



Activating students for free (or nearly free) as university news reporters

– lessons from Copenhagen

- **38,000 students**
- **9,000 employees, including scientists**
- **1/7 students 1/2 scientists are international (non-Danish)**
- **1/4 of all master's courses in English**
- **9 out of 10 PhDs written in English**
- **Parallel-language policy Danish /English. Most Danes speak excellent English**

University of Copenhagen



What are we about?

Keeping students, scientists and staff informed

Fostering debate about university, academia and science

Activating students and scientists

How?

Citizen journalism

Open source reporting

- **News**
- **Features**
- **Background**
- **Guides**
- **Calendar**

WHERE'S YOUR STORY?

WHAT'S HAPPENING

RECEPTION

synapse

KICK-OFF EVENT

JUMP START YOUR CAREER IN LIFE SCIENCES

Featuring Guest Speakers:

Martin Bonde Henning H. Dall

Chairman of Synapse Director of Synapse

WED 14th MAY 17:00 - 19:00

GREEN LIGHTHOUSE, NØRRE CAMPUS

14/5 Synapse Kick-Off 2014

LECTURE

15/5 Art, science and prokaryotes

FESTIVAL

CAMPUS 12/5-14 11:39

Spring Festival: Professor of illusions and tricks

Where does 'luck' come from? One answer came from Professor Wiseman, who taught the audiences a few shenanigans. See the photos

CAMPUS 12/5-14 10:30

Beer in the rain, dancing in the darkness: See the photos from the Spring Festival

The University of Copenhagen's newest initiative to make students and employees meet across faculties, had a bit of everything on offer

GALLERIES

Dorms Disclosed: Studentergården

Configure block

WHERE'S YOUR STORY?

DEBATE

3 COMMENTS 13/05-14

German universities now free everywhere, as Lower Saxony ditches tuition fees

What is happening at the University of Copenhagen?

University Post, some statistics:

50,000 visits/100,000 pageviews a month

100 pct. growth in traffic every year since launch in 2009

Traffic comes from:

- **Google search,**
- **Newsletter to all University of Copenhagen staff and students**
- **Facebook**
- **Twitter**



Who contributes content?

- **Volunteer contributions**
- **15-20 student reporters (small fee per article)**
- **Other media partners (Danish news, other student media, science sites)**

No hired journalists

Concepts:

Lab and library

Dorms disclosed

War of the wardrobes

User-generated content



How much?

Operating costs are the salary for

- **Editor**
- **Student assistant**
- **Small budget for assigned freelance articles and photos**

Total = 1.7 staff members

We share our underlying web platform with the Danish language-site Uniavisen.dk

= low costs

Our benchmarks?

Uniavisen.dk (Danish-language site)

- **3-4 hired staff, professional journalists.**
- **Also subsidised by University of Copenhagen**

University of Copenhagen

- **A large number of professional communications staff at university and faculty-level**
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What is in it for our student reporters and contributors?

- **Byline, it is 'good for your CV'**
- **Appreciation of other subjects, and a wider perspective on their own academic life**
- **A clear role for themselves to play in their University's events**
- **New friends**
- **The feeling of doing something good**
- **Extroverted break from introverted studies**
- **Getting reporter skills**

In short: The feeling of being a part of something bigger...

The future? Shift to a 100 per cent volunteer-run reporting/editing media? Maybe

Pros:

More contributors, larger network, more stories, wider range of editorial roles, less fees administration

Challenges:

Keeping the good reporters

Less quality control

What's next?



Question: Can your university let go of a part of its communication responsibility?

Is it worth supporting a low cost, but independent, media on campus?

Does your university dare?

