

# 4M MASHREQ

## NEW MEDIA SUPPORT PROGRAM IN THE COUNTRIES OF THE MASHREQ

### CALL FOR APPLICATIONS

#### THE 4M PROGRAMME

The 4M programme has been developed by CFI to support online news providers and promote plurality in the media and diversity of editorial content. It is designed to contribute to the production and transmission of independent, top-quality news that reflects a changing society.

The programme offers a variety of training initiatives aimed at online media providers, with 4M Mashreq being one of them.

#### THE 4M MASHREQ PROJECT

The 4M Mashreq project is a guidance and networking initiative aimed at online media providers in the Mashreq region. The project is a response to the desire to provide specific guidance to new independent providers of online news media who have groundbreaking projects with significant potential for development.

4M Mashreq aims to support the professionalisation of emerging online news media in the Mashreq and help secure their future. Its mission is essentially to identify these innovative new providers and help them to develop their projects.

The project will take the form of 5 incubator sessions in Beirut, during which project teams will be coached by international experts.

4M Mashreq is aimed at project teams from the following countries:

- Lebanon
- Syria
- Jordan
- Palestine
- Iraq

This new project is being led by CFI in collaboration with

## CALL FOR APPLICATIONS: 4M MASHREQ

The purpose of this call for applications is to select the organisations that will benefit from the guidance offered under the 4M Mashreq project.

### WHO IS IT FOR?

#### Applicant profiles:

- Groups, associations, start-ups etc. developing new media projects for content to be broadcast via the internet
- Beginners will not be accepted: applicants must have a certain degree of experience in terms of producing and/or broadcasting online news
- Applicants must be organisations based in Lebanon, Syria, Iraq, Jordan or Palestine. The principal members of the project team must come from one of these countries.
- A good level in English is a requirement for participation (1 representative per organisation at least)

#### Types of project eligible:

- Projects currently in development, whether already existing or currently being created.
- Projects which demonstrate groundbreaking editorial content.

### WHAT ASSISTANCE WILL BE PROVIDED BY 4M MASHREQ?

- Organisations chosen to participate will attend 5 one-week incubator sessions at Alt City's offices in Beirut between April and November 2014.
- During the week-long sessions, customised guidance will be offered based on the specific needs of each organisation. The aim is that the projects will be developed over the course of the sessions, each of which will be based on a specific theme: developing groundbreaking editorial content, technical solutions, finding the right business model, project management, etc.
- Tailored coaching will be provided by international and regional experts. In addition, 4M Mashreq is also based on peer-learning and the sharing of experiences and practices between participants.
- Between sessions, the progress of the projects will be remotely monitored by 1 key expert
- Please note that no direct financing will be provided during the course of this programme. Part of this programme, however, is to advance the business development of the participating organisations, and when appropriate to connect organisations with possible funders and investors outside of this programme.
- The best projects developed within the programme will be presented at the 4M Mashreq Forum, an international forum on new media which will be held in Beirut in November 2014.

## TERMS OF PARTICIPATION

- Applicants must commit to taking part in all 5 residential incubator programmes.
- One or two representatives maximum from each selected organisation will be invited to take part in each residential programme in Beirut.
- Participating organisations may be discontinued from the programme if they fail to make substantial progress on their organisational development.
- Costs for all of the 5 incubator sessions in Beirut shall be apportioned as follows:
  - Participation fees: USD 100 per participant for each incubator session.
  - Costs for evening meals shall be borne by the participants.
  - Transport to Beirut, accommodation and lunches shall be paid for by CFI for all participants.NB: All other travel expenses must be covered by the participants.

## PROVISIONAL TIMETABLE

**December 2013:** Launch of the call for applications

**3 February 2014:** Deadline for receipt of applications

**March 2014:** Final selection of participants, following interviews

**NB: The exact timetable for the sessions will be provided to participating organisations in March 2014.**

**April 2014:** Incubator session 1

**May 2014:** Incubator session 2

**June 2014:** Incubator session 3

**September 2014:** Incubator session 4

**November 2014:** Incubator session 5

**November 2014:** 4M Mashreq Forum

The best projects from the 4M Mashreq Workshops will be invited to take part in the 4M Forum.

## APPLICATIONS

### CONTENTS OF THE APPLICATION

- Application form (see below p.5)
- The following items must be included in your application:
  - Development plan and business plan
  - Organisational structure chart for your organisation
  - CVs for the project team

### SUBMITTING THE APPLICATION

- Completed applications (application form and required documents) **must be e mailed no later than 3 February 2014 to the following address: [sly@cfi.fr](mailto:sly@cfi.fr)**
- The application is available in an Arabic version and an English version. You can therefore choose to apply in either of these languages.
- Incomplete applications will not be considered.
- Please keep a copy of your application.

### SELECTION PROCESS

- Based on the applications, a shortlist will be drawn up in February by a jury of industry professionals. A motivational interview will be arranged in March in order to determine the final list of participants.

