



**Saving
Journalism:
Policy Solutions
for Media**

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Saving Journalism:

A Vision for the Post-Covid World



“SAVING JOURNALISM” 2021 REPORT FROM KAS

Our Taxonomy, suggested by Nishant Lalwani from Luminare

#1 more private funding –Google, Facebook, foundations, grants announced all over the world

2# Financial support from government –emergency grants (Canada, Australia, much of Europe, Singapore)

and new broader initiatives –Canada, Australia (like buying up the newswire to save it)

New legislation in the US

#3 new business models (Mark Kapchanga in Kenya and Southern Africa proposed by Ntibinyane Ntibinyane who wants to see digital transition)

#4 Making tech pay for news—notably Australian News Media Code

AUSTRALIA—NEWS MEDIA CODE

Requires Google and Facebook to negotiate with publishers for the price of news

Binding arbitration if the two sides can't reach an agreement “Baseball” or “last offer arbitration”

Canada has said they will copy it. (heritage minister Guilbeault working on a plan). UK Considering it. France using copyright. Our April 15 event will include these ministers.

Different than previous attempts because it comes from the Competition ministry and is aimed at rectifying “power imbalances”

Controversial because of worries it will support Rupert Murdoch's empire and not help the smaller outlets

Could be modified to help the smaller outlets ?

After threats from Google and Facebook, Google increased payments to publishers. Law passed in late February 2021 with some modifications (two month mediation period before going into arbitration)

FREE PRESS CRITIQUES AUSTRALIA NEWS MEDIA CODE

“Wedding an old media business model to a new media disinformation engine won’t foster a better future for journalists and the people they serve.” (TimKarr 2021)

JCPA is just enabling the old guard

Would rather see a tax on micro targeted advertising. Has been pushing for this since 2019

2% tax on microtargeting would yield more than \$2 billion

--allocating funds for a Public Interest Media Endowment (Pickard 2020) (Karr 2021)

\$50 tax credit for news paper subscriptions

Funding from state governments

US — DEBATES OVER SUPPORT

New legislation in the US:

In *July 2020*, Reps. Ann Kirkpatrick (D-AZ) and Dan Newhouse (R-WA) introduced the Local Journalism Sustainability Act, a bipartisan bill that proposes a series of three tax credits aimed at bolstering local newspapers and media. Most independent newspapers support this bill. This bill provides direct subsidies for news subscribers, local journalists and small business advertisers. Sweden has a similar news subsidy system.

The Journalism Competition and Preservation Act (JCAPA), originally introduced in April 2019, was re-introduced by U.S. Senators Amy Klobuchar (D-MN) and John Kennedy (R-LA) and Representatives David Cicilline (D-RI) and Ken Buck (R-NY) on *March 10th, 2021*. This is supported by the big media groups (Edmonds).

JCAPA is a bipartisan bill that would allow news publishers to work together to establish distribution and payment deals with digital platforms that have at least one billion global monthly users. The legislation would give news publishers safe harbor from antitrust liability that normally would preclude them from collective bargaining.

Difficult to regulate because Americans struggle to define their ideological approach to journalism, which was referred to in the March 2021 hearings as a commodity, a public service, and a political tool.

Sources: [CJR](#), [Digiday](#), [Klobuchar](#)

US ---DEBATES OVER SUPPORT CONT.

In *September 2020*, Sen. Brian Schatz (D-HI) introduced the Future of Local News Commission Act of 2020, which would establish a federal advisory commission to study the decline of local news and recommend solutions for the industry's revival. This bill is supported by nonprofit free expression groups like PEN America. Others say let's not have yet another commission. It's time to act.

In "A Replanting Strategy: Saving Local Newspapers Squeezed by Hedge Funds," a report published in alliance with the Center for Journalism & Liberty in September 2020, Steve Waldman, CEO and co-founder of Report for America, suggests creating a private, nonprofit "Replanting Fund" to save legacy publications by replanting for-profit newspapers into local nonprofits and public benefit corporations. He explains this should be accompanied by a development in policy reform that should be designed to mitigate against local newspaper bankruptcies and consolidation and incentivize chains to donate to newspapers

For a Poynter article called "How many plans to save local journalism are too many?" Rick Edmonds spoke with a variety of advocacy groups that are pushing different forms of legislative assistance for journalism,

Waldman –prefers the Local Journalism Sustainability Act because it is the most bottom-up strategy and will take less time than the other proposals. The bill is also supported by the newspaper trade group, America's Newspapers.

