



2025

fixyourcamera.org

Naked Journalism

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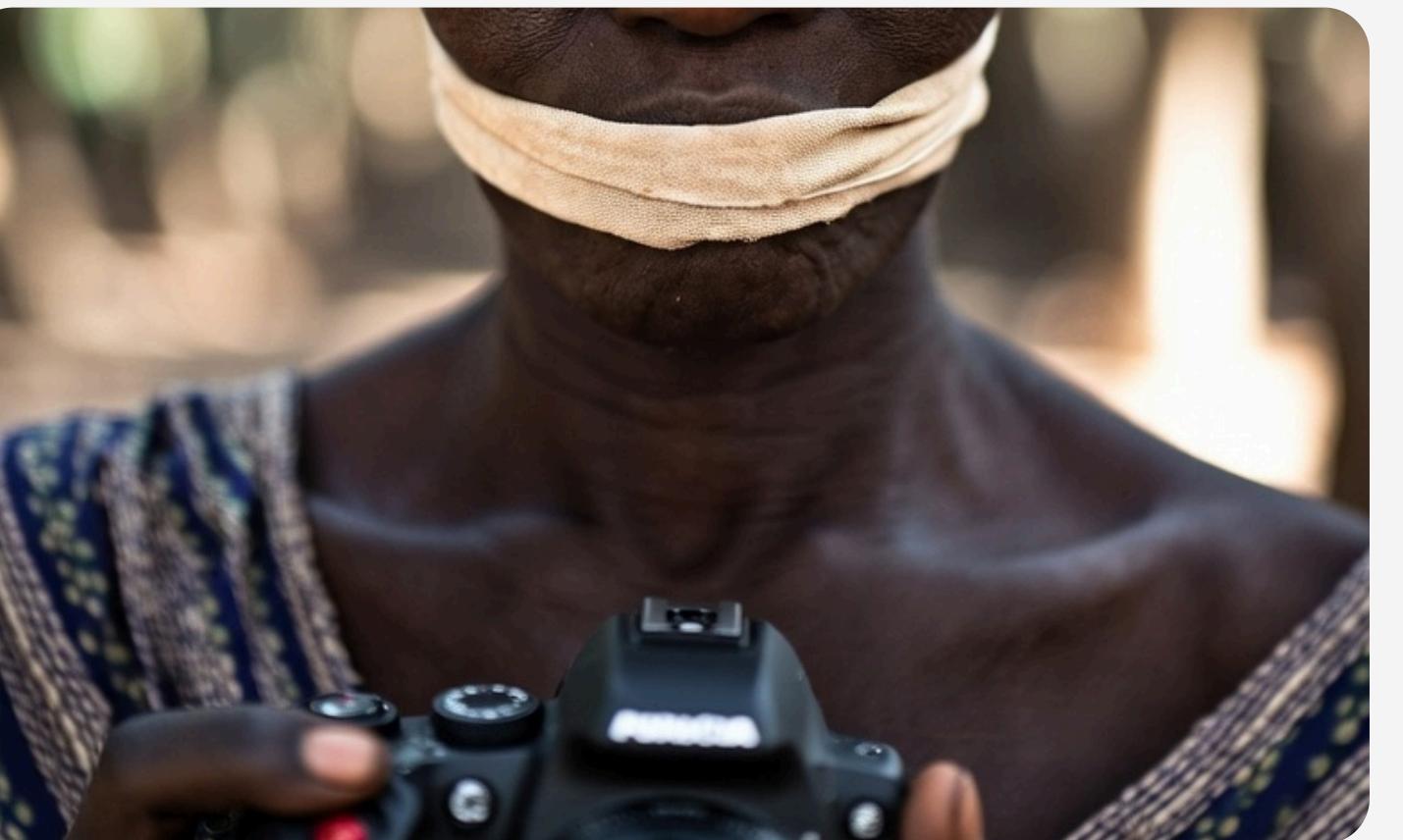
Problem



