



## **Arab Newspaper Development Programme**

### **About the Programme**

The World Association of Newspapers and News Publishers (WAN-IFRA) and the Cairo-based Danish-Egyptian Dialogue Institute (DEDI) have conducted the Arab Newspaper Development Programme since 2006 to help ensure the existence of free and independent media in the Arab world.

The programme aims to develop effective commercial and editorial strategies for participating media organizations and has contributed to the general development of the media sector in the Arab world. More on the project can be found at <http://www.wan-ifra.org/arab-newspaper-development-programme>

### **About the 2012 Scheme**

Throughout 2012, the Arab Newspaper Development Programme will provide workshops, training and consulting for 10 selected media outlets in Egypt and elsewhere in the Middle East and North Africa. The goal is to identify new strategic development opportunities, revenue streams and build sustainable independent media businesses.

The programme will assist small to medium-sized newspapers and online publishers to develop new and improve their existing products so as to expand their audience base and engage further with the citizens. Based on their specific needs, training and skills developments will be provided to selected media in **management, advertising, sales, design and layout, web platforms, mobile platforms, photojournalism, investigative journalism,** and more.

The transfer of acquired knowledge and skills from Egypt to additional partners in the MENA region will be encouraged.

### **Who can apply?**

Applications will be accepted from newspapers and online publishers in Egypt and elsewhere in the Middle East and North Africa.

### **How to apply?**

Interested applicants should submit a completed application form, outlining their training and consulting needs and how they could benefit from WAN-IFRA's assistance, and return it to Virginie Jouan, Arab Newspaper Development Programme manager, at [jouanvirginie@gmail.com](mailto:jouanvirginie@gmail.com)

The applications will be considered in early April, with the training and consulting to be delivered in the spring and summer of 2012.

**Deadline: Applications should be emailed to Virginie Jouan, Arab Newspaper Development Programme manager, at [jouanvirginie@gmail.com](mailto:jouanvirginie@gmail.com) by 31 March 2012.**

*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**

<b>Name of contact person</b>
<b>Position of contact person</b>
<b>Media / Organization</b>
<b>Mailing Address</b>
<b>Phone number</b>
<b>Web site</b>
<b>Email address</b>
<b>Skype ID</b>

**SECTION B: Background**

<b>What is your media's profile and position?</b>
<i>Please describe your newspaper/online publication, including a brief history and key facts on its structure, content, target audience and market position. You can also attach background material to this proposal.</i>

**What are your publication's specific strengths and what challenges has it been facing?**

*Please describe what you consider as your publication's best achievements so far and the obstacles it would need to overcome to develop.*

**SECTION C: Purpose**

**Which of your media's needs should be specifically addressed in this programme?**

*E.g. skills development in management, advertising, sales, design and layout, web platforms, mobile platforms, photojournalism, investigative journalism, etc. Please prioritize up to 3 fields and explain.*

**What do you want to achieve?**

*E.g. new strategic development opportunities, revenue generation, market positioning, loyalty and relationship building, reaching new readers, etc.*

<b>Are you receiving support from another organisation on this matter?</b>
<i>Delete where applicable: YES – NO</i>
<b>If yes, what is the nature of this support?</b>
<i>E.g. Funding, training, consulting, etc. Please give details</i>

**SECTION D: Support Needed**

<b>What support do you need from WAN-IFRA?</b>
<b>What training is required?</b>
<i>E.g. Editorial, managerial, sales, technical</i>
<b>What consultation and advice would you like WAN-IFRA to provide?</b>
<i>Please indicate whether this consultation would needed face-to-face or could be delivered via email, Skype, etc.</i>

**SECTION E: Supporting Material**

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