

## **Business-Report MedienProjektBremen (Team “in medias res”)**

### Outline

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### I. Team members

When first hearing about the competition impACT<sup>3</sup> in May, 2009, a couple of students from Jacobs University Bremen immediately became interested in the participating in the competition. As it was already clear, that not all could participate in the summer school in the end, preliminary teams were formed and ideas created.

Our team, in the beginning consisting of Jessica Steinemann (Germany), Suna Turhan (Germany / Turkey), Brian Chan (Malaysia), and Dragos Mihai (Rumania), decided to work together with young people from Bremen.

Unfortunately, only Jessica Steinemann was able to attend the Summer School at the end of August, as the other team-members were either still pursuing their obligatory internships or helped organizing the orientation week for the new students of Jacobs University Bremen. However, during this phase, as well, the team stayed in constant contact and discussed all topics covered by the summer school immediately. This helped a lot to further develop first business ideas that had been made during the summer.

Due to communication problems and misunderstandings, however, our team-member Dragos Mihai got disqualified from the competition after the Summer School. Luckily, Yonca Dege (Germany / Turkey), another scholarship-holder of Vodafone Foundation Germany, which currently is spending a semester abroad in France and did not have a team so far, joined our team afterwards.

### *Competencies of the Team-Members*

Jessica Steinemann studies International Politics and History at the international Jacobs University Bremen, Germany, and is currently in her third semester. Her interests are music and literature, and she has been active in the Leo Clubs (youth organization of Lions Club) in Bremen and the region Rheingau ever since 2006. Furthermore, Jessica is involved in the organizing team of the Bremen International Model United Nations (BRIMUN) conference, currently in the position of Under-Director General for External Affairs. As a student assistant she works for the executive MBA program "European Utility Management" at Jacobs University Bremen and with the theoretical physicist Prof. Dr. Thomas Heine.

Suna Turhan currently pursues her studies of Comparative Literature and Culture and will graduate from Jacobs University Bremen in June 2010. She is a student benefiting from the "Vodafone Chancen" program. Already during her time in high school she used to tutor students with a migration-background and still is convinced that this activity needs special attention in our society; thus, she also became active in the initiative for the preservation of "Radio Multikulti", a radio program run mainly by migrants in Berlin. As editor in chief of the conference newspaper "BRIMUNdaily" in 2008 and of the student newspaper "Pulse of the World" she is a very active member of the Jacobs community and stands for constructive criticism from within the student body. During her internships with the German public service broadcaster ZDF and a non-profit organization dealing with media education of youngsters, she could gain further introspect into the world of new media that she now uses as the club leader of the student-run radio "Pledari Grond".

Yonca Dege studies Integrated Social Sciences at Jacobs University and is presently spending her fifth semester abroad at Sciences Po in Paris, France. As Director-General of BRIMUN 2009 she was responsible for organized main parts of the conference and was in charge of fundraising for the conference. Having directed several plays for the theater club at Jacobs University and being an actress herself she always was eager to contribute to the intercultural understanding at Jacobs University. During her internship with the political think-tank “institute for strategic dialogue”, she organized the conference “M100 Sanssouci Colloquium” on Muslim media and Muslims in the media.

Brian Chan is pursuing a combined major in Integrated Social Sciences and Biochemistry and Cell Biology at Jacobs University Bremen. In his third semester, he now became the leader of the university’s debating society and the amnesty international club on campus. Moreover, he is committed to the Undergraduate Student Parliament representing the students’ interests. As a Student Assistant at the Admissions office of Jacobs University Bremen he carries the spirit of Jacobs University to high school graduates throughout Germany.

## II. Social entrepreneurship initiative and business idea

Independent media are a crucial pillar of democratic governments. Children and youngsters often have to consume media without being able to shape them effectively. This has to be changed.

Our project aims at educating youngsters about media-related topics. Therefore, we want to bring together teenagers from the area of Bremen comprising personalities with different social, cultural, religious, and educational background. In a workshop they shall learn about how different types of media are produced, how they consume media themselves, and how they can critically assess them. Afterwards, they participate in a workshop on journalistic work

and write articles for a unique youth magazine that brings the real views of young people to the public.

The youngsters, but also the public in Bremen, will benefit from this project in various ways:

- The high school students will learn how self-responsibility in dealing with media is an important element of a democratic society and which problems are connected to this
- They will become aware of challenges to our society and will become motivated to engage themselves in other projects and organizations dealing with those issues
- They shall regain interest in political processes and shall deal with politically relevant topics
- They will learn how to work in a team and lead a team while having a clear goal
- A network for young people will be created through which they will also benefit in other realms of their life (e.g. vocational training, university studies, etc.)
- By publishing the articles written by the youngsters and thereby presenting them to a broader public the self-esteem of the young people will be fostered
- The readers of the magazine will gain a true picture of the concerns and interests of young people that is not influenced or dictated by third parties

The business model offers business education for youngsters and a unique youth magazine for the public. The youngsters will be addressed through their schools, but also personal contacts of the team members. The magazine itself will be sold in smaller amounts by shops in Bremen and newspaper-kiosks; furthermore, the youngsters will sell the magazines themselves in their neighborhood, as they can approach buyers personally and in a persuasive manner.

