



MOBILE NEWS FOR AFRICA

Mobile News Grant and Training Scheme

About the Project

The Mobile News Grants and Training Scheme is part of the larger WAN-IFRA Mobile News for Africa project, which is supported by the Swedish International Development Agency (Sida). The project aims to test, implement and promote innovative content production and delivery models through new technologies, accompanied with new business models for newspapers in emerging markets and developing democracies.

In 2011 the Mobile News for Africa grants scheme extended this exciting development opportunity to 9 newspapers in nearly as many countries, resulting in the development of 10 mobile news applications. The project also published an extensive handbook on the subject, titled “Mobile Media Services at Sub-Saharan African Newspapers: a Guide to Implementing Mobile News and Mobile Business,” co-published by WAN-IFRA and the African Media Initiative.

In 2012, WAN-IFRA will be selecting five more newspapers to participate in its Mobile News Grants and Training Scheme and is currently accepting applications from those seeking to develop new mobile platforms or improve or expand upon existing platforms.

About the Scheme

WAN-IFRA invites newspapers that are launching or expanding their mobile services to apply for small-scale technical assistance grants of up to 5000 EUR as well as training and consultancy from both African and international experts in a number of fields, including mobile web, mobile advertising, mobile election monitoring and many more.

Successful applications will propose projects that are:

- Mobile-based
- Beneficial to the target readership
- Sustainable (once any start-up costs have been met)

The scheme is flexible in what it can provide to the applicant, whether it be a grant for a dedicated PC and software to run an SMS news alert system; training in mobile advertising sales or mobile election monitoring; consultancy on how to reach out to younger readers; or expand existing mobile services. The proposed project can be SMS-based or mobile web-based, so long as the principal method of access for and delivery to the target audience is via their mobile phone.

As examples and potential inspiration, some mobile-based services and projects that featured in Chapter 4 of the handbook *Mobile Media Services At Sub-Saharan African Newspapers: A Guide To Implementing Mobile News And Mobile Business* are:

- SMS content services for news, sports, entertainment
- Mobile news websites
- Mobile town/city guides
- Mobile as an in-channel for personal ads, classifieds, shout-outs, etc
- Mobile as an in-channel for readers' pictures and news tips
- Commercial SMS readers' clubs
- Mobile as a tool for reporters
- "Crowdsourcing": mobile as an in-channel for data from readers to help map responses to a specific issue (examples include election monitoring, teacher attendance, medicine supplies and even potholes!)

A PDF copy of the handbook can be obtained by request to Catharine Fulton, Mobile News for Africa project director, at cafulton@me.com.

Who can apply?

Applications will only be accepted from newspapers; applicants may work in partnership with other media outlets or NGOs, but newspapers must lead all projects.

Newspapers should have an existing intention and preferably some plan to expand into mobile, however it is not necessary for the newspaper to have already offered any mobile services in the past.

Newspapers may submit up to two applications – one for a general mobile services grant and one for an election-specific mobile service; each application will be considered separately.

How to apply

Interested applicants should submit a completed application form, outlining their project and funding or training needs and how they could benefit from WAN-IFRA's assistance to Catharine Fulton, Mobile News for Africa project director, at cafulton@me.com.

Deadline: Applications should be emailed to Mobile News for Africa project director, Catharine Fulton, at cafulton@me.com no later than 13 April 2012. Successful applicants will be notified of their inclusion in the program in late April.

Please complete the following application form by typing in the grey boxes provided. It is in your best interest to be as detailed as possible in your responses.



MOBILE NEWS FOR AFRICA

2012 Mobile News Grant and Training Scheme Application Form

SECTION A: CONTACT DETAILS

Name of person responsible for the project
Position of person responsible for the project
Media / Organization
Mailing Address
Phone number
Web site
Email address
Skype ID

SECTION B: BACKGROUND

What is your newspaper's current experience with mobile?
Please list any existing mobile services that your newspaper offers, including how these services are funded and staffed.
What has prohibited you from offering mobile services or expanding your existing mobile services so far?
E.g. lack of funds, lack of training, lack of consumer interest, etc.

SECTION C: PROJECT DESCRIPTION

Project title
What are the main activities of the project?
<i>E.g. SMS news alerts, mobile website, mobile city guide, etc.</i>
What is the main purpose of the project?
<i>E.g. Loyalty and relationship building, reaching new readers, market positioning, revenue generation, etc.</i>
Who is your target market for this service? Why have you chosen this group?
What is your projected time line for the delivery of this project?
<i>This can be altered after application, but please note, the WAN-IFRA Mobile News for Africa project will only run until December 2012. If this project has already launched, please indicate for how long it has been running.</i>
How do you plan to implement this project?
<i>E.g. Buy new equipment, join up with a third partner/service provider, send staff for extra training, etc.</i>
What do you expect to be the cost of this project?
<i>Please give an overview of all expected initial expenditure, operating costs, and any likely revenue share agreements. If you wish to include a more detailed budget, please submit it as an Excel sheet along with this application form.</i>
How do you plan to sustain this project once the initial costs have been met?
Are you receiving any support from another organisation for this project?
<input type="checkbox"/> YES
<input type="checkbox"/> NO
If yes, what is the nature of this support?
<i>E.g. Funding, training, consultation, etc. Please give details</i>

SECTION D: REQUIRED SUPPORT

What support do you need from WAN-IFRA?
<i>Select all that apply.</i>
<input type="checkbox"/> FUNDING
<input type="checkbox"/> TRAINING
<input type="checkbox"/> CONSULTATION

What amount of funding is required?
<i>Please state the total in EUROS</i>
How would this funding be used?
<i>Please list all items separately. E.g. software, hardware, staff training, etc. Please also give an indication of which elements are essential to your project.</i>
What training is required to successfully execute this project?
<i>E.g. Editorial, managerial, sales, technical</i>
What consultation and advice would you like from WAN-IFRA?
<i>Please indicate your preference for in-person or virtual consultation. Note that in-person consultations will be limited.</i>

SECTION E: SUPPORTING MATERIAL

If you are attaching any supporting materials, please list the documents here: