



Annual Report 2022

Dynamic Coalition on the Sustainability of Journalism and News Media

1. Background info about the DC

Established in April 2019 the Dynamic Coalition on the Sustainability of Journalism and News Media (DC-Sustainability) is a multi-stakeholder initiative formally operating within the IGF that is meant to be a hub for the journalism, news media, press freedom, journalism support, and media development communities to engage with important Internet governance and digital policy matters.

The DC-Sustainability arose as a key recommendation in our 2018 issue paper, and it specifically identified the sustainability of journalism and news media in the digital age as an area that urgently requires greater policy support. In the two years since it was launched, the Hub has evolved into a lively platform for conversations about media sustainability and with its global membership, the Hub has become a valuable space to collectively evaluate national-level opportunities and barriers to different solutions currently being explored by governments, advocacy organizations, and by newsrooms as they independently look to diversify income streams.

More information is available at: <https://groups.io/g/dc-sustainability>

2. Activities conducted in the past year

Activities within the IGF

The 17th Internet Governance Forum took place in December in Ethiopia. On that occasion, DC-Sustainability held a session on “Unbreaking the News: Media Sustainability in the Digital Age”¹, with key speakers such as Mijal Iastrebnier, Anya Schiffrin and Courtney Radsch.



¹ Main take-aways and session report are [accessible here](#), and the [recording of the session is available here](#).

The discussion identified some of the challenges for the sustainability of journalism and media online, both looking at the trends and practices of digital media natives, regulatory frameworks and their potential impacts outside the borders in which they were conceived, and the influence (and effects) of platforms' internal policies on the sustainability of media around the world.

Activities beyond the IGF

DC-Sustainability at Perugia's International Journalism Festival 2022

GFMD organised a panel during the International Journalism Festival 2022 in Perugia to continue the conversation on trust initiatives as a way to build a stronger digital news ecosystem. The speakers of the session were Olaf Steenfadt (RSF), Jason Lambert (Internews) and Courtney Radsch (GFMD). The recording of the session and more information can be found [here](#).

DC-Sustainability coalition session at the RightsCon 2022

As part of DC-Sustainability goals for 2022, DC-Sustainability co-coordinator, Courtney Radsch, chaired a Community Lab session at RightsCon 2022 to debate the relationship between platforms and journalism, and to learn more about trust initiatives and the actions that tech platforms can take to support independent media, especially in the so-called "Global South" and non-English media. Among other panelists, Mira Milosevic, GFMD's Executive Director, presented the way in which GFMD supported trusted local media in Ukraine by compiling and curating a list (with the help of GFMD members and partners) to share with tech companies in order to get local voices recognised on digital platforms. The format was especially relevant for that session: a large portion of the time was spent in break-out rooms, where participants actively shared their ideas, questioned existing approaches, and brainstormed on how to effectively build trust in media online. The break-out rooms discussions were moderated by two of the co-coordinators of the DC-Sustainability: Courtney Radsh and Waqas Naeem, and GFMD's Executive Director Mira Milosevic and GFMD's Advocacy and Policy Manager, Laura Becana Ball. A report of the session was produced and it is accessible at [GFMD resource centre](#).

3. Updates on internal processes

The GFMD-coordinated mailing list of the Dynamic Coalition on the Sustainability of Journalism and News Media (DC-Sustainability) is an active hub for discussion on the links between Internet governance and media sustainability. The group currently has 256 members. During 2021 there were around 160 updates sent to the mailing list, many of which sparked active discussion between members, creating more than 20 email threads. The most significant of these were

The Dynamic Coalition on the Sustainability of Journalism and News Media (DC-Sustainability) welcomed a new co-coordinator in 2022, Waqas Naeem, programme officer for International Media Support (IMS) in Pakistan who has been developing various training resources for several journalism topics including data journalism, investigative reporting, and fact-checking, and trained over 300 local journalists through various training workshops and courses over the past decade.

4. Priorities/objectives for 2023

topics and issues related to internet governance and media development. The main goal of the DC-Sustainability work plan for 2023 is to keep re-engaging the community and encouraging its members to be more involved in topics and issues related to internet governance and media development. Building in the activities outlined for 2022, the DC-Sustainability will organise and coordinate:

- **2023 DC-Sustainability Report:** Production of a collaborative report on issues that affect media sustainability in the digital sphere. The coordinators will launch a call for proposals to compile research and studies from the DC-Sustainability members.
- **Learning Calls:** The objective of this activity is to encourage DC-Sustainability members to exchange knowledge and facilitate interactive and constructive dialogue among them. These calls will also include the participation of relevant experts or platform representatives that could inform and update members on emerging issues, new policies developments, etc. At least two of these learning calls will be organized during 2022, in June and September/October.
- **Planning meetings with DC-Sustainability members:** To ensure an open-participation of the members of the Dynamic Coalition, coordination calls with planning purposes will be open to all members, offering the possibility to
- **IGF 2023:** Building on the DC-Sustainability session during IGF2022, some members of the Dynamic Coalition have identified “data” as a central vector that can potentially be addressed during the year, both for the report and the IGF2023 session. Looking at “data” from multiple angles, (transparency, accessibility, quality) is key to understanding the sustainability challenges faced by media and journalism in the digital ecosystem.