



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.

The WAN-IFRA Mobile News for Africa project has now launched the Mobile News Grants and Training Scheme, through which WAN-IFRA will aid newspapers and media organisations in Sub-Saharan Africa that are looking to move into mobile or expand their existing mobile news services via direct funding, consultation and training.

The scheme follows a successful pilot project at the Observer newspaper in Uganda as well as the recent publication of the WAN-IFRA-produced handbook, *Mobile Media Services At Sub-Saharan African Newspapers: A Guide To Implementing Mobile News And Mobile Business*, co-published with the African Media Initiative.

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 from mobile web, mobile advertising, mobile election monitoring and many more.

The proposed projects must fulfil the following criteria:

- **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, or 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.

For your inspiration, here are 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*:

- 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 Louise Hallman, Mobile News for Africa project manager, at louise.hallman@wan-ifra.org.

Who can apply?

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

Newspapers should have an existing intention and preferably some plan to go 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 Louise Hallman, Mobile News for Africa project manager, at louise.hallman@wan-ifra.org.

The applications will be considered over the summer, with the funding and training to be delivered throughout the autumn of 2011 and spring 2012.

Up to three successful applicants will be given the opportunity to attend either the WAN-IFRA World Newspapers Conference in October or the African Media Initiative (AMI) African Media Leaders' Forum in Tunis, Tunisia in November. Registration fees, travel and accommodation costs will be met by the Mobile News for Africa project. Applicants should indicate their availability on the application form.

Deadline: Applications should be emailed to Mobile News for Africa project manager, Miss Louise Hallman at louise.hallman@wan-ifra.org by 0:00 GMT 5 September 2011.

The following application form provides space for your answers – these are only indicative, you may write more should you so wish.

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?
<i>Please list any existing mobile services that your newspaper offers, including how these services are funded and staffed.</i>
What has prohibited you from offering mobile services or expanding your existing mobile services so far?
<i>Is it due to a lack of funds, lack of training, lack of consumer interest, overly restrictive official regulations or a combination of several issues?</i>

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 March 2012. If this project has already launched, please indicate how long it has been running for.</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>

How much do you expect for this project to cost?

Please give an overview of all expected initial expenditure, running costs, and any likely revenue share agreements. If you wish to include a more detailed budget, please attach as an Excel spreadsheet.

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?

Delete where applicable: YES – NO

If yes, what is the nature of this support?

E.g. Funding, training, consultation, etc. Please give details

SECTION D: Support Needed

What support do you need from WAN-IFRA?

*Delete as applicable: FUNDING – TRAINING – CONSULTATION
(more than one can be selected)*

What funding is required?

Please give total in EUROS

How would this funding be used?

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.

What training is required?

E.g. Editorial, managerial, sales, technical

What consultation and advice would you like WAN-IFRA provide?

Please indicate whether this consultation would be needed face-to-face or could be delivered via email, Skype, etc.

Would someone from your newspaper who is involved in your project be available for travel to Vienna, Austria for the WAN-IFRA Expo 10-12 October 2011 or to Tunis, Tunisia for the African Media Leaders Forum (AMLF) on 10-11 November 2011.

There will be a limited number of funded places available for successful applicants to present their project to a panel of experts for their help and advice. Please give the position of the person likely to attend.

SECTION E: Supporting Material

If you have included supporting material, please list the documents here: