

LISKEARD COMMUNITY JOURNALISM PROJECT

AIMS OF THE PROJECT

- Encourage townspeople (including those socially isolated) to get involved with everything the town has to offer
- Celebrate what is good about Liskeard and contribute to a positive self image for the town
- Promote Liskeard as a place to visit and do business
- Improve accountability for the Town Council and increase 'political'/civic engagement
- Provide opportunities for local people, especially young people, to develop skills in journalism, design and facilitating debates
- Complement and cross-fertilise with other forms of communication, especially online.

MAIN OPTIONS FOR DELIVERY

1 ABOUT LISKEARD MAGAZINE

The original idea - a quarterly community magazine which celebrates the good things happening in Liskeard and provides opportunities for partner organisations to publicise their work

To link with the Town Council's websites to provide content online as well.

Content

- Pages for partner organisations e.g. Liskeard Town Council and possibly Liskeard School and Community College
- Pages on topics like heritage, food, gardening, shopping etc
- Some advertising, and sponsored content especially from organisations in line with aims. Content to be dominant.

Format

B5 magazine with xx pages. High quality and appealing design to maximise readership

Financial and organisational model

Development of Community Interest Company involving a number of local people and organisations.

Partnership agreements with key stakeholders setting out what they will contribute and what they will get in return.

Sustainable financing via contributions from a number of partners plus sponsors/long-term advertisers. Also one-off grant funding for associated projects and some short-term advertising.

Pros

- Quite a lot of work has already taken place on this
- A magazine is an easily understood concept by recipients, partners and advertisers
- A magazine has plenty of space for paid content and advertising

Cons

- A quarterly magazine is a major ongoing commitment which requires significant coordination and finance. This is less realisable with the loss of the expert partner commissioned to start it up.
- There is the risk of setting up expectations and then not being able to meet them.
- It is a single format which will be tied to particular dates

Possible opportunities for collaboration

- Partners who would like a page or more to communicate news about their organisation
- Partners who would like opportunities for people they work with to increase journalism, design and publishing skills in the context of a real publication
- Partners who would like to support a local social enterprise and communicate the socially responsible nature of their organisation
- Partners who would like content for a magazine where they would be generating advertising and/or doing the printing. NB choice of advertisers and balance between advertising and content would need to be jointly agreed.

2 COMMUNITY MEDIA AGENCY

The organisation commissioned to produce the magazine is no longer in operation. In this context the group is revisiting the options for achieving its aims.

There is a proposal to develop a community media agency which has a structure which can flex to meeting the demands of commissions and work when it becomes available.

Content

Still good news stories about Liskeard but in a much briefer regular format. A wider range of possible content in one-off pieces of media but all focused on connecting and promoting Liskeard and involving local people in the production.

Format

A regular distinctive and appealing but concise news sheet to fulfil the need for a high quality and accessible print publication.

One-off pieces of media which could be print publications, flier drops, digital projections or films. The first project could be a one-off Liskeard magazine publication.

Financial and organisational model

The media company would be set up as a joint venture, community based vehicle that would support publications but have no ongoing costs. As a legal entity it would be able to hold funds and pay people, apply for funding but it would not initially need to employ people.

Financial model to be confirmed. Likely to need less ongoing funding and to rely more on grants and other financial contributions for one-off projects.

Pros

- This is a more flexible vehicle to achieve the overall aims.
- It does not require such a great ongoing commitment.
- It is more attractive to a key potential design partner.

Cons

- It is a less easily understood idea and may be less accessible to key groups we want to target.
- The lack of a consistent format and deadlines may result in a loss of focus and delivery.
- More work is needed to identify content, format and the financial and organisational model.

Possible opportunities for collaboration

- Partners who would like flexible opportunities to communicate news about their organisation
- Partners who would like opportunities for people they work with to increase journalism, design and publishing skills in the context of real media projects
- Partners who would like to support a local social enterprise and communicate the socially responsible nature of their organisation
- Partners who would like to work with us on one or more one-off pieces of media.