



## The Media Viability Ambassadors: Call for Applications

*Become a Media Viability Ambassador, join the (inter)national debates and start a media viability movement!*

DW Akademie, one of the leading international media development organizations when it comes to media viability and organizational development, wants to bring together 8 media viability experts from the Global South and Eastern Europe – The Media Viability Ambassadors: Together for strong media.

As a Media Viability Ambassador, you will not only get the opportunity to learn from other media viability experts from countries around the world. You will also have the chance to polish your consultancy and advocacy skills and work together with your peers on relevant media viability topics identified throughout the program.

From August to December 2023, we will offer 9 online modules and one in-person meeting (October 2<sup>nd</sup> to 6<sup>th</sup>, 2023) at the Deutsche Welle (DW) headquarters in Bonn, Germany. DW Akademie's vision is to keep this media viability community and network going well beyond 2023.

If you are a media consultant, advocate, entrepreneur, manager, or researcher who has dealt with media viability challenges in Africa, Asia, Eastern Europe, Latin America, or the Middle East and consider yourself an expert in this field, we would like to hear from you!

### Why Media Viability Ambassadors?

As a result of digital transformation and changing user habits, many media outlets around the world find themselves locked in an existential struggle. On top of that, the recent past has shown how exposed these media outlets are to additional shocks and disruptions, not only in fragile countries, but in every region of the world. Almost all have struggled in the past few years: violent conflicts, the COVID-19 pandemic, natural disasters, inflationary spirals and economic downturns. In addition to the already existing challenges around eroding public

trust, adapting to digitalization and finding new business models, these crises threaten media viability to an extent rarely seen before. As a result, editorial independence and media landscapes are under enormous pressure.

To find ways out of this systemic crisis, media viability has to be tackled on different levels. Media viability consultancy for individual media organizations, for instance, is as important as shaping policy debates aiming at improved legal and political conditions for media ecosystems.

Most importantly: extraordinary challenges need new ways of working together. We need to join forces, exchange experiences and come up with common ideas for solutions!

### **Who can apply**

Candidates should have a good working knowledge of English and a proven track record of media industry-related experience (consultancy for media organizations, advocacy for media-related issues on the policy level, media management, media research, etc). You should be well-connected within the media sector and be familiar with different aspects of media viability. You should be open to (self-)reflection and motivated to share your expertise with the group of participants. Additionally, you are interested in being an active Media Viability Ambassador in the long run? Then you are the perfect candidate!

### **What you can expect**

The Media Viability Ambassador program consists of 9 interactive online modules, which will take place on 2-3 half days each, every two weeks between August and December 2023. One module will be in-person over three full days (October 2<sup>nd</sup> to 4<sup>th</sup>, 2023) at the DW headquarters in Bonn, Germany. You will be invited to stay for two additional days (October 5<sup>th</sup> and 6<sup>th</sup>, 2023) for the *FOME Symposium*, the yearly international conference of the German *Forum Media and Development*, a network of institutions and individuals active in the field of media development cooperation.

Within the modules, you will reflect on your work, enrich it with new tools and approaches, deepen your understanding of media viability and know how to market yourself as a media viability expert. Together with fellow Ambassadors, you will develop a media viability consultancy toolbox as well as an advocacy strategy for media viability. Upon successful completion of the program, you will officially become a Media Viability Ambassador.

For more details, see the schedule below. Additionally, there will be preparatory work between modules from time to time (totalling approx. half day/month).

## **What you commit to**

There is no charge for participating in the program; travel and accommodation costs for the in-person event in Germany will also be covered, but you need to commit to attending **all** online and offline events and to working on tasks between modules, where needed. The whole program will amount to approx. 4 days/month of your time between August – December 2023. You will also be asked to give an input on your expertise in a particular area of media viability or in consultancy procedures during one of the modules.

## **How you can apply**

Please send us a letter of interest (max. one page), covering the following aspects of your expertise profile:

- What is your motivation to become a Media Viability Ambassador? What is your motivation to be part of the group? What do you think you can contribute?
- What is your key expertise and how do you apply it in your work?
- Tell us about one of your success stories: What media viability challenge did you overcome in a media organization (as consultant or manager)? What media viability aspect have you been advocating for? What media viability topic have you intensely researched? And how?
- If you have cooperated with DW Akademie before (as a consultant, trainer, participant, ...), please specify and name a person of contact within DW Akademie.

Please also share your CV or a link to a relevant website (LinkedIn or similar).

Applications should be sent in digital form only (as a PDF document) to Rune Meissel (rune.meissel@dw.com) with Rose Kimani (rose.kimani@dw.com) in cc. The deadline for applications is June 14<sup>th</sup>, 2023. Short-listed applicants will be invited to an online interview, after which selected applicants will be notified by June 29<sup>th</sup>, 2023.

We very much look forward to hearing from you!

## Media Viability Ambassadors 2023 – Schedule

Month/ Format	Content
Offline prep phase	Preparation: Readings on media viability, online survey
<b>Module 1</b> (two ½ days) 01.-02.08.23	<b>Getting to know each other &amp; finding common ground</b> Self-introductions, introduction to program, discussing media viability challenges in participants' contexts and the concept of media viability
<b>Module 2</b> (two ½ days in the week 14.-17.08.23)	<b>E-Facilitation</b> <i>Optional for those who want to refine their skills</i> How to successfully run online consultancies without losing your client (online tools for collaboration, how to structure an online session, etc.)
<b>Module 3</b> (three ½ days) 29.-31.08.23	<b>Media Viability Consultancy Lab</b> Zooming in on consultancy skills, approaches, processes, roles, consultant-client relationship, (self-)reflection on participants' consultancy work
<b>Module 4</b> (three ½ days in the week 11-14.09.23)	<b>Media Viability Approaches and Tools Lab</b> V(iability)-Sprint onboarding (facilitated viability assessment for media outlets), discussion of media viability tools and approaches used by participants/ offered by DW Akademie and other media development actors
<b>Module 5</b> (five days in-person) 2.-6.10.23 Bonn, Germany	<b>Media Viability on the Policy Level</b> Workshop: Advocacy workshop for media viability, discussion of value-driven side of media viability: What values/guiding principles are helpful? What kind of media are we envisioning for the future? <i>Optional: Participation in international FOME conference in Bonn</i>
<b>Modules 6-8</b> (3 x two ½ days in the weeks 16.-19.10.23 30.10.-02.11.23 13.-16.11.23)	<b>Deep dive: Aspects of Media Viability</b> 3 topics to be chosen by participants, for instance Audience research and engagement, organizational development, HR management, revenue models, or innovation for media viability
<b>Module 9</b> (two ½ days in the week 27.-30.11.23)	<b>Self-marketing as expert/consultant</b> and how to sharpen your profile as a media viability expert
<b>Module 10</b> (two ½ days in the week 11.-14.12.23)	<b>Presentation</b> of profiles and other program results, discussing <b>next steps</b>