

MEDIA INNOVATORS COMMUNITY PROGRAM 2022



BACKGROUND

The AKU GSMC Media Innovation Centre (MiC), together with its partner DW Akademie, is excited to expand its offers for media innovators and invites the best and brightest media minds from Kenya, Uganda and Tanzania to join our 2022 Media innovation Centre Community program.

The 12-month training program provides a unique training cycle for 30 media startups or individuals, designed to meet the needs of media enthusiasts, innovators and practitioners, mentorship engagements and the opportunity to gain a **\$1000 grant** to further develop your public-interest media idea. Aligned to our flagship Innovator-in-Residence program, being part of the Innovator Community of the MiC gives members access to our one-of-a-kind network of media innovators in the region, and those that seek to support them.

WHO IS THE PROGRAM AIMED AT/WHO IS ELIGIBLE?

We want to support innovators working on new ideas that promote access to high-quality, public-interest journalism - particularly in rural areas in Tanzania, Uganda and Kenya.

Specifically, we are looking for media solutions that improve access to information, public dialogue and participation for rural communities considering the great linguistic diversity, potentially low connectivity, limited access to professional news media and low literacy rates. Projects producing content in any East African language are welcome to apply – though applications must be submitted in English or Swahili.

The program is geared towards early-stage media start-ups, they could be team lead or an individual who are looking to pave their way in the media landscape. Both individuals and teams are eligible to apply. No formal registration is required.



SELECTION CRITERIA

1. Media idea that demonstrates a strong commitment to improving (access to) high-quality, public-interest journalism in Kenya, Tanzania and/or Uganda.
2. Individual/team is based in any of the three countries, with applicants from rural areas encouraged
3. Ideas serving disadvantaged social groups, and/or under-represented languages are given preference
4. Early-stage media innovation
5. Strong commitment to and interest in becoming an active community member – willing and able to provide peer-learning support
6. Unique idea, building on a thorough understanding of the local/regional media landscape



BENEFITS OF BECOMING PART OF THE MIC INNOVATOR COMMUNITY

1. Exclusive access to **high-quality trainings** with leading industry experts from across the region and beyond, that will help you bring your media start-up to the next level. Trainings this year will be closed to liR and the Innovator Community.
2. Up to **5 one-on-one coaching sessions** with your choice of our trainers and coaches
3. **Personal coaching** by qualified MiC/DWA team on needs-basis
4. Possibility to gain a **\$1000 grant** in Q3 of 2022 to invest in your media idea. (At least 50% of all applicants fulfilling the criteria will gain access to the funding)
5. Needs-based access to **data cost reimbursement** to facilitate participation in online trainings
6. Invitations to exclusive local **in-person community events** in either Tanzania, Kenya or Uganda conducted in collaboration with our inspiring partners across the region, e.g. Media Challenge Initiative in Uganda, and Ennovate Hub in Tanzania
7. Early-bird sign-up opportunities for **state-of-the-art media events** and opportunities by the Media Futures network
8. Extensive **networking and promotion opportunities** through our own online platform **EAST Site**, fantastic partner organisations, expert trainer/coach networks and of course your inspiring peers across the region
9. Needs-based **access to hot-desks** at our associated innovation spaces in Nairobi, Dar Es Salaam, Mwanza, Gulu, Jinja or Kampala
10. **Life-time MiC membership**, and - of course - a certificate of completion
11. Opportunity to **use equipment at the media innovation centre** in Nairobi.



REQUIREMENTS FOR BECOMING PART OF THE INNOVATOR COMMUNITY

Beyond filling in the application form by **January 31st 2022** – we require you to complete the following requirements, to ensure you can make full use of the above-mentioned benefits:

- Attendance or active participation in at least 70% of the trainings
- Completion of all training tasks
- Attendance of at least 1 quarterly check-in with MiC staff
- Active support of your Innovator Community peers
- Brief progress report at the end of the program

KEY DATES

- Deadline for applications: **January 31st, 2022**
- Selected community members informed: **February 3rd, 2022**
- Trainings: Trainings sessions begin in the second week of **February 2022**, and will be conducted weekly (exact dates/times tbc) for 2-3h for February and March, and bi-weekly thereafter until end of curriculum (**December 2022**)

SELECTION PROCESS

Our committed team will be reviewing applications on a rolling basis, based on the above-mentioned criteria and may close the call before the deadline (**January 31st**), should all 30 reserved slots be filled. We encourage you to apply early to guarantee your spot.

APPLICATION FORM

Submit your application [here](#) before **January 31, 2022**.

CONTACTS

If you have any questions or clarifications, reach out to us via

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