PRIMED

PROTECTING INDEP IA
FOR EFFE EVELOPMENT

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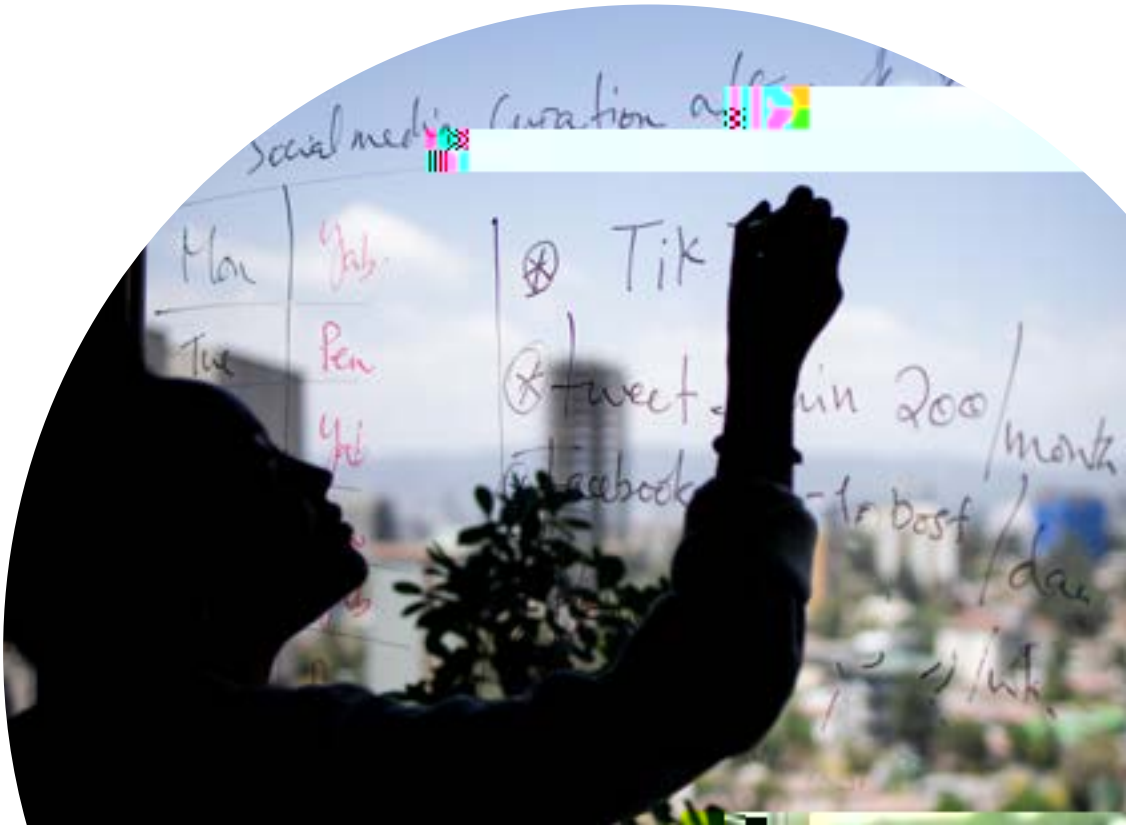
LEARNING BRIEF



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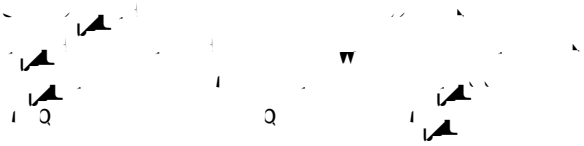

Newspapers on the street in Bangladesh, (credit: Paul Enkelaar/FPU)

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

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more resilient

Area and sub-area	Vulnerabilities (examples)
1. Institution building	
1.1 Legal registrations and licenses	
1.2 Governance	
1.3 Mission/ vision, Purpose, strategy, editorial proposition	

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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PROTECTING INDEPENDENT MEDIA
FOR EFFECTIVE DEVELOPMENT

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

[illegible]
to support public inte[illegible]
critical challenges, building resilience, and sharing [illegible] search

Led by BBC Media Action, PRIMED partners include Free Press Unlimite[illegible]
International Media Support and M[illegible]
supp[illegible] Forum for Media Development and The Communications Initiative.
PRIMED is funded b[illegible]

BBC MEDIA ACTION
The Communication Initiative
FREE PRESS
GFMD GLOBAL FORUM FOR MEDIA DEVELOPMENT
IMS
mdif media development investment fund

This brief was edited by Michael Randall who has worked in the media development sector for more than 20 year[illegible]
journa[illegible]
focusing on project design and development as well as [illegible]toring, evaluation and learning.
Design: Ian B[illegible]

To learn more about [illegible]RIMED please see bbc[illegible]ediaaction.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).