HOW DO WE PAY FOR MEDIA PROJECTS?

Media makers are experimenting with both revenue streams and business structures—including non-profit, for-profit, and hybrid structures, which combine elements of both in novel ways. You can use Dot Connector Studio's Impact Pack to think through ways to combine investments, cost savings, and revenue sources to pay for your project or organization. Mix and match the cards to make your own business model!

NOT INCORPORATED

e.g. solo projects, grassroots collaborations

- Sweat equity
- Day jobs
- Volunteers
- Shared resources

NON-PROFIT

e.g. public media, investigative reporting hubs, subject-specific news

- Big donors
- Small donors
- Subsidies
- In-kind support
- Membership
- Sponsorships
- Events

HYBRID

e.g. fiscally sponsored, public benefit corporation, direct public offering, VC funding with capped dividends, venture philanthropy

- Subscriptions
- Merchandise
- Services
- Ratings & Recommendations
- Fun stuff
- Local guides
- Trainings
- Blockchain

FOR-PROFIT

e.g. media congolomerates, networks, news startups

- Advertising
- Licensing
- Investors
- Side business

How to use the HOW DO WE PAY FOR THIS? cards with Dot Connector Studio's Impact Pack

1 The first step is to build your core strategy. What **INTERFACE** are you using and which of the **SENSES** does your project employ? Who is your target **AUDIENCE** and which **ENGAGEMENT MODEL** will you use to inspire them? You'll want to think about desired audience **RESPONSES**—and **OUTCOMES** or results.

2 Once you have your core strategy laid out, **HOW DO WE PAY FOR THIS?** cards can help you factor in sources for revenue and cost savings. First, what's your overall business structure: nonprofit, for-profit or hybrid? (Flip this page to learn more.) You don't have to add a revenue source to every card in your core strategy, but it's possible to add one to any of them.

3 Come up with possible sources to attach to your **INTERFACE** and **AUDIENCE**. And, remember, your key **OUTCOMES** can help you make the case for support to your donors or investors.

For an example, let's say you'd like to figure out strategies for your news **website**, *which targets a local* **region**. *The relevant sense would be* **see**.

The Engagement Model you select is centered on shared interests based on proximity, so that's **You Are Here**.

Your desired response is an **informed** *audience; the outcome, increased* **awareness**.

OK, now it's time to pull out the green "How do we pay for this?" cards. For example, if your web project uses a nonprofit structure, we'll put **big donors** *up front.*

WEBSITE

SEE

REGION

YOU ARE HERE

EQUAL

INFORMED

AWARENESS

BIG DONORS

ADVERTISING

EVENTS

RATINGS & RECOMMENDATIONS

MEMBERSHIP

Advertising and **events** *will bring in revenue for your news website.*

You decide that **ratings & recommendations** *can help grow your local audience.*

You plan to invite readers who appreciate your coverage to become members.