

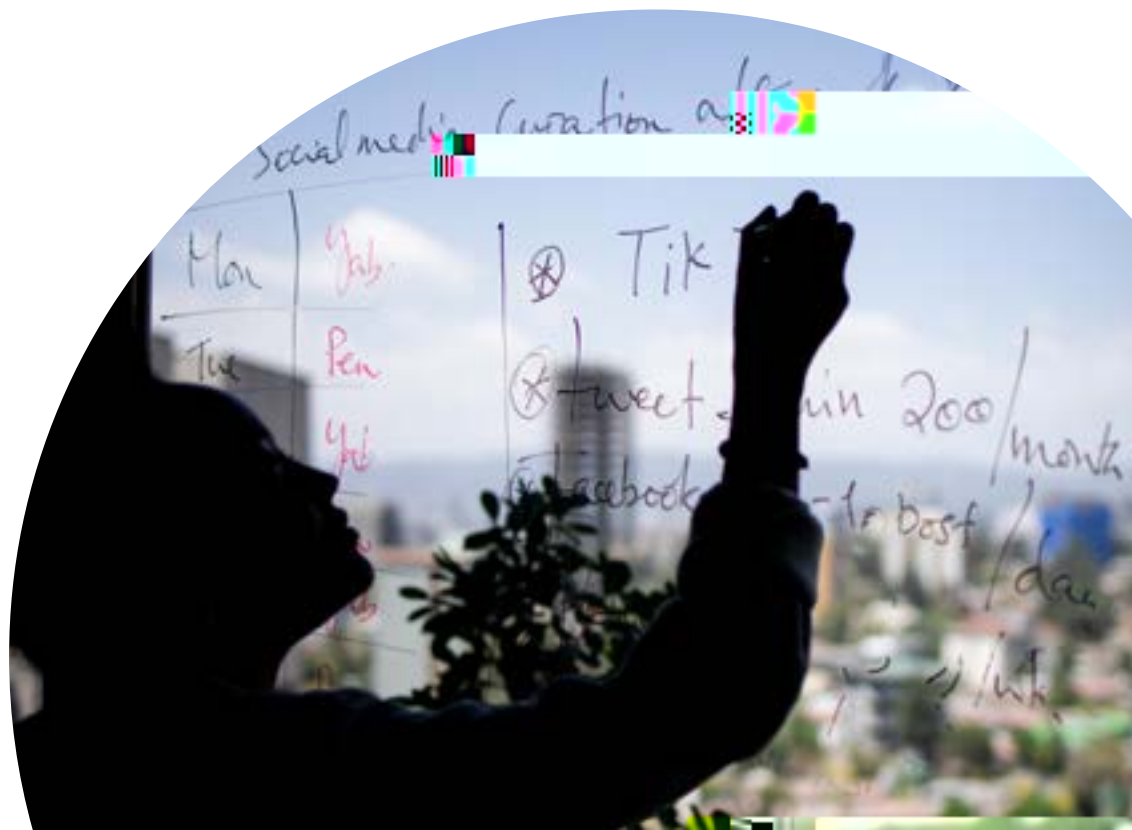


PRIMED

PROTECTING INDEPENDENT MEDIA
FOR EFFECTIVE DEVELOPMENT

BA

LEARNING BRIEF

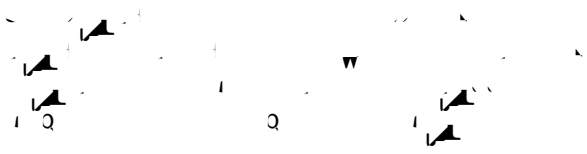


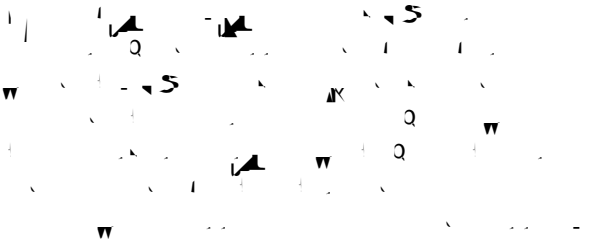
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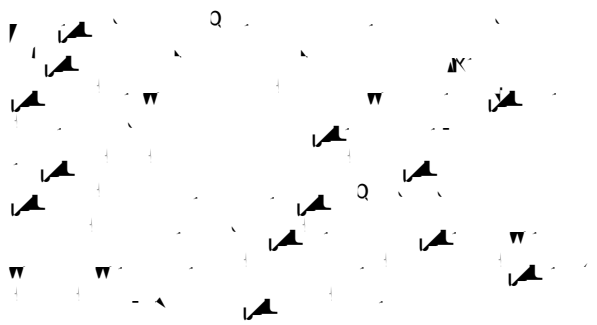
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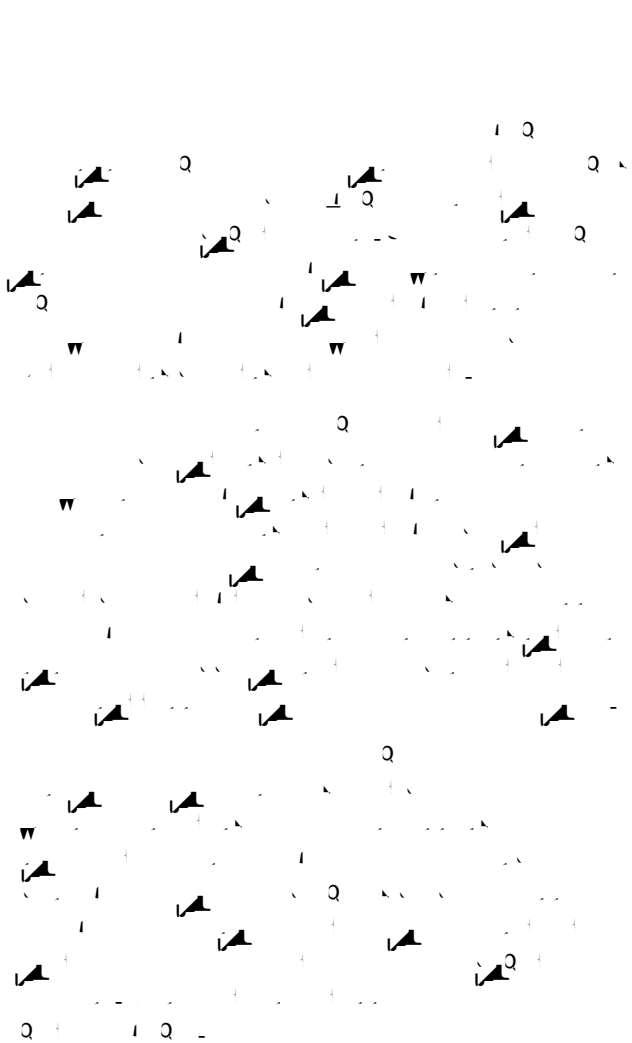






▲ Newspapers on the street in Bangladesh, (credit: Paul Enkelaar/FPU)





▲ Staff from an independent media operation test new revenue streams using an Action Research cycle. (Photo Clare Cook, IMS).



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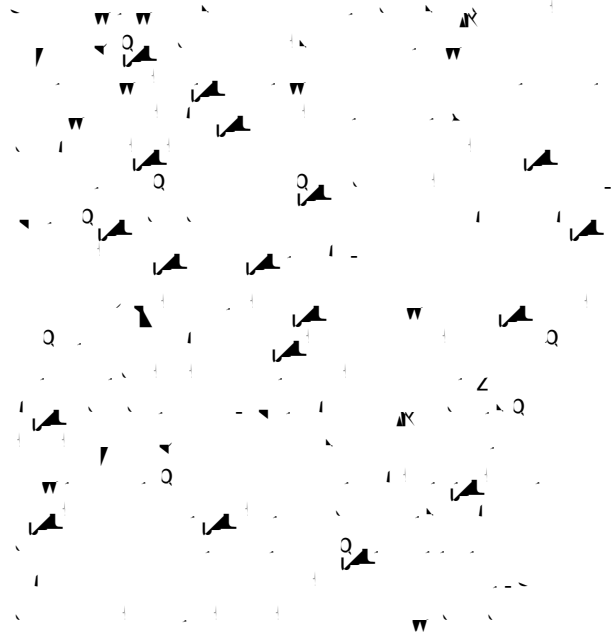