Mkubwa Anasema > The Truth

Politically Correct > Editorial independence

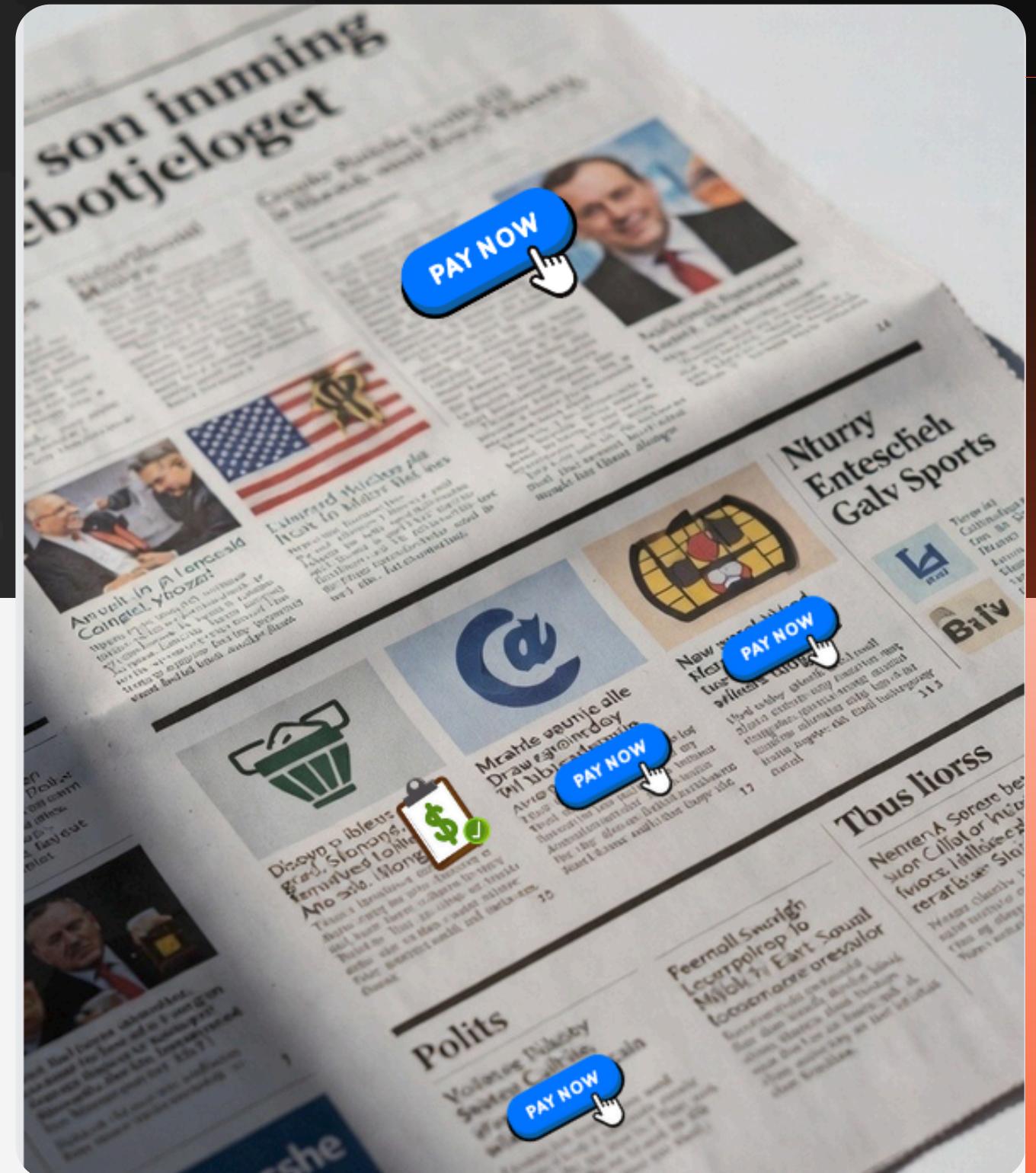
Ads > Press Freedom



Solution

- Directly connect readers to journalists through a public market where citizens fund the information they value.