The cost calculation includes mainly costs for the advertisement and organization of the workshop and the printing of the magazine, but also smaller items as e.g. stationary have to be taken into consideration. These costs will be covered by donations in the beginning; however, the selling of the magazine will cover those costs in the end and make the project self-sustainable. Experts for the first workshops will only receive a minor reimbursement and over

time, the group will be able to convey the professional contents of the workshops themselves, to be able to lead the workshops later on.

### III. The market / community system

The project addresses the need of media education in our society: although media education is an element of all school syllabi throughout Germany by now, the topic is often only poorly covered or not covered at all, due to lack of time. However, the media form the fourth pillar of every democratic society and deserve special attention.

So far, there are indeed projects aiming at media education of youngsters in Germany. We were particularly inspired by two projects: “Talk mit Migrationshintergrund” and “Medienprojekt Wuppertal”.

“Talk mit Migrationshintergrund” was a project funded and supported by the Bildungszentrale für politische Bildung (Educational centre for political education) and the Bund der Alevitischen Jugendlichen Deutschland (Association of Alevi Youth Germany) in 2009. Seven youngsters from Germany worked on creating a political talk show on a German Alevi TV station. The aim was on the one hand to reach youngsters who were not politically up-to-date or even interested in political events in Germany at all. On the other hand, the media education of the youngsters preparing the shows, getting in contact with politicians and working on press releases made up an important aspect of the project.

The “Medienprojekt Wuppertal” is an association established by pedagogues. Their main work consists of assisting youngsters, no matter of which background, in the process of filming by providing professional assistants, filming equipment and post production facilities. They also organize short film competitions and create excellent documentaries about social fringe groups such as disabled persons, drug addicts and a lot more. The Medienprojekt Wuppertal has won several competitions already and is contributing

immensely to the (media) education of youngsters, content wise as well as technically. Their documentaries and movies are being lent or sold to social and educational organizations such as schools, PRO Familia and also conferences. Consequently, they indeed are to some degree self-sustainable. Inspired by these projects, we came up with the idea of establishing a “Medienprojekt Bremen”. As you can derive from our project description, “Medienprojekt Bremen” not only aims at media education but also on aspects such as providing a network for youngsters with students and experts, giving the subaltern a voice to speak - to put it in Gayatri Spivak’s term - and many other aspects.

Through the work we conducted so far, we learned that there is actually a broad interest among youngsters to learn more about media and to voice their very own opinions publicly: the feedback when hearing about our business idea was thoroughly positive. Thus, we are convinced that our project will be a success.

#### IV. Resource acquisition and value generation

Human, as well as, financial resources are necessary to implement the project successfully. Therefore, we addressed students of Jacobs University in the very beginning to join the project and help us with the implementation of our ideas, but also to give us further input in improving our business idea. The reactions we had throughout this recruitment –process were not only unique in their quality but it also fostered our very own believe in the importance of the issue, which our project is aiming at, and further motivated us.

For generation of financial resources, a professional sponsorship letter was formulated and sent to selected companies and foundations. In this process we also used the social networks not only of the core team but also of the other volunteers we recruited in the process.

As a further step to not only finally integrate our project in the region of Bremen, but also to mobilize more creative and innovative potential, we are now trying to also get students from the public universities in Bremen involved.

## V. Impact assessment

The benefit that will be created by our initiative will raise awareness about media-related issues amongst the youngsters and deliver a truthful picture of today's youth to the public.

The youngsters will not only profit from the project by learning more about media and journalistic work, but will also make positive experience when selling a product that was produced by themselves and when getting feedback on their work.

Furthermore, they will also learn a lot about themselves and hopefully will also experience a widening of their own horizon by interaction with the most different kinds of personalities and extensive research work.

The very assessment of the impact will take place on two different levels: of course, we will conduct quality management by also letting the participants assess the quality of our workshops to provide for constant improvement; in addition, we also want to give our readers the possibility to voice feedback. Internal assessment and critical evaluation of ongoing processes is a further important feature throughout all phases of the project.

Finally, another especially valuable feature of our project is the transferability of the project design to other regions of Germany.

## VI. Income Statement

During the actual competition phase we mainly focused on the planning of the actual project and the acquisition of human resources, as we felt that this was especially important to make our project in the end as useful, as possible. Especially in realms, that involve the education of youngsters on sensitive and such important topics, we did not want to rush into anything but take our time for careful planning. Thus, we had no considerable costs until the end of the competition phase and still have the 16€ initial capital.

## VII. Process Description

Our initial idea was to start with film, very similar to the Medienprojekt Wuppertal which is solely working with the medium of film, may it be short film, documentaries or video clips. Starting with movie production and then expanding into radio as well as print media seemed to us a very practical idea. Already early during the competition phase we realized that starting with a focus on moviemaking meant that we would have to acquire highly expensive equipment, a room to store the equipment and that we would also have to deal with giving introduction to moviemaking, post production and the like, we decided to actually start with something we knew was also not easy to accomplish. Yet, some of us had more experience in doing this: releasing a print medium, namely a newspaper. Newspapers though need to be very up-to-date, causing high pressure on the editors, and magazines, if accurately prepared, don't do this to such an extent as a daily or weekly newspaper.

