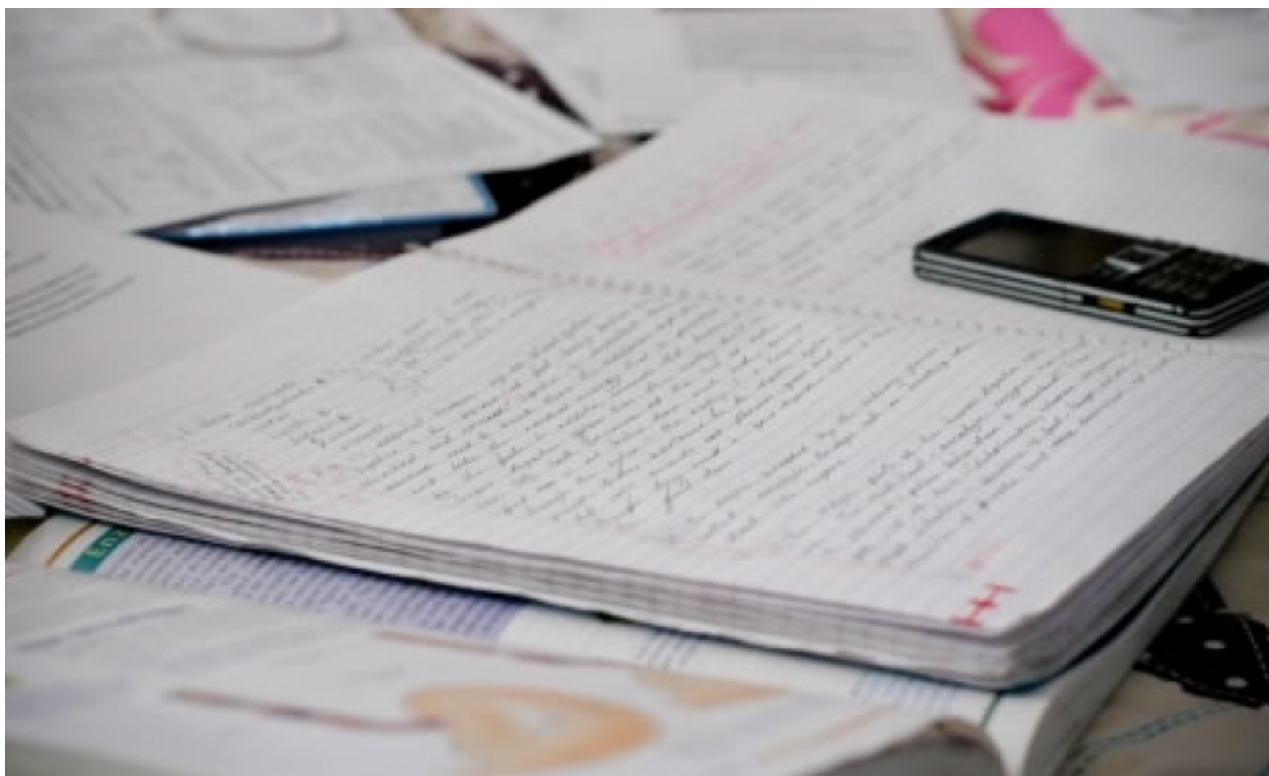


The challenge to stay current and stimulate critical thinking



05/04/2017 - 17:51



The founder of SMART emphasizes the importance of knowledgeable journalists and people from nonprofit sector and volunteers who can popularise the sector.