Most support the Local Journalism Sustainability Act, many favored pursuing a "safe harbor" antitrust exemption so newspapers can collectively bargain with platform companies like Google and Facebook to get paid for the use of their news content with JCAPA.

Some want policies that would direct more federal government advertising to local news outlets or that would facilitate the sale of chain-owned newspapers to local groups.

CANADA ANNOUNCED IN 2019

The [2019 Federal Budget](#) announced \$595 million CAD over 5 years to support journalism in Canada through 3 tax measures. (approx. 476 million US dollars)

For the outlets get ['journalism labour tax credit'](#) which is a refundable tax credit covering up to 25% of the cost of labour up to a cap of a \$55,000 salary, so the max credit would be \$13,750. There are a few stipulations around what an eligible newsroom employee is (i.e. works at least 26 hrs per week, on average, spends at least 75% of time on production of original written news content). This is retroactive to January 1, 2019.

As of January 1, 2020, non-profit news orgs. can [apply for charitable status](#) and provide tax receipts and receive donations.

For tax payers in Canada, there is also the ['digital news subscription tax credit'](#) which is non-refundable and can cover 15% of costs paid by individuals for digital news subscriptions from qualified outlets. An individual can claim up to up to \$500 of costs per year.

All benefits can only be accessed by 'qualified Canadian journalism organizations ([QCJO](#))' which, in short, must: be operating in Canada, produce original news content of general interest to Canadians, regularly employ 2 or more journalists (freelancers generally are not considered) who deal 'at arm's length' with the org., and be approved by an Independent Advisory Board. Who is/isn't a QCJO has been a big discussion point, especially some of the smaller independent outlets.

CANADA – PLANS ANNOUNCED IN 2020

AND 2021

In 2020, Canadian media organizations warned that without government action, Canada would lose 700 print journalism jobs out of 3,100 total.

In January 2021, Canada's Heritage Minister Steven Guilbeault vowed to introduce similar legislation to Australia in the spring of 2021.

In February 2021, Conservative Senator Claude Carignan introduced a private members bill to amend the Copyright Act to create a new compensation scheme for media organizations by establishing a new collective rights system for the use of news articles on digital platforms.

This plan has drawn criticism because people fear outlets will not be paid enough and because it remains unclear which content would require remuneration.

The Liberal government has been mulling new rules to ensure media companies are paid by digital platforms and is expected to introduce its own framework soon.

Sources: [Reuters](#), [Canadian Bar Association](#), Toronto Star

SOUTH AFRICA

In August 2020, chairperson of the South African National Editors Forum (Sanef) and political editor at Newzroom Afrika, Sibusiso Ngalwa, proposed that ICT companies should zero-rate credible online news websites in order for millions of South Africans who cannot afford data to access trustworthy news sites.

In Dugmore's March 2021 report "Thinking globally, acting locally: Reviving and sustaining South African journalism in a post-Covid world," researchers found that greater competition and better regulation in telecoms provision were more important factors in increasing news accessibility (Dugmore).

Cost is not necessarily why people don't look at news. Believes, however that data costs must fall in South Africa (Dugmore).

The report also argues that "direct and indirect social subsidies are needed for an optimal balance of ownership models to enhance news diversity and to facilitate the digital transition of both news provision and of new industry revenue generation capacity."

INTERNATIONAL FUND FOR PUBLIC INTEREST MEDIA: LOOKING FOR AN “ANCHOR DONOR”

A billion-dollar fund to deploy government development aid to support journalism and journalism institutions in the Global South.

Brianchild of: Mark Nelson from the Center of International Media Assistance, along with James Deane and Maha Taki from BBC Media Action. Funding from Luminare and now Craig Newmark.

Sheetal Vyas, founding executive director

An interim secretariat is established with funding from Luminare and the John D. and Catherine T. MacArthur Foundation, among others. Informal advisory board of media development organizations, funders, and academics.

In early 2020 Luminare released a lengthy feasibility study (Deane et al., 2020) that details many aspects, including a potential board structure, stakeholder consultation, and their operational model.

OTHER POINTS YOU ASKED ABOUT THE NORDICS (OF COURSE) GOVT ADVERTISING

Denmark: Believes that in a small market, diversity will not come without help from government

Virtually every form of media receives some sort of subsidy

France: vast amounts of subsidies, accused of propping up non profitable outlets and stifling innovation. But, honestly, I don't think that's so terrible. What is the alternative.

Norway --discussions about reforming their systems of support.

Some good examples on govt advertising and how to do it without influencing content —arms length, not too close to elections, distinctions made between