

How to survive in exile?

**Six learnings from the past six months
of the independent Russian media
paperpaper.ru experience**

Paperpaper.ru is from St. Petersburg.
We have been one of a few profitable independent
media outlets in Russia. We were local, focused
on human stories.



24.02.2022 — Russian Federation attacked Ukraine
then agenda transformed totally to the consequences of the war

04.03.2022 — Martial censorship implemented in Russia
then our journalism became unnamed or remoted

12.03.2022 — Paperpaper.ru were blocked in Russia
then the old business model is done

What non-state Russian media did after martial censorship were implemented

- Stopped operations for indefinite time immediately (znak.com)
- Followed censorship guidelines, go on with war coverage (fontanka.ru)
- Avoided any war or political coverage (sobaka.ru)
- **Refused to follow censorship and blocked by Roscomnadzor after and went to exile (meduza.io, zona.media, paperpaper.ru)**
- Followed censorship guidelines in a limited way (Novaya Gazeta, The Bell) but being blocked soon or later (not every media)

Learning 1st

Relocation

Evacuation of the team is an ongoing process that costs a lot and needs specific skills within management team

Attraction and retention for the relocated team

- Attraction: unstructions, travel management and safety protocols
- Retention: mental support, mutual help within the team members
- Community building: having teammates in different places together

Learning 2nd

Editorial standarts have been changing every day.

It's OK but it needs lots of internal reflection.

Editorial standards have been changing every moment

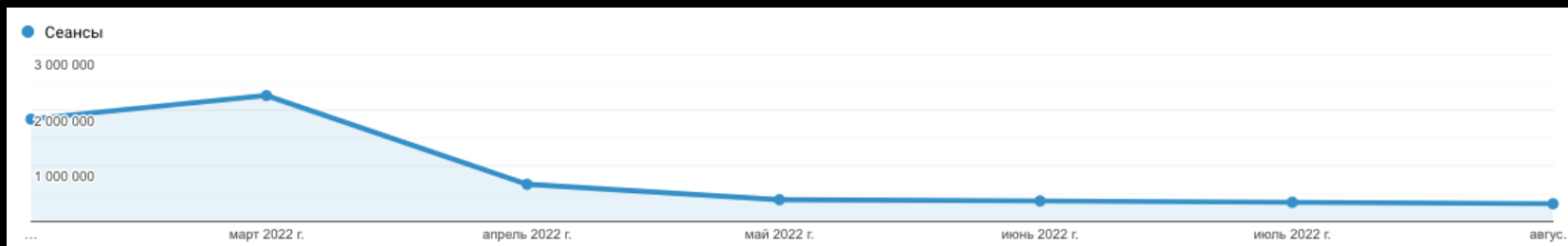
- No links to governmental or propaganda sources
- Authors are anonymous, sources are anonymous
- Ignoring the censorship laws we used to follow before
- Factchecking is impossible or limited sometimes

Learning 3rd

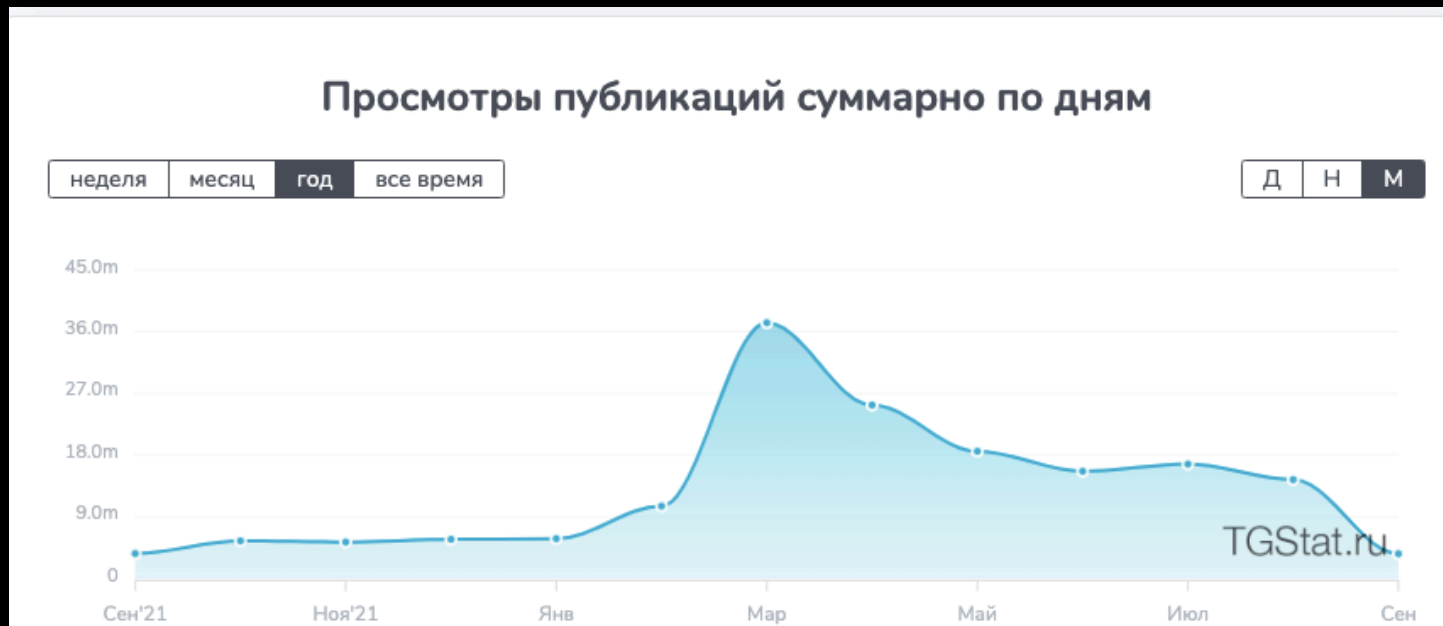
Blocking and censorship work well.

