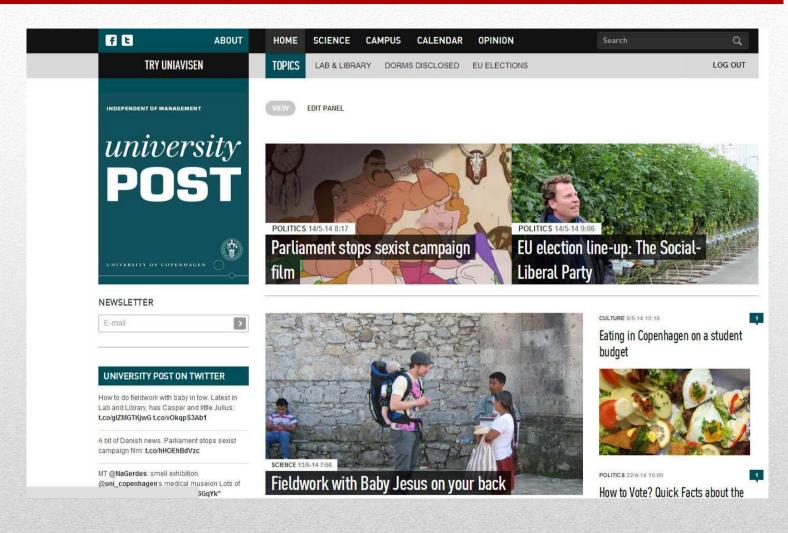
## Activating students for free (or nearly free) as university news reporters

-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



## **University Post**



#### 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 does 'luck' come from? One answer came from Professor Wiseman, who taught the



Dorms Disclosed: Studentergården



Configure block



#### 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

NEWSLETTER

UNIVERSITY POST ON TWITTER
Interview with @mortenhelveg (top candida
Social-Liberal Party, @radikale) for the EU

t.co/glZMGTKjwG t.co/vOkqpS3Ab1

A bit of Danish news. Parliament storcampaign film: t.co/hHOEhBdVzc

MT @NaGerdes: smell exhibition
@uni\_copenhagen's medical museion Lots of
#smelfies @benteyp LcoFqSJ56GqYk"

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|  | S              |
|--|----------------|
| 274-14 8:08  | 7-11           |
| D. D. L. LOLL L. O. L.   |                |
| Dorms Disclosed: Studentergården   | 200            |
| "Vanding" or "watering" in English: when you graduate and live in Studenterglarden, your best friends will wet you  Photo: Søren Steve Hu  FACT BOX                    | avelund Welli  |
| Pricing: 2.150 DKK a month plus  | a small month  |
| hallway tax between 50-80 DKK  |                |
| Some of the craziest traditions rule at this old dormitory. Luckily, it's big, so you actually stand a chance of getting a room here Kitchen: Shared with 10-11 others | i              |
| Location: Narrebro   |                |
| Location: Nerrebro<br>Number of residents: 125   |                |
| Location: Narrebro   | site or email: |

**Dorms disclosed** 

wardrones

**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

## 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 volunteerrun 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?

