



TMF 2019 Media Solutions Challenge

*Inspiring digital and tech-based
solutions for the Tanzanian
media space!*

Do you have an idea that can address one of the contemporary challenges faced by journalists, communicators, media organisations and other actors in the media ecosystem in Tanzania and beyond by facilitating access to information and freedom of expression?

Tanzania Media Foundation (TMF), a media development organisation committed to promoting creativity, innovation, quality, reflection, learning and partnership in the media ecosystem, is excited to partner with the European Journalism Centre (EJC) to run its first annual media solutions challenge. This year's competition aims to encourage young people to discuss and design digital or tech-based solutions (apps, ideas or tools) to challenges faced by journalists, communicators, media organisations and other actors in the media ecosystem in Tanzania and beyond.

Media development simultaneously refers to the state of the media and the process of improving the state of the media to enable it better facilitate access to information and freedom of expression through fulfilling its threefold role, as watchdog, agenda-setter and gate-keeper. The contemporary media sector is facing a variety of challenges including from global trends in which principles of freedom and democracy are being increasingly questioned and undermined and the breakdown of the business model that long sustained traditional media. We are interested in your ideas on using technology to enhance the media sector's promotion of access to information and freedom of expression.

Eligibility

The challenge is **open to teams of two or three** that must include at least one male and one female member and all of whom must be between the ages of 18 and 24 as of 2 September, 2019.

To take part in the challenge

Entrants will submit a 500-word statement with elaborations presented in any one of the following formats - six-slide PowerPoint (or similar) presentation, two-minute audio file or a two-minute video file. This statement should be an outline of the solution that both details the proposal and identifies its practical usage.

Competition rules and stages

Stage one: Registration (Only 30 slots available!)

Teams interested in taking part in the challenge must register through this link: [TMF 2019 Media Solutions Challenge Registration Form](#) by 2 September, 2019. Only one member of the team is required to register at this stage and there are only 30 slots available. You may register before forming your team. However, you will be prompted to submit details of other team members before stage two of the challenge. Any registrations made after the 2 September 2019 deadline will not be considered.

Stage two: Launch and information session

After the registration stage, TMF will conduct an information session on 13 September 2019 (date is subject to confirmation) during which registered teams will get the opportunity to engage with media practitioners including journalists, media development workers, media owners, media managers and editors to get a better understanding of media sector challenges. The session will involve discussion of possible solutions and allow teams to interact with potential beneficiaries of their idea. After the information session entrants will be asked to submit a **500-word statement**, in English or Kiswahili, outlining an editorial or technical issue facing media sector within Tanzania, together with their ideas on how it can be addressed using a tech-based or digital solution that they should be able to develop. The statements should reach TMF by 11th October, 2019 and should be supported by ONE of the following:

- » A PowerPoint (or similar) presentation of up to six slides
- » An audio file of up to five minutes in length

- » A video file of up to five minutes in length

Applicants will be asked to upload their video, audio or presentation slides to a file-sharing platform (e.g. Google Drive).

Stage three: Eligibility check

TMF will check submitted ideas for eligibility. Those that meet the eligibility criteria by satisfying the requirements with respect to how and what to submit as well as demonstrating an understanding of a media sector challenge in Tanzania and proposing a viable tech-based or digital solution and the capacity to develop it with support will be invited to pitch their ideas during the next and final stage of the competition.

Stage four: Judging and awarding winners

The judging and awarding of winning idea will be done by 31 October 2019; teams will present their ideas to judges and invited guests at an event organised by TMF in October 2019 which will involve assessment and voting for the best idea. This session will include a detailed question and answer session.

The panel of judges will include Tanzania Media Foundation staff and representatives from the media, tech companies and universities.

Stage five: Mentorship and idea development

The winning team will develop and launch its idea in November 2019.

Prizes

Each member of the winning team will be awarded a TSh3 million cash prize and the team as whole will work with TMF resource people to develop their idea during a one-month period beginning 1 November 2019.

Entry and eligibility criteria

- » Participants must be citizens of Tanzania, aged between 18 and 24 as of 2 September, 2019 and currently studying or a recent tertiary level graduate; you will not be eligible if you graduated before 2015.
- » Participating groups may have TWO or THREE members.
- » All submissions and presentations must be made in English or Swahili.
- » Participating groups must include ONE member who is currently studying or has studied Mass Communications, journalism or media studies.
- » Participating groups must include male and female members.
- » Ideas submitted will be considered eligible if they demonstrate an understanding of a media sector challenge in Tanzania and propose a viable tech-based or digital solution and the capacity to develop it with support.

TMF will request documentation to verify any information provided by participants. You will be automatically disqualified if you are found to have provided false information at any stage of the challenge.

Help and questions

For any queries on the Tanzania Media Foundation 2019 Media Solutions Challenge, please email info@tmf.or.tz using the subject '2019 TMF media solutions challenge inquiry.'