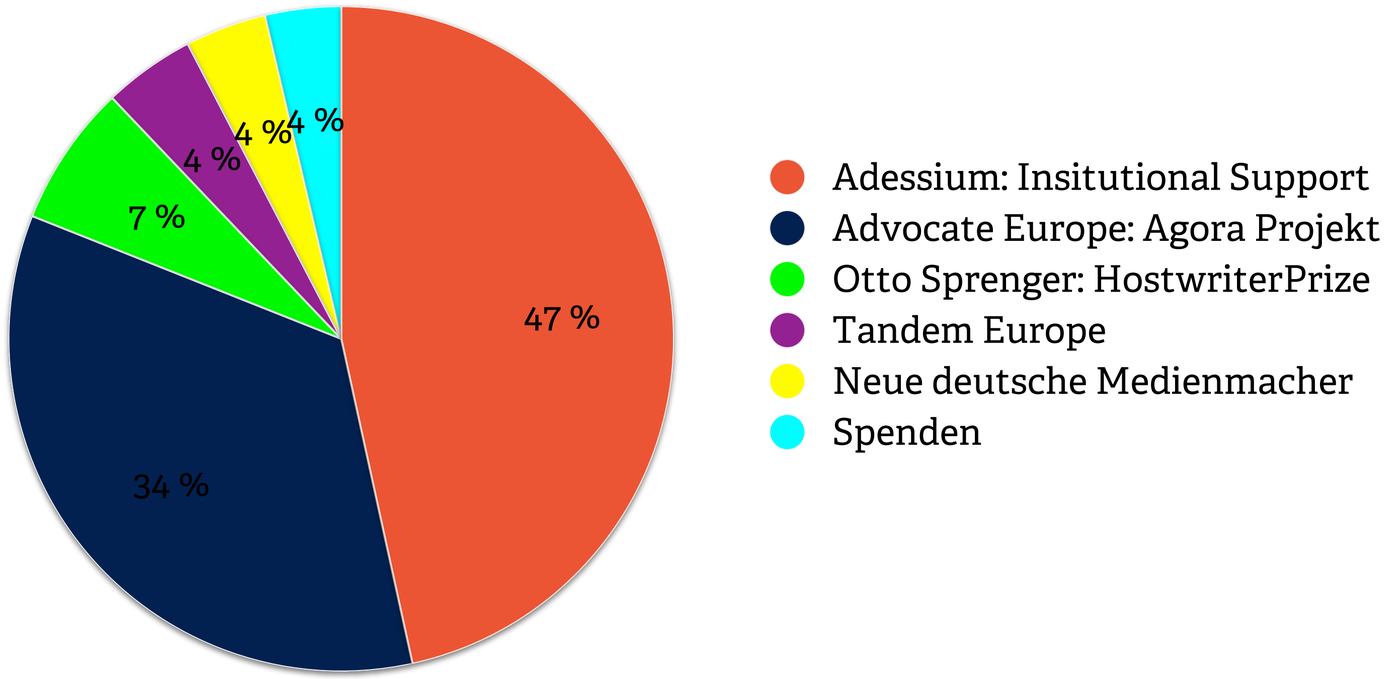
Financial Report - Overview

- Annual turnover, operating costs, total assets.



