

What are state bodies doing to promote journalism in the UK?

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What is the Public Interest News Foundation?

- Cairncross Review proposed a new 'Institute for Public Interest News'
- Government rejected this proposal
- PINF established as civil society organisation in November 2019
- Secured charitable status in September 2020
- Now raising funds and developing programmes
- Grantmaking; Leadership; Research (the PINF Index)



So, what are state bodies doing to promote journalism in the UK?

- ▶ BBC Local Democracy Reporting Service
- Nesta Future News Pilot Fund
- All in together advertising campaign



BBC Local Democracy Reporting Service

- ► £8m per year to 10 news publishers
- 'to provide impartial coverage of the [...] local authorities in the UK, and other relevant democratic institutions.'
- ► 149 local democracy reporters
- ▶ 139.5 employed by three companies: Newsquest; Reach; JPI
- Decisions made by BBC
- ► Light-touch evaluation
- Ongoing



Nesta Future News Pilot Fund

- ► £2m to 20 recipients
- 'Reimagining the engagement of communities'
- 'Models of financial sustainability'
- Grantees included publishers and civil society organisations
- Decisions made by Nesta with advisory panel
- ► Full evaluation with recommendations
- Discontinued



All in together advertising campaign

- £35m to 614 print publications
- 'a vital boost to the media industry' AND 'delivering important government communications on coronavirus'
- Majority of publications owned by three companies: Newsquest; Reach; JPI
- Only one publisher a member of the Independent & Community News Network (ICNN)
- Decisions made by OmniGOV
- No evaluation
- Ongoing



tate Jefferson is now looking forward

YoungMinds charity, Southwark as had a dramatic effect on the wellbeing of man

Masha Karpushina

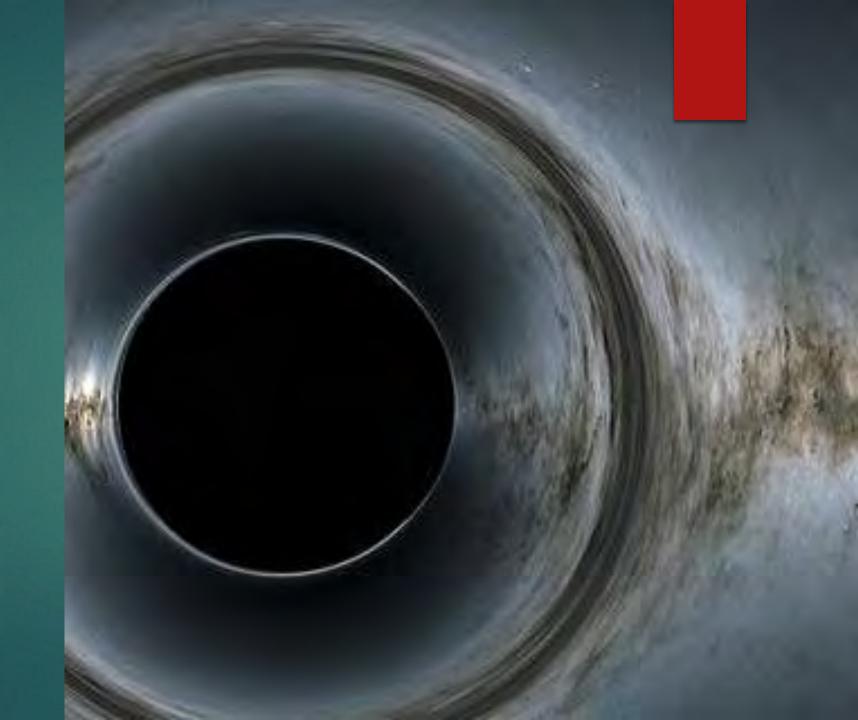
Back to School

To find out more about returning to school and testing visit gov.uk/backtoschool



What's missing?

- Clear objectives
- Focus on sustainability, public interest and diversity
- Independent decision-making and evaluation
- Multi-year commitment





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