- Readers pay/tip small amounts per story
- Journalists earn instantly and transparently
- Investigations are crowdfunded by the public
- No subscriptions required
- No advertiser or platform dependence



What this looks like in real life:

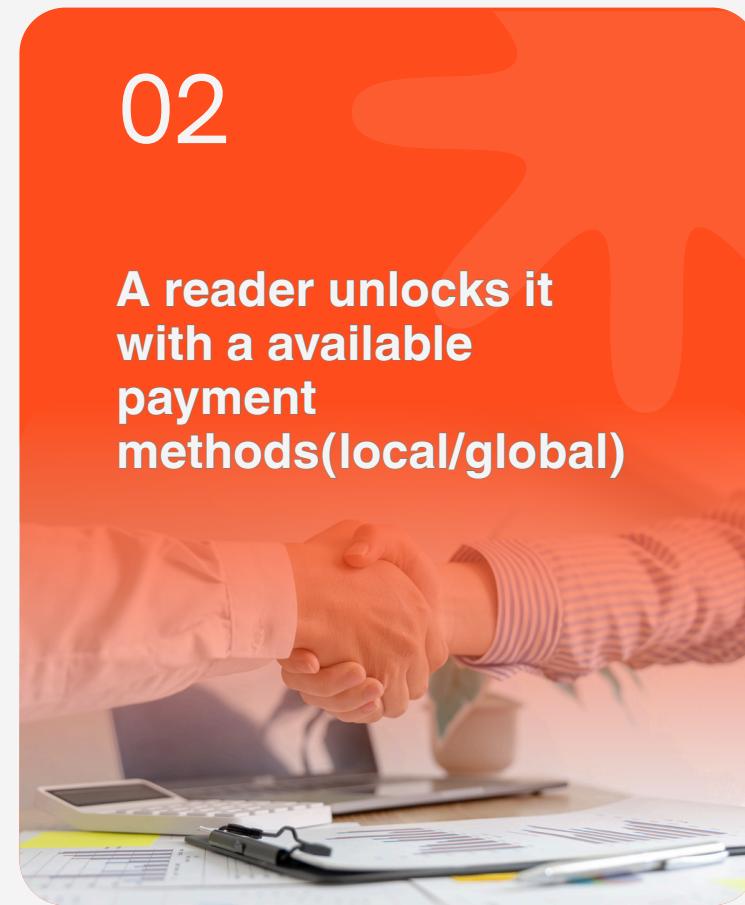
01

A journalist publishes a story



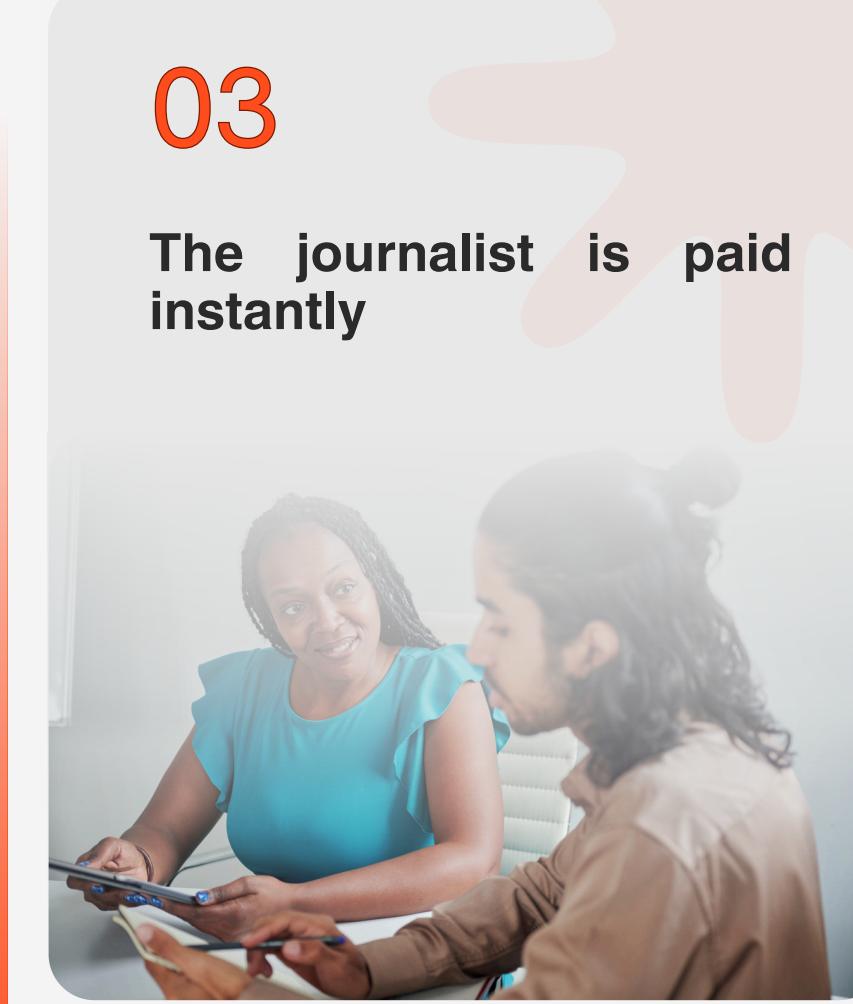
02

A reader unlocks it with a available payment methods(local/global)