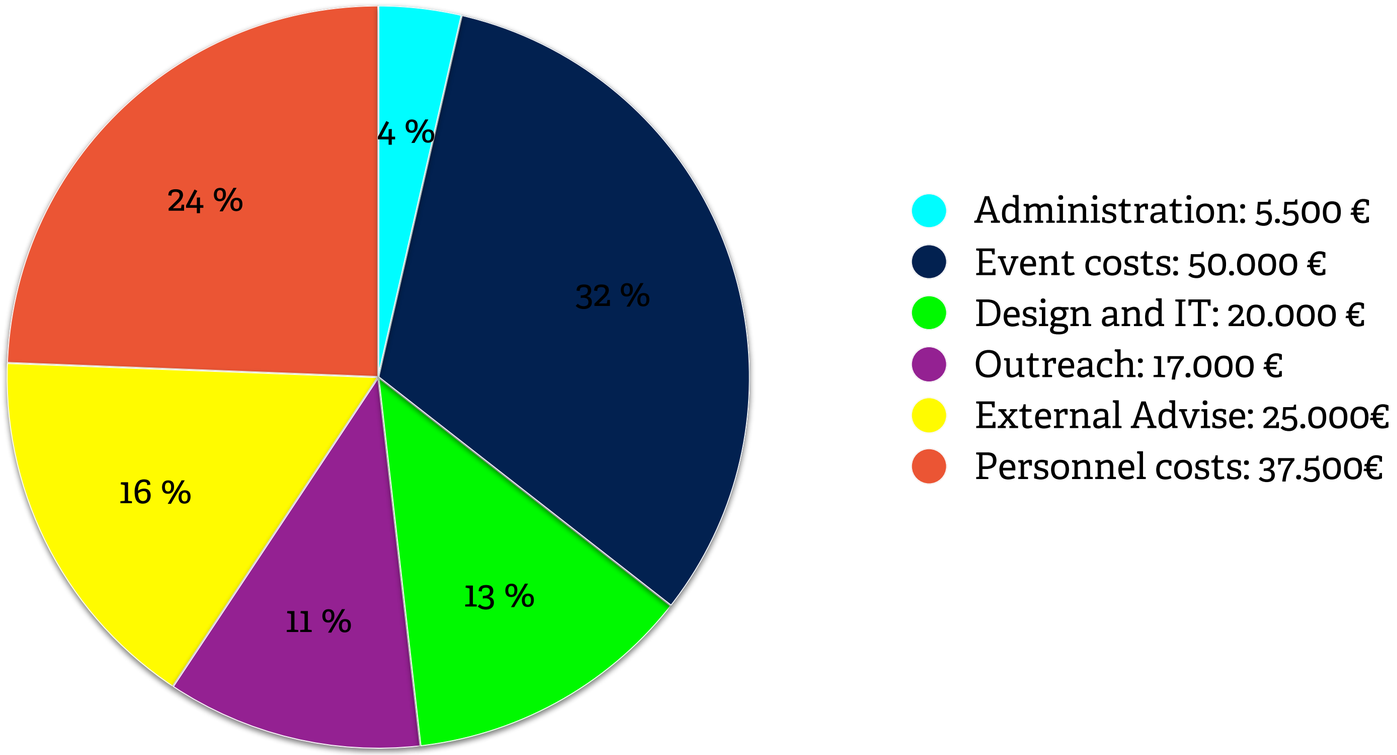
Funding 2017

- Institutional Support, Agora Project, O. Sprenger Hostwriter-Prize
- total: **107.384 Euro**



Expenses 2017

- Event costs, External Advise, Design and IT.
- total: **153.541,50 Euro**



Balance Sheet 2017

Vorjahr EUR		Geschäftsjahr EUR	Vorjahr EUR
	A. Eigenkapital		
	I. Gezeichnetes Kapital	99,00	99,00
67.040,74	II. Gewinnrücklagen		
	1. andere Gewinnrücklagen	16.460,43	16.460,43
	III. Gewinnvortrag	49.381,31	7.556,52
	IV. Jahresfehlbetrag	47.793,09-	41.824,79
	B. Rückstellungen		
	1. sonstige Rückstellungen	1.500,00	1.100,00
	C. Verbindlichkeiten		
	1. sonstige Verbindlichkeiten - davon gegenüber Gesellschaftern EUR 16,51 (EUR 0,00) - davon aus Steuern EUR 495,21 (EUR 0,00) - davon im Rahmen der sozialen Sicherheit EUR 723,87 (EUR 0,00) - davon mit einer Restlaufzeit bis zu einem Jahr EUR 1.235,59 (EUR 0,00)	1.235,59	0,00
67.040,74		20.883,24	67.040,74

Prospects for 2018

Milestones

- Set up communication and outreach strategy.
- Introduce concerted ambassador program.
- Launch first alumni network with NR.
- Develop tools to increase Trust & Engagement (HostWire).

