

# AN ANALYSIS OF THE 2020/2021 INNOVATORS-IN-RESIDENCE CALL FOR APPLICATION

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THE AGA KHAN UNIVERSITY

Graduate School of Media and Communications



Akademie



MEDIA  
CHALLENGE  
INITIATIVE



Tanzania Media  
Foundation

KFW

Bank aus Verantwortung



german  
cooperation

DEUTSCHE ZUSAMMENARBEIT

52

UG

KE

130

55

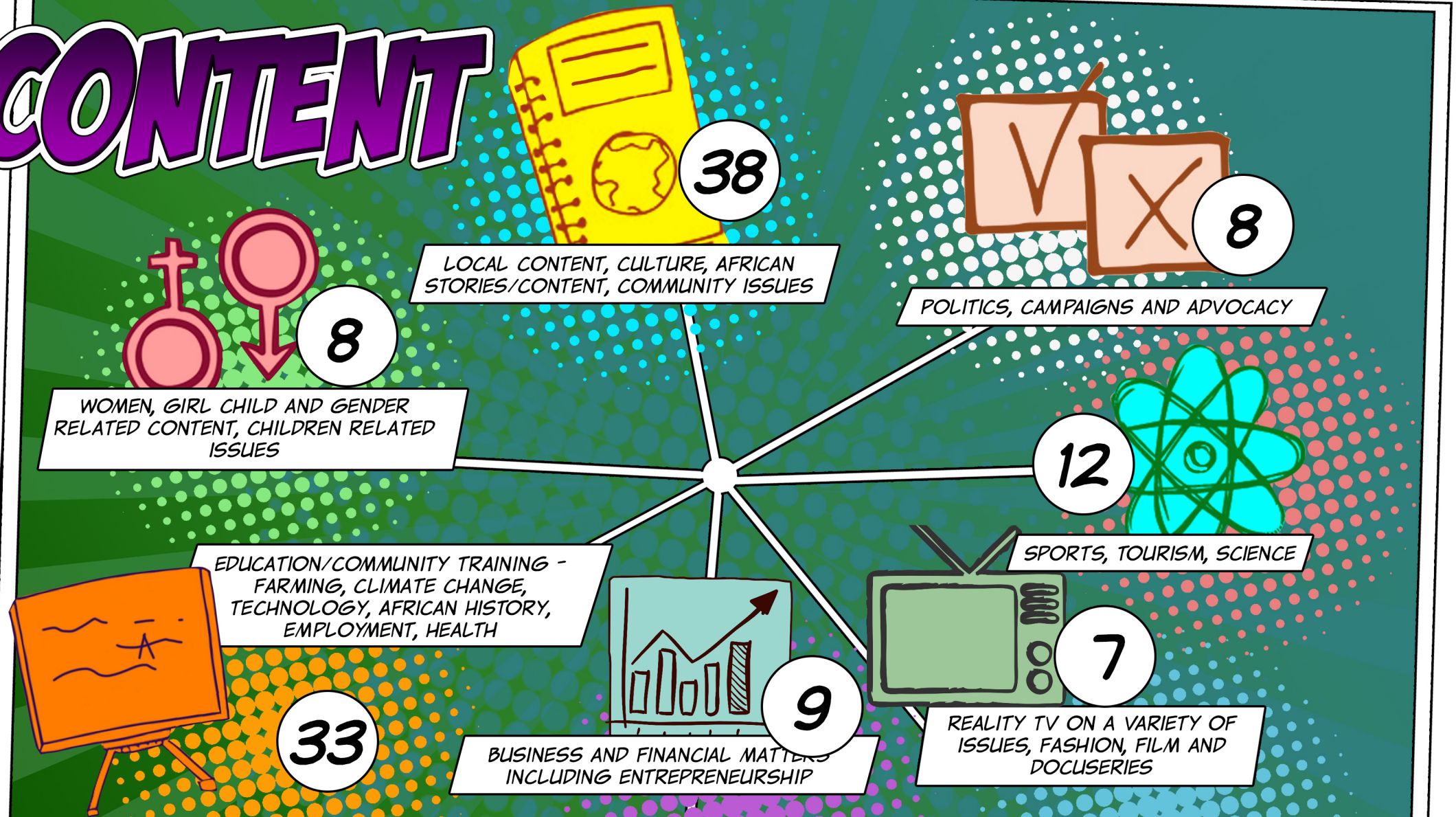
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OVER 200 SUBMISSIONS FROM  
3 EAST AFRICAN COUNTRIES

THE CALL FOR SECOND COHORT OF INNOVATORS IN RESIDENCE ATTRACTED A TOTAL OF 251 APPLICATIONS OUT OF WHICH ONLY 237 WERE VALID

KENYA HAD THE HIGHEST NUMBER OF APPLICANTS AT 130 FOLLOWED BY TANZANIA AT 55 AND UGANDA 52.

