

## Call for Proposal

Author for a handbook for media entrepreneurs covering 1. monetary questions, 2. community and organizational aspects and 3. growth and sustainability

### DW Akademie

DW Akademie is part of Germany's international broadcaster Deutsche Welle and is Germany's leading organization for international media development. We support free and transparent media systems and quality journalism in close to 50 countries in developing and emerging countries.

With our projects and as a strategic partner of the Federal Ministry for Economic Cooperation and Development (BMZ), we strengthen the right to freedom of expression and access to information. We enable people to form their own opinions based on reliable facts and via a free flow of ideas so that they can present their views in social debates. This enables them to play an active and equal part in social and political developments and thus improves their standard of living.

### Scope of Work

DW Akademie, in cooperation with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), is currently implementing a project to bring together 15 well-selected media entrepreneurs from all over the world to meet-up and get inspired by the diversity of shared experiences; to explore and gain insights from the challenges other innovative media entrepreneurs face and to use common expertise to find new approaches and solutions for media viability. Within the framework of the project, DW Akademie organizes three meet-ups and a series of webinars with the participation of outstanding experts.

In 2020 a practice-oriented handbook for media entrepreneurs from around the globe will be published. We are now looking for **3 authors**.

The **target group** of the handbook are journalists from developing and transition countries who have recently founded media enterprises and are seeking sustainability. In the past ten years, there have been an extraordinary number of startups in journalism worldwide. The number of international publications has also increased. However, these are mainly based on strategic issues of development policy institutions rather than on the needs of the target groups themselves. Because of these dynamics, the demand for a user-friendly publication is enormously high. Free download of the English language publication will ensure maximum reach.

The main question for the handbook is: **How does a media startup position itself to survive on the market in the long-term?** This ensures that you both reflect the common sources of income and go one step further. Most publications end up listing revenue streams such as endowment funding or crowdfunding. Special about this handbook is that it aims to shed light on the organizational challenges of how a media company can grow and stay meaningful. Ultimately,

it is about making a sustainable contribution to freedom of expression and access to information in the respective local context and to remain relevant to the market and to the public.

## Structure and Methodology

Three relevant phases are to be worked out on the way from start to sustainability:

1. Monetary questions (Money),
2. Community and organizational aspects (Members) as well as
3. Growth and sustainability (Media Viability).

The structure of the publication reflects the three phases. The main question of the first chapter is: **What are the main challenges when starting a media enterprise?** In the second chapter we want to bring light on the question: **What are the main challenges when your organization is growing?** With the third chapter we would like to provide deeper insights into the question: **How to build a strategy for the future?**

A total of 3 authors are involved. Each author takes care of one of the mentioned chapters. They will conduct expert interviews with media startups from around the globe based on specific research questions agreed upon with DW Akademie. These insights are enriched by relevant reports, current scientific studies and articles. This will allow to systematically analyze concrete learnings, including both best and worst examples. The aim is to build on the kaleidoscope of experiences from all corners of the world to provide inspiration and strategic guidance to other content creators.

## Deliverables

The following services are to be rendered on assignment:

- Participation in a virtual introductory workshop about Media Viability
- Inception report (max. 5 pages);
- Final chapter of max. 20 pages in English (approx. 85.000 incl. spaces)
- Revision of final chapter after feedback (within 4 weeks)

## Application Requirements

### a) Applicant's profile

Applicants must have broad experience in the media startup scene. They should have found their own successful enterprise in the recent past and / or should have a large network of content startups from their region / continent.

Furthermore, applicants should bring

- proficient knowledge in information collection and analysis, as well as excellent analytical and writing skills,
- experience in international media development and / or consultancy of international development projects as well as
- relevant in-country and regional knowledge.

## **b) Proposal format**

The application should outline a coherent proposal for the final publication focusing on media viability. Applicants are invited to choose one of the 3 main chapters and to explain which aspects they would like to focus on. This proposal is mainly intended to assess the competence and motivation of candidates and is not automatically used as a basis for the upcoming manual. In the case of an assignment the concrete methodology and procedure will be discussed and agreed between the author and DW Akademie.

Furthermore, the applicant's own expertise and experience in the field of media viability with respect to the context and aim of the handbook should be described. The exact documents to be submitted are listed below (c).

## **c) Documents**

The following documents should be included in the proposal:

- **Cover letter**, detailing the motivation and eligibility of the applicant (1 page);
- **Curriculum Vitae**, documenting relevant experience as detailed above, including contact details of two referees;
- **Brief proposal for a possible chapter design** with focus on media viability (2 pages), including a draft time schedule and financial offer with an indication of the honorarium for a total of 20 working days.

## **Timetable, Working Days and Deadlines**

Authors will be selected by 15 November 2019. The actual assignment begins on 1 December 2019. A total of 20 working days are planned. The introductory workshop will take place via Skype in the beginning of December 2019. The first version of the chapter should be available by mid-February 2020. Change process is scheduled for the end of March 2020. The final version of the chapter should be handed in by the end of April 2020 (4 weeks after revision feedback).

Proposals should be submitted *in electronic form only* to Pauline Tillmann (pauline.tillmann@dw.com), with Eira Martens-Edwards (eira.martens@dw.com) in CC. Deadline for all proposals is 1 November 2019.

We are looking forward to your proposal!

Eira Martens-Edwards

Project Manager

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