

Experimenting with new strategies to run a media startup

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ABSTRACT

Media entrepreneurs turn their journalistic passion into running a startup newsroom. Many embrace the benefits and challenges of launching online products with grant or foundation money. They experiment with both traditional and innovative strategies to make their products sustainable. They work hard to create new sources of revenue while keeping their loyal customers. They seek sponsorships and partnerships both within and outside the media industry. Researchers and professionals can learn about the challenges that media startups are up against and strategic solutions they come up with. Future research can compare nonprofit and for-profit media business models and find out the key solutions to the success of media entrepreneurship.