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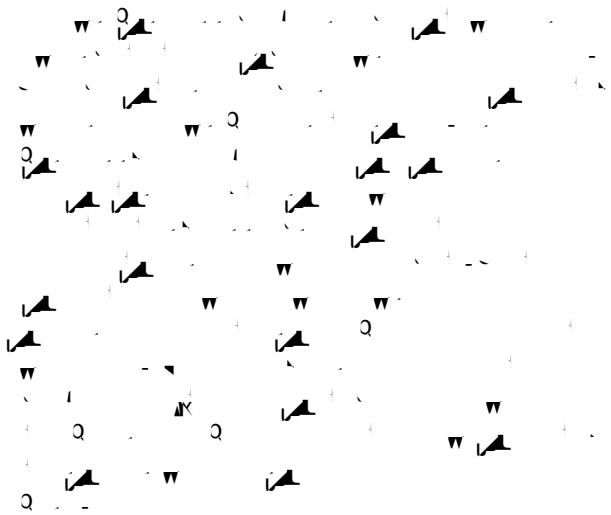


1.4 Consistency of professional output and oversight;	
1.5 Leadership	
1.6 Work force	
2. Operating model	
2.1 Business model optimisation, flexibility and adaptability	
2.2 Security and stability of sources of Income	
2.3 Innovation, efficiency and cost-effectiveness	
2.4 Operating procedures and business systems	
2.5 Assets, technology and equipment	
3. Financial security	
3.1 Existence of multi-year income and expenditure plans	
3.2 Existence of operating reserves	
3.3 Liquidity	
4. Environmental/external factors	
4.1 Influence of power holders	