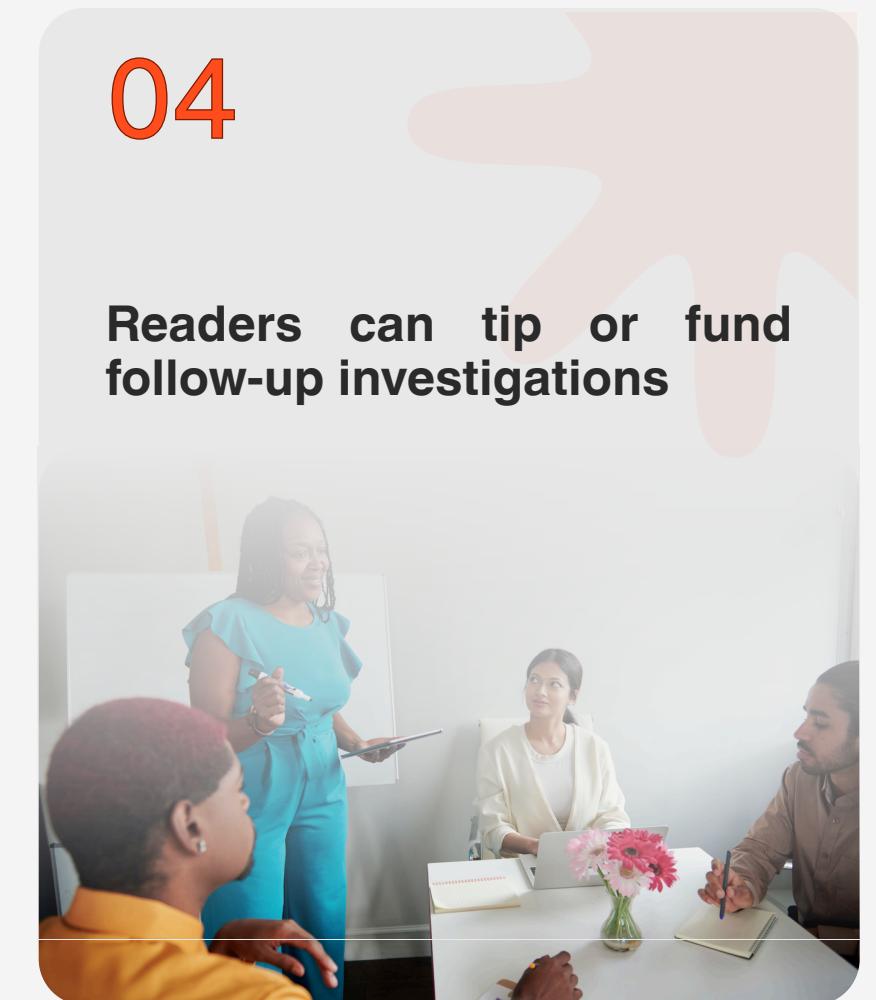
03

The journalist is paid instantly



04

Readers can tip or fund follow-up investigations



Transparency becomes a protection mechanism

Funding, distribution, and trust become fully transparent.

- **Public funding trails for every story**

Clear records of who funds what; powered by blockchain technology

- **No opaque editorial monetization decisions**

No hidden algorithmic suppression

- **Built-in sharing rewards for ethical distribution**

Give credit where it's due. Build organic audience

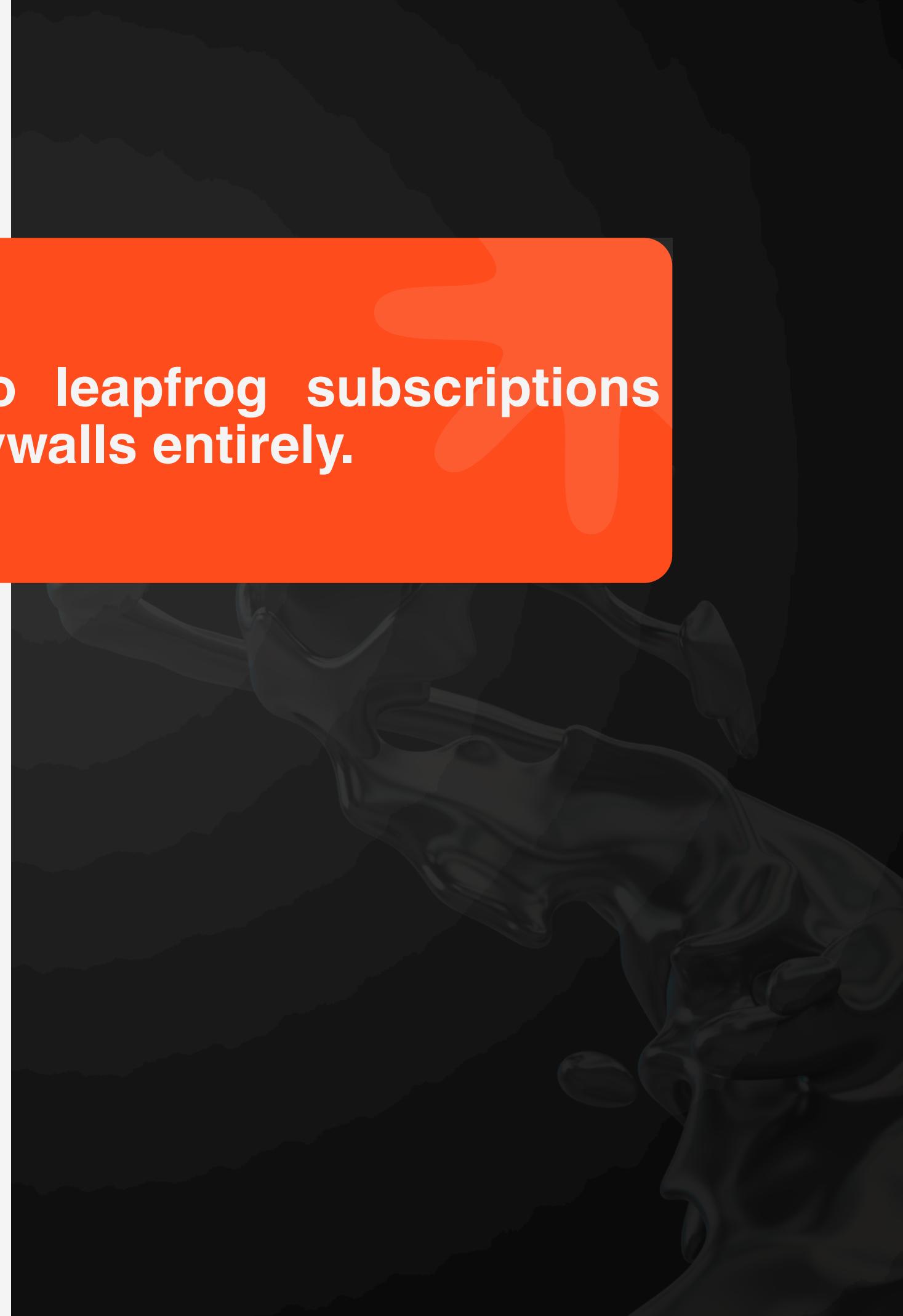


Why Africa, Why Now

- Over 500M mobile money users
- Strong pay-as-you-go culture
- Rapid global growth for local creators
- Rising demand for independent civic reporting

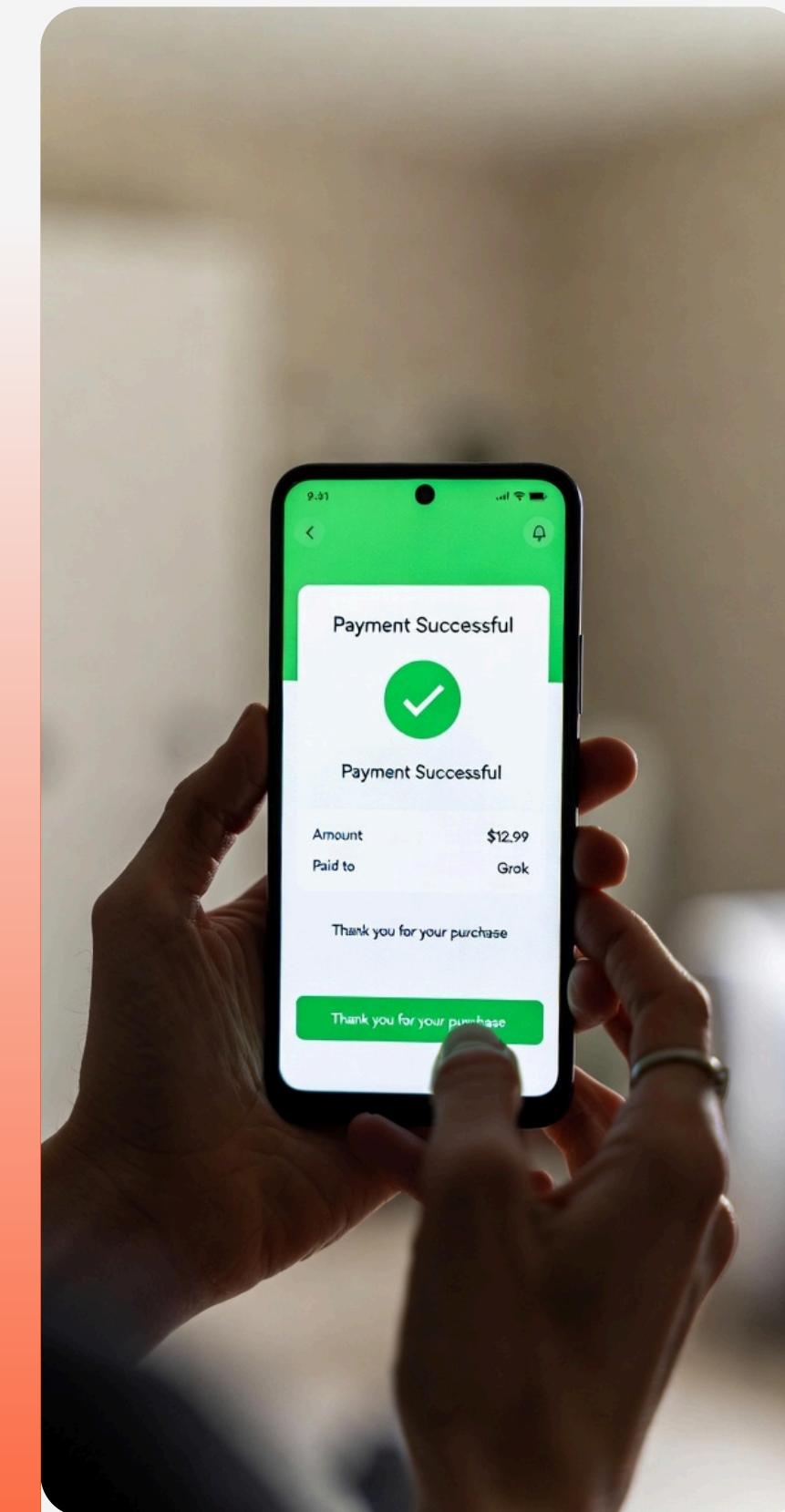


**Time to leapfrog subscriptions
and paywalls entirely.**



What is happening now

- African audiences already publicly funding reporting ; Morara Kebaso
- Journalists leaving newsrooms to start their own creator pods
- Global experiments in reader micropayments; mirror.xyz
- Direct creator monetization becoming mainstream ; Tiktok



A system built to protect journalists and the public record

01

Creator Rights & Trauma-Aware Reporting

- Safer investigative reporting environments
- Protection of creator rights in digital publishing
- Community-backed journalism during crises and conflict

02

Transparency, Safety & Accountability by Design

- All payments are auditable
- No black-box ranking systems controlling visibility
- Reduced exposure to political and corporate pressure
- Cross-border resilience for sensitive reporting
- Financial independence strengthens legal and editorial protections

03

Revenue

Small, transparent platform fees on:

- Story access
- Reader tips
- Crowdfunded investigations
- Institutional newsroom partnerships

No advertising. No hidden commissions. Only usage-based, aligned funding.

We are seeking:

- Partner with independent journalists and civic reporting collectives for pilot programs
- Investigative journalists for early adoption
- Civic tech and legal collaborators
- Media innovation funders



The Naked Truth

Strengthening press freedom by
redesigning its financial
foundations.

by Fred Gitonga
& Allan Robinson