# CONTENT

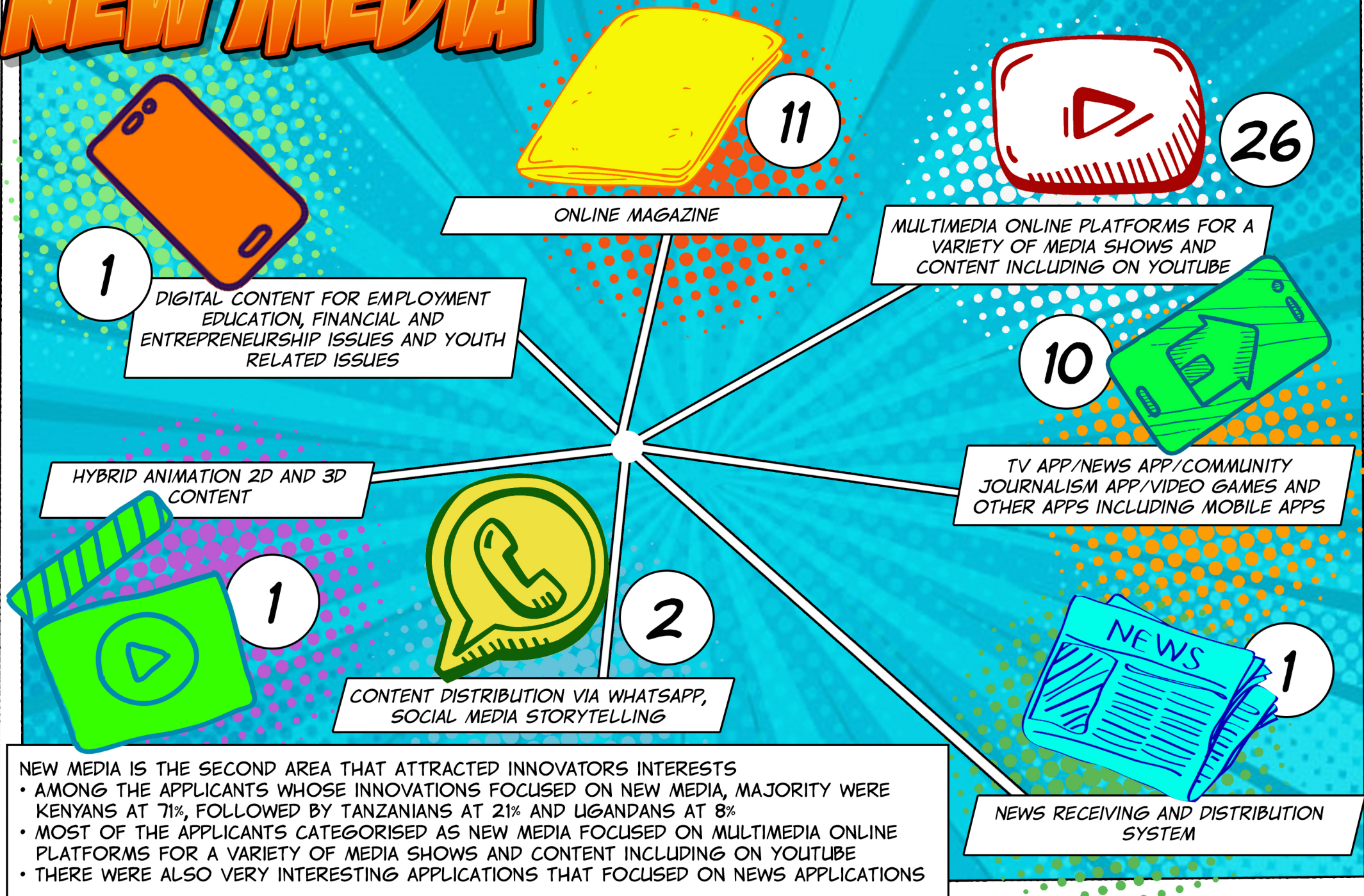


CONTENT APPEARS TO BE THE AREA OF MOST INTEREST AT 46% FOLLOWED BY NEW MEDIA AT 21% AND THEN MEDIA HOUSES 19%

MOST OF THE INNOVATIVE IDEAS FOCUSED ON CONTENT MAINLY, LOCAL CULTURAL CONTENT AND EDUCATION/COMMUNITY TRAINING CONTENT ON SUCH AREAS AS FARMING, CLIMATE CHANGE, TECHNOLOGY, AFRICAN HISTORY, EMPLOYMENT, HEALTH



# NEW MEDIA



NEW MEDIA IS THE SECOND AREA THAT ATTRACTED INNOVATORS INTERESTS

- AMONG THE APPLICANTS WHOSE INNOVATIONS FOCUSED ON NEW MEDIA, MAJORITY WERE KENYANS AT 71%, FOLLOWED BY TANZANIANS AT 21% AND UGANDANS AT 8%
- MOST OF THE APPLICANTS CATEGORISED AS NEW MEDIA FOCUSED ON MULTIMEDIA ONLINE PLATFORMS FOR A VARIETY OF MEDIA SHOWS AND CONTENT INCLUDING ON YOUTUBE
- THERE WERE ALSO VERY INTERESTING APPLICATIONS THAT FOCUSED ON NEWS APPLICATIONS

# YOUTH



12

YOUTH TARGETING CONTENT INCLUDING CONTEMPORARY YOUTH ISSUES, POLITICAL CONTENT, EMPLOYMENT/ENTREPRENEURSHIP



4

PLATFORM FOR YOUTHS AS MEDIA PRODUCERS INCLUDING TRAINING



# NO CLARITY ON THE IDEA

3

# FACT CHECKING

3

EMERGENT ISSUES

- MOST OF THE APPLICANTS FOCUSED MORE ON THEIR IDEAS WITHOUT SITUATING THEIR IDEAS OR EXPLAINING THE VIABILITY OF THEIR IDEAS
- THERE IS ALSO NEED FOR A LOT OF TRAINING TO ENHANCE CONCEPTUALISATION OF THE MANY INNOVATIVE IDEAS THAT EMERGED FROM THE CALL.
- SOME IDEAS WERE FAIRLY LESS INNOVATIVE AND THIS CALLS FOR TRAINING ON HOW TO ARTICULATE ISSUES AND KEEP THE COMMUNITY MEMBERS ABREAST ON TRENDS IN THE MEDIA THAT CALLS FOR INNOVATION.