### ANY QUESTIONS?

- If you have any questions, please contact:
  - **Ms Stéphanie Launay, Projects Manager, [sly@cfi.fr](mailto:sly@cfi.fr)**

# APPLICATION FORM

## I. IDENTITY OF THE ORGANISATION

**Name** \_\_\_\_\_

**Acronym** \_\_\_\_\_

**Legal status** (public, private, partnership etc.) \_\_\_\_\_

**Date of establishment** \_\_\_\_\_

**Address** \_\_\_\_\_

**City and post code** \_\_\_\_\_

**Country** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**Email** \_\_\_\_\_ **Website** \_\_\_\_\_

**Facebook** \_\_\_\_\_ **Twitter** \_\_\_\_\_

**Total number of employees** \_\_\_\_\_

**NB: Attach organisational structure chart**

## Authorised representative of the organisation

**Position** \_\_\_\_\_

**Surname** \_\_\_\_\_ **First name** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_

## II. PROJECT TEAM

**Nominated project leader for 4M Mashreq**

**Position** \_\_\_\_\_

**Surname** \_\_\_\_\_ **First name** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Fax** \_\_\_\_\_

**E-mail** \_\_\_\_\_

**Number of persons involved in the project:** \_\_\_\_\_

**Role of each person in the project**

**NB: CVs for the principal members of the project team must be included in the application.**

**Experience of team members:**

Links to a site promoting online broadcasts/content produced by a member of the project team  
(e.g.: personal blog, Facebook page, mobile application, data visualisation)

## III. PROJECT

**Links to the project** (if already in existence) \_\_\_\_\_



**Genesis of the project: what motivated you to develop your media project?**

**Describe your project (5-line pitch)**

**Describe the content that can be found on your site and the content that you wish to develop**

## Audience

**Who is your project aimed at?** \_\_\_\_\_

**Your audience in terms of unique visitors** \_\_\_\_\_

**What tools do you use to measure audience numbers?**

## Budget, organisation and equipment

Your annual budget \_\_\_\_\_

### Your sources of financing

Do you have paid employees? If yes, how many?

What technical equipment do you possess?

What technologies do you use?

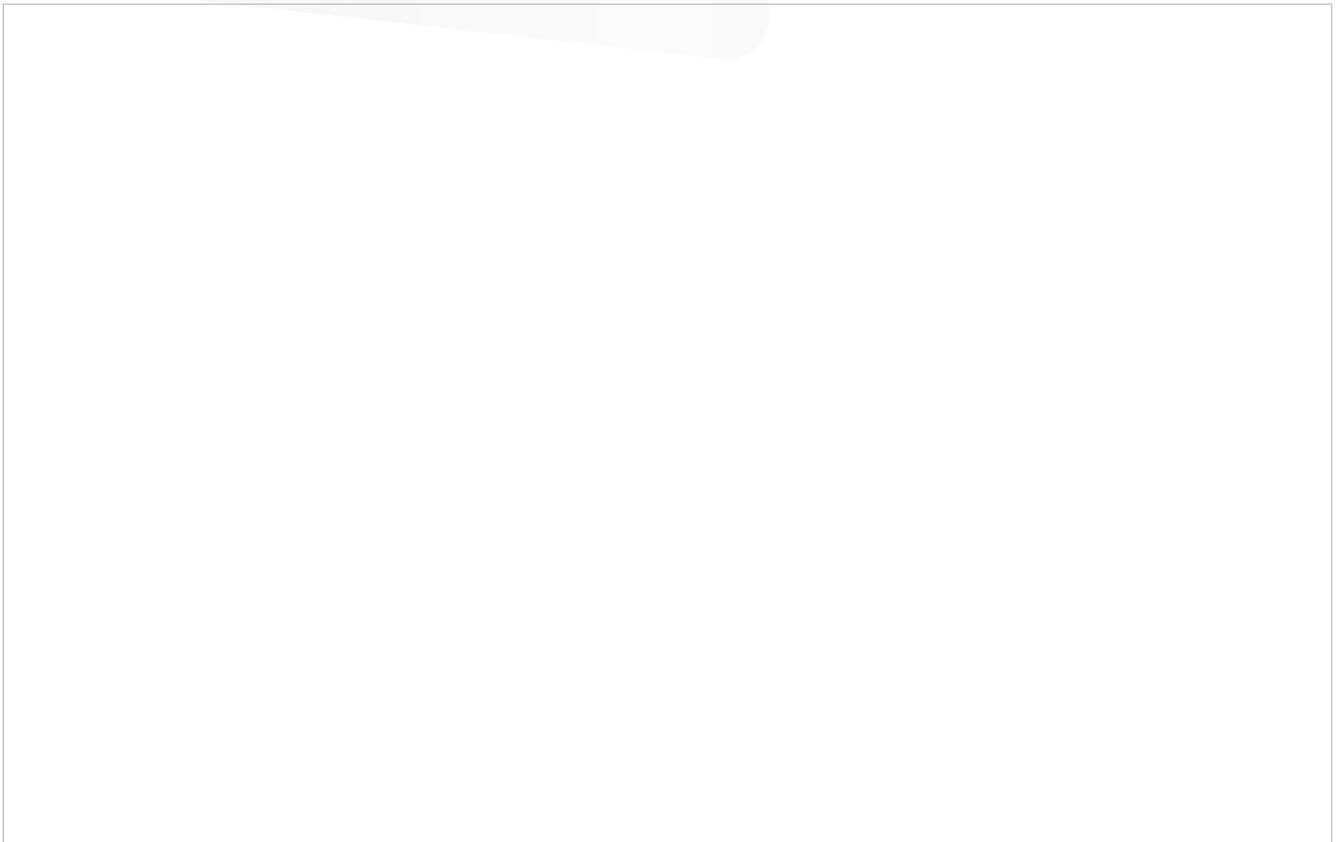
## Media development projects

**What are your principal focus areas for development over the short and medium term? With what objective(s)?**

**What strategy will you adopt to enable you to achieve them?**



**Have you identified specific guidance needs? If yes, what are they?**



**Do you have competitors? If yes, who are they?  
What differentiates you from your competitors?**

**What risks and threats do you have to overcome?**

## Motivation

What reasons motivated you to submit this application?



## SUBMITTING YOUR APPLICATION

- Save and rename the completed application form
- Attach the following documents :
  - Organisational structure chart for your organisation
  - CVs for the project team
- Send all **before 3 February 2014** to the following address: **[sly@cfi.fr](mailto:sly@cfi.fr)**