

MONDAY, 8 DECEMBER 2008 (09.00am – 10.30am)

Workshop 3: Loans and investments as a tool for media development

MACEDONIA B, LEVEL 1, English

Proposal Form for Network Sessions and Workshops

If you want to present a specific project (activity, research, advocacy strategy, etc.), have an opportunity to present your work or want to become more directly involved in the networking sessions, please send us your ideas by filling out this form and returning it to henze@mediagfmd.org.

You can propose ideas for the network sessions and/or for the workshops. This is not a requirement, but any ideas you may have are welcome and we will try to accommodate as many as we can.

2. WORKSHOPS

If you want to coordinate and moderate a workshop, you need to prepare a short paper outlining the main points you want to raise in the workshop, give some background on the issue you want to discuss and identify three key questions that you want the workshop to try to answer. You can do this by filling out the questions on the next page.

Many of you have already made some suggestions. PLEASE HAVE A LOOK AT THE ATTACHED PROGRAMME AND WORKSHOP SIGN-UP FORM. If a subject you want to raise has already been proposed, you can either suggest to become a co-coordinator or simply sign up to the workshop as a delegate.

If you want to suggest a new workshop, please fill out this form and send it back to henze@mediagfmd.org NO LATER THAN OCTOBER 31.

Workshop Title:

**"Loans and investments as a tool for media development,
and how can you partner with MDLF?"**

PLEASE RETURN THIS FORM BY EMAIL TO henze@mediagfmd.org

Workshop Coordinator:

Sasa Vucinic, Managing Director, Media Development Loan Fund
Patrice Schneider, Director of Development, Media Development Loan Fund

Email address: sasa.vucinic@mdlf.org

Language: (Please mark one) **English**, French, Spanish, Russian, Arabic

Workshop description:

1. What are the main points you want to raise in the workshop?
 - √ The appropriate way of using loan and equity to fund independent media.
 - √ How to partner with MDLF or become an “affiliate”.
 - √ How to start a locally based and managed loan fund (regional or country-focused) that can efficiently provide loan financing for smaller independent news outlets.
2. Give some background information to the issue you want to raise.

Many existing media support programs are focused on journalism training, journalist and media associations, and training in the coverage of issues of interest to donors such as AIDS, gender equality, the environment.

While these may be important in themselves, what are ignored are the managerial, financial, strategic, infrastructure and market issues that are also fundamental to the development of a successful independent press.

A media business cannot be sustainable over the long term without a viable financial basis.

How do we increase this type of media assistance?

3. List three key questions you want the workshop to address.
 - a) How does loan financing for independent media work?
 - b) When is loan financing the most appropriate form of media assistance?
When is it not?
 - c) Are there partnering opportunities with MDLF?
4. What would be the main desired outcome of the workshop?
 - √ An increased understanding on the loan financing model for independent media.

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