Communication Strategy

Social Media
Facebook &
Twitter

Contact
Universities &
organizations

Regular newsletters
for members &
ambassadors

Outreach campaign: HostwriterPrize18

#StoryPrize17, winners

Qian Sun · Adrienne Suprenant

»Some consider China's involvement in Africa neo-colonialism while others argue that it brings tangible development. Our article examines how a Chinese construction project is transforming the lives of locals in Cameroon and highlights the different interests that are shaping this mass project.«

#StoryPrize17, 2nd place

Lorraine Mallinder · Nathalie Betrams

» Istanbul has one of the most open trans sex scenes in the world, yet also one of the most dangerous. We visited transgender women working in the city's streets, bars and brothels, hearing about their lives and work.«

Set up Ambassador network

Become an ambassador

Ambassadors are featured members who act as local hostwriter representatives in their country or area of expertise.

Michael Stang

Cologne, Germany

Michael Stang is based in Cologne, Germany. His passion is science journalism worldwide.

Wafaa al-Badry

Cairo, Egypt

Wafaa al-Badry is a journalist and broadcaster from Cairo currently based in Berlin. She works for Deutsche Welle Arabic.

Can Tonbil

Istanbul, Turkey

Can Tonbil is a radio journalist in Istanbul exploring the effects of environmental changes.

Lulu Ning Hui

Bruxelles, Belgium

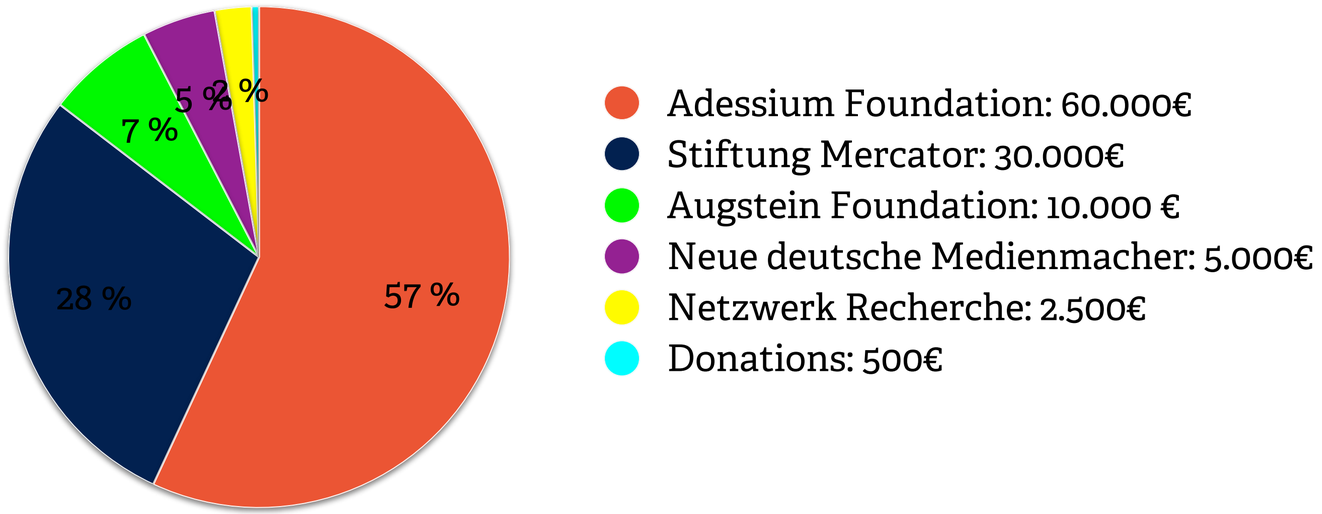
Lulu Ning Hui is a Chinese journalist based in Brussels. She is the chief Europe reporter for Globus, Caixin Media.

Ambassadors - next steps

- Produce Ambassador kit & guidelines.
- Launch ambassadors.hostwriter.org.
- Organize physical Ambassador Meeting.
- Employ project manager for Ambassador network (part-time).
- Integrate a CRM-System („Costumer Relation Management“).

Prospects: Funding 2018

- Secured: Institutional Support, Stiftung Mercator, Augstein Foundation
- Pending: Google Impact Challenge (250.000€), Prototype Fund (47.500€), Schöpflin Foundation (Part-time CTO), Bosch Foundation (Tutorials)
- Total secured: **108.000 Euro**



Let’s cross fingers!