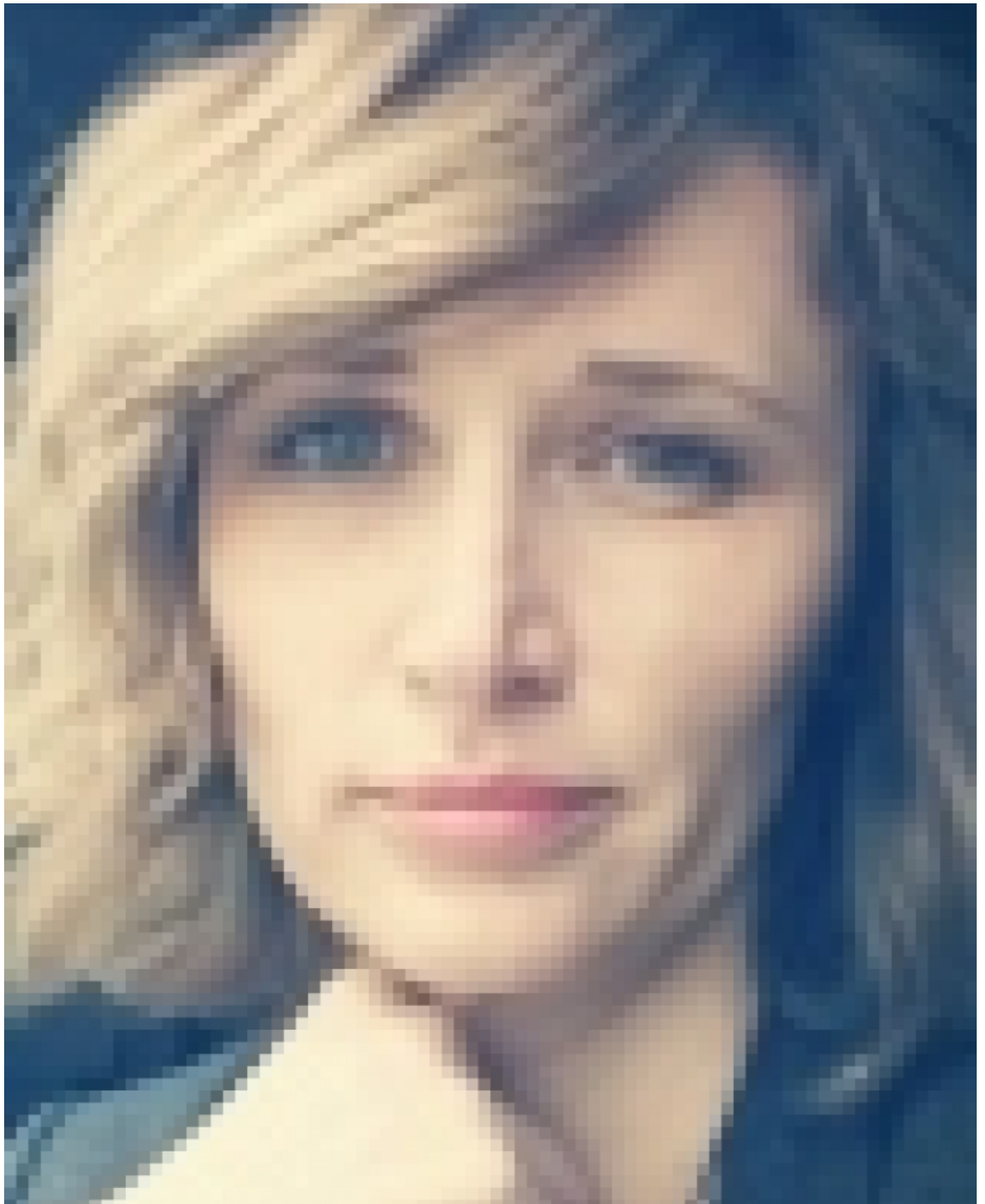
Sla?ana Novota

Submitted by F Pere Tarrés on Thu, 05/04/2017 - 17:43

Description:

Founder and executive team member of [SMART](#).

Vertical photo:



Square photo:



Horizontal photo:

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Why do we need media that specialise in the nonprofit sector and volunteering?

We do not only need media that specialises in the nonprofit sector and volunteering but we also need knowledgeable journalists and people from nonprofit sector and volunteers who can participate in this process of informing, promoting and popularise nonprofit sector and volunteering. Specialised media should have obligation to influence society development and creating public which will be able to actively participate in current social events. Having them as well as social media allows us, who are nonprofit practitioners, to continuously inform and educate as well as recruit and gain allies, which we cannot achieve with public and private media, who are dependent on editorial politics and giving priority to scandals, gossip and other trivial, but good selling topics.

Now that Nonprofit is turning one year old, which challenge do you think it has to be our next?

The challenge is always to stay current and stimulate critical thinking as well as give information which would not be covered by the private or public media. An important thing is to follow the trends and needs of the target audience. Knowing your audience will be critical to what topics and what language and messages will be used.

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