

(former: "We are news")



Co-funded by
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Team's presentation

- Alexandra Haderlein
- Niko Möls
- Alexander Zitzke
- Tav Klitgaard
- (Sebastian Winther, Andrea Dragsdahl and Theis Molin)
- Monica Senker
- Orla Borg
- Ulrik Haagerup

Initiative's summary

Aim: develop a local, constructive news-start-up for millennials which engages the audience; find team members

- develop constructive local journalism for Germany with the Constructive Institute in Aarhus/Denmark
- get inn an exchange of ideas with the innovative media-enterprise zetland.dk

Challenges

...and then Covid-19 crashed the plans

- to be on the spots in Denmark,*
- to find team members in real life*

☒ Zoom-Calls instead of weeks-long traineeships in Denmark
→ Zoom-Meetings, online-events and digital job postings
on the off chance

Initiative's results

The initiative was a big success anyway:

- All media partners agreed to work together further
- We had inspiring, eye-opening calls, got new perspectives on the future of journalism, strengthen our international network, used chances from the WAN-IFRA for coaching and summits and realized how bureaucratic organisational stuff could be :)
- „We are news“ is a real media-start-up since 15th of october called:



Lesson's learned

Orla Borg: “It is amazing what enthusiasm in journalism can do. If you believe it, you can do it.”

Alexandra Haderlein: „Think about your users – daily.“

Niko Möls: „Don't think so much about Facebook and Google.“

Alexander Zitzke: „Finding a good CMS from somewhere else is not as easy as it seems on the first view.“

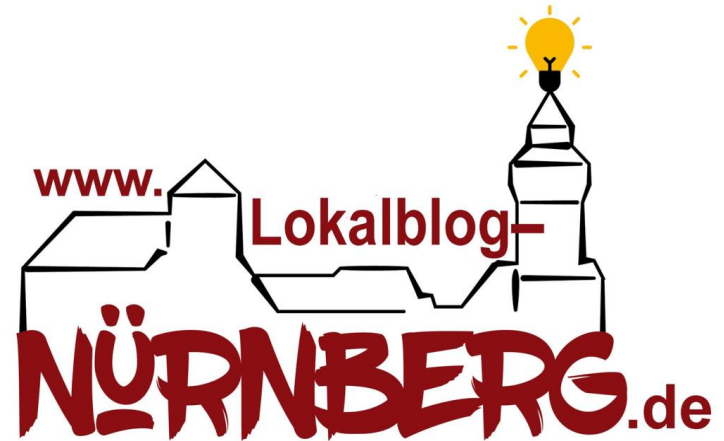
Tav Klitgaard: „Starting up something new will always be hard, and the way Zetland succeeded might not apply elsewhere. But Alexandra and her team have the energy, wit, and X factor that just might make them key to helping crack the code of local journalism in Europe. That has inspired my team and myself!“

Thank you for your
attention!

Zetland_



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Contact me!

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