As a result, we came up with the idea of establishing a unique magazine in Bremen which is made by exactly that target group we want to reach: youngsters from Bremen.

Having our business idea set by the end of the impACT<sup>3</sup> summer school, we first had to deal with many very profane but nevertheless important issues: as it had been impossible for the organizers of the competition to set up an individual bank account for every team participating

in the competition, we first had to clarify some important legal issues with Jacobs University until we could agree that the university would double check the income of donations to our own bank account and control the purpose for which the donations would be used.

Unfortunately, we also encountered some problems with the coordinators of the competition, as well: our initial team member Dragos Mihai got disqualified from the competition just after the summer school because in the opinion of the coordinators he had informed them too late about not being able to attend the summer school. Of course, we wanted to keep Dragos as our team member, as he had already supported us with a lot of input and had skills that could have helped us a lot in our project. However, he decided to leave our initiative due to the struggles he had with the competition coordinators and we could not really motivate him afterwards to still help us anymore.

The communication about this sad issue regrettably cost us a lot of time, that we could have spend more usefully on the further implementation of our project. Nevertheless, we considered it as important to help our teammates and clarify misunderstandings as well as possible. As a result, Yonca, who is currently staying in Paris for a semester abroad, joined our team as fourth member and from then on tried to support us, as far as it is possible in this difficult situation.

After having clarified those issues, we started with recruiting more engaged students from Jacobs University to join our project: by sending emails to the Jacobs community asking for everyone to sign up who was interested, we promoted our project within the student body. A few days later we gave a presentation on our project and could win about ten students to join and help us. Since then, we are holding meetings every Wednesday.

In the beginning, we asked our fellow-supporters to apply for certain departments. Thus, we have several German native speakers and non-German speakers in the following departments: Public Relations, External Affairs, Fundraising, Educational Affairs, Production, Sales and

Editorial Staff. First tasks were for instance the creation of a logo, the writing of a fundraising letter, or the creation of a template for letters to have a corporate design.

Each department, except the production and sales departments, already worked on several tasks such as contacting various persons, writing letters, establishing contact to Universität Bremen and thinking about how to prepare the workshop for the youngsters. Most importantly, we decided to record all our contacts which might be helpful in any way to our project- in Bremen as well as outside of Bremen. The collection of these contacts, we are sure, will prove to be a helpful tool to better organize and structure our work and might as well open us doors of which we had never thought they might open.

So far, we also took advantage of the opportunity of the Open House at Jacobs University in the last weekend of September by distributing self-made flyers to the youngsters who decided to take a look at our university. Thus, several youngsters from Bremen already signed up for more information and for a possible participation in the project. During the literature festival "Globale" one of us contacted the writer Maria Cecilia Barbetta and she seemed to have been interested in helping us as an expert on how to write and overcome difficult periods in life by writing. Chances exist that through a foundation we would not have to refund her travel costs etc.

Obviously, one of our weaknesses as a team is that we are students. That means, apart from being committed to this project, we are committed to homeworks, lectures, seminars, essays, midterms, finals, lab reports and possibly also other clubs on campus, as well as some kind of private life outside the realm of "studentexistence".

Due to this fact, we are honestly very surprised about how committed our team members who joined us four (Jessi, Brian, Yonca and Suna) later, are so enthusiastic about the project. It gives us a great feeling to receive support for our idea and the project benefits a lot from the diversity of ideas and of skills and contacts.

Our team works under the precept of having fun while working on the project and not of killing ourselves by the amount of workload. To get enough sleep is healthy. Healthy for the team members, healthy for the way we communicate with each other, healthy for the ideas we come up with and thus healthy for our project in general. This is one of the reasons why the project is only proceeding step by step, but we are trying to think about our steps first before we do anything that might be detrimental to it. We are all eager to realize this project and we will make it. This we know for sure.

## VIII. Outlook

The revenue model as described in the previous sections, will allow us on the long run to make our project self-sustainable, as we do not only create a product that we can sell to customers but that also provides an additional value for them as readers.

We are convinced that our business model holds true development potential, as it is not only expandable to other realms of media but also transferable to every other region in Germany, Europe, and worldwide.

We are convinced that our business model also holds true impact potential, as questions concerning media and media education become more and more crucial for every modern society. The lack of media education is a problem that concerns us all.

### Break up form

Team: In medias Res

Team members: Yonca Dege  
Jessica Steinemann  
Suna Turhan  
Brian Chan

We hereby certify the closure of the economic activities which were started within the impACT<sup>3</sup> project.

**The following tasks were completed:**

- open invoices were balanced
- cash balance form was prepared
- income statement was prepared
- final report was prepared
- profit was distributed
- all inventory and products were sold out (if applicable)

**The following documents were annexed to the team report and uploaded to our team's space at [www.act-for-impact.net](http://www.act-for-impact.net):**

- cash balance form
- financial statement
- break up form

Bremen, 25/10/09  
 Place/Date

*Jessica Steinemann*

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 Signature of the team's representative / CEO