But not really.

Blocking and censorship work well. Website audience decreased in 3 times



But not really.
Telegram reach increased in 3 times



Learning 4th

It is possible to earn money for the independent journalism even in the hardest times when you have no chance even for the mid-term planning.

But you should be really adoptive and creative.

Business model elements after the war started

- PaperVPN: 2500+ recurrent clients
- PaperMerch: 1500 EUR monthly in extra income
- Telegram advertising: 8-10 ads post monthly
- Readers revenue for membership and donations: 15k EUR in a month
- Community and corporative events: to feed the events' team
- Organising a coworking space in Tbilisi

Learning 5th

People are tired of the war agenda. They mostly want to ignore it. But media are not ruled by algorithms creating the informational bubbles, they are ruled by real people.

War is everywhere. If you honestly cover lifestyle agenda, you anyways touch the war consequences. And you push people towards antiwar position.

Highlighting the evil of war everywhere

«I will not let any assholes to break my plans». How and why new businesses in St.Petersburg are launched after the war started»

19 июля 2022

«Никаким мудилам не дам помешать моим планам». Как и зачем петербуржцы открывают бизнес после начала войны

В 2022 году россияне живут беднее, чем раньше. По прогнозам министерства экономического развития, за год цены вырастут в среднем на 17,5 %, а реальные доходы упадут на 6,8 %. Многие экспортные предприятия из-за санкций закрылись или отправили сотрудников в простой, а иностранные работодатели ушли из России.

При этом в стране продолжает развиваться бизнес. «Бумага» спросила троих петербуржцев, почему они решились инвестировать в новое дело после 24 февраля и насколько пока оправдываются их прогнозы.



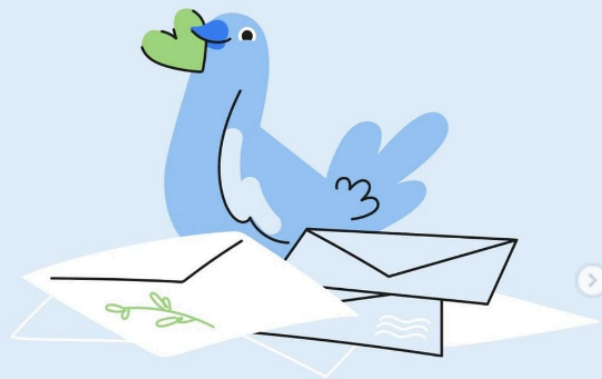
The note in our lifestyle app about a memory action for Beslan attack organised by antiwar activists.

Learning 6th

Journalism and activism have never stopped wars.

But we can build environment for the future, take responsibility and make lonely voices to be heard.

This gives people such a necessary hope.



Это «Бумажные письма»

Слова поддержки для всех, кто в них нуждается

Alina, Kharkiv:
«Humor helps to stay
strong. Smile!
And don't be afraid of the
Dragon».

Алина, Харьков

Привет! Война научила меня острее
чувствовать ценность каждого мгновения.
Недавно мы шли в кафе за вкусными
бургерами, и на телефон пришло оповещение
об угрозе артобстрела. Укрытия рядом не было,
поэтому мы просто пожали плечами и решили,
что, если что, напоследок хоть вкусно поедим :)

Это звучит страшно, но юмор, пусть даже
черноватый, помогает нам держаться. Не
чувствуйте вину за то, что вы улыбаетесь.

«Все глупости на земле делаются именно с этим
выражением. Вы улыбайтесь, господа,
улыбайтесь!» (с) «Тот самый Мюнхгаузен»

И не бойтесь дракона.

paperpaper.ru

paperpaper.ru

We translated some our new
and old stories in English,

in case if you are interested:



<https://papersupport.ru/eng>

Thanks for your attention.

Peace to Ukraine, freedom to Russia
and glory to Ukrainian journalists.

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