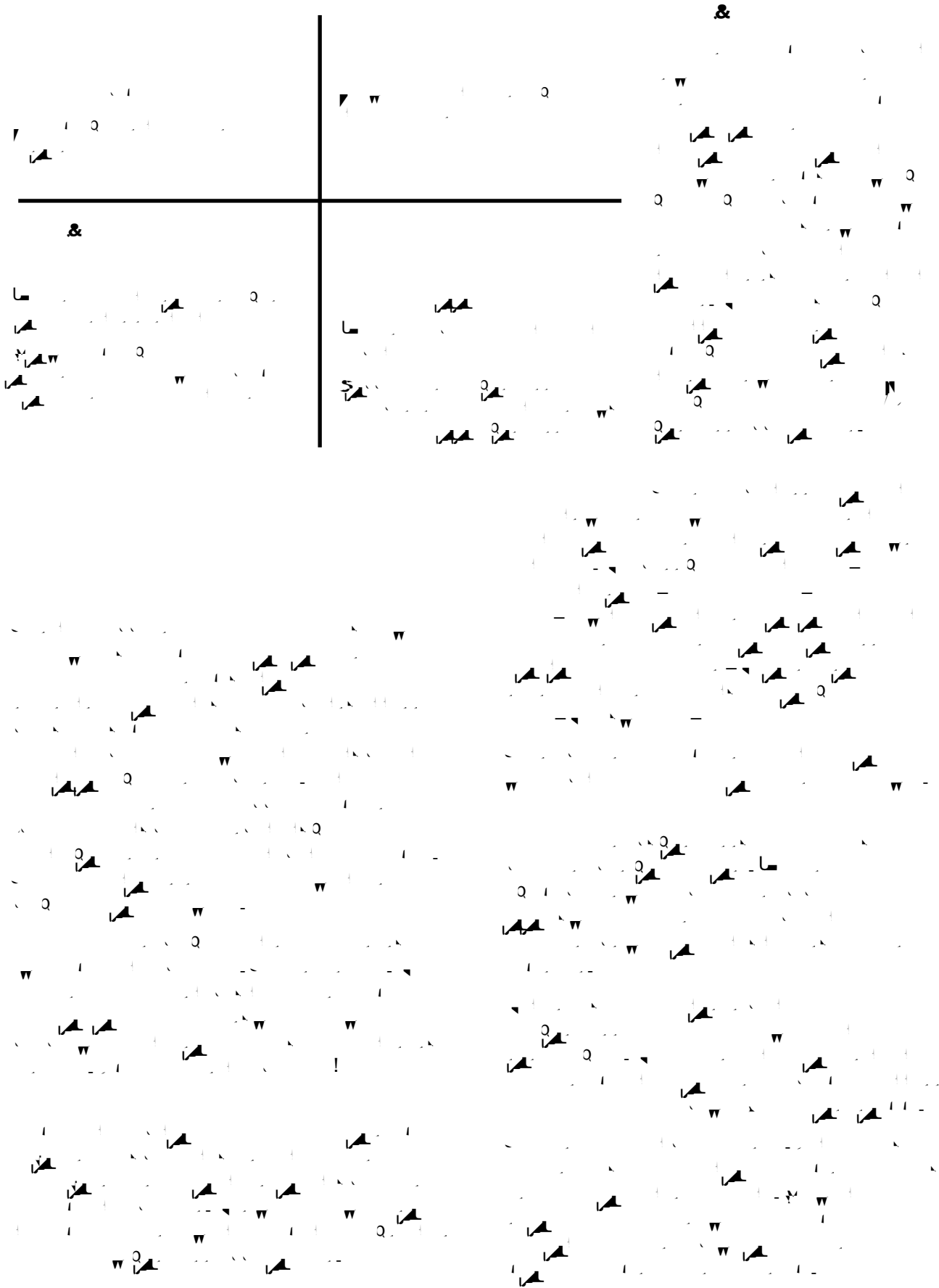




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PRIMED
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Public interest media are vital to open, just societies – they provide trusted news and information, hold the powerful to account and provide a platform for debate. Yet truly public interest media are in crisis.

to support public interest media in facing critical challenges, building resilience, and sharing research.

Led by BBC Media Action, PRIMED partners include Free Press Unlimited, International Media Support and Media Development Initiative, supported by Global Forum for media Development and The Communications Initiative. PRIMED is funded by



This brief was edited by Michael Randall who has worked in the media development sector for more than 20 years as a journalist in Eastern Europe and the Middle East, and as an independent consultant, focusing on project design and development as well as monitoring, evaluation and learning.
 Design: Ian Beckett

To learn more about PRIMED please see bbcmediaaction.org or email media.action@bbc.co.uk.

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Front cover photo: Photo from PRIMED supported online media outlet in Ethiopia, Addis Zeybe
 Credit: Genaye Eshetu/ MDIF).