

Advance

by Minority Africa

Africa's first news agency for minority stories



Problems

Mainstream coverage of minorities across national, regional, and continental newsrooms in Africa remain problematic.



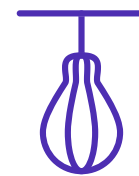
Problem 1

Misrepresentation of African minorities in conventional news coverage.



Problem 2

Reduced priority given to stories about minorities in terms of airtime, lesser space allocated, and frequency of publication.



Problem 3

African minorities do not often spearhead their news coverage in mainstream African media.

Solutions

Advance is a collaborative and exclusive news agency helping African media organizations diversify their news coverage to better include and represent minorities.



Solution 1

Operating a news agency that provides newsrooms on the continent with exclusive stories on minorities.



Solution 2

Training news organizations on how to better cover minorities both from an angling and framing perspective.



Solution 3

Ensuring this coverage is spearheaded by minorities culminating in more accurate representation.

How It Began

Advance is a project by Minority Africa, a digital publication that started in 2019 to tell stories of minorities from across the continent using data-driven multimedia journalism. Since then, Minority Africa has reached over a million people with our content, we've been featured on IJNET, partnered with the French and German mission in Uganda and our journalists have been interviewed by the BBC, DW, and WURD radio.

2019

2020

2021

**Minority Africa
begins**

**The publication
grows to reach
more people**

Advance begins

What we are offering?

01

Republications

News organizations who desire can and are encouraged to freely republish any content on the minorityafrica.org website within certain parameters.

02

Exclusives

We receive one time and per project commissions from news organizations and development partners to report on certain stories or provide them with specific, collaborative, and exclusive coverage around minorities.

03

Content Partnership

This is open to newsrooms and organizations who desire repeated and a constant flow of exclusive and collaborative feature stories. They are contractual and last for a minimum of six months.

04

Training

We offer workshops around how to better cover minorities for interested partners. Our journalists have years of experience covering minority rights and we've learned certain lessons from this coverage over the last few years. Allow us share this with your media organization.



Target Market

Advance is designed for news organizations and development partners based in, covering, or working in Africa and precisely with minorities. We are looking to work with media organizations or the media departments of development organizations covering/working with women, LGBTQ+ people, religious and ethnic minorities, persons with disabilities, refugees and migrants.

News organizations

Traditional newsrooms with a continental or global outlook covering minorities in Africa with an interest to improve existing coverage or an intent to begin coverage.

Development partners

Development organizations that run functional newsrooms/media departments which cover stories around minorities or want to.

Meet the Team

Our team comprises journalists and business professionals from across Africa who have reported for The Guardian UK, CNN, BBC, DW, Aljazeera, began tech companies, worked with the AFP, and been Bezos and Chevening scholars.



Caleb Okereke

Editorial Lead



Deepshikha Parmessur

Partnerships Lead



Shameer Ramdin

Growth/Advance Lead



Patricia Kisesi

Duty Editor



Cassandra Roxburgh

Associate Editor



Mamaponya Motsai

Fellowship Associate

How does it work?

Collaborative News Agency

We reach out to a number of potential partners that we can take on at present editorial capacity. Partners are then onboarded and provided with unique logins for their newsroom to the subscriber backend on advance.minorityafrica.org. Partners can subscribe to certain categories and generally customize their feed.

Republications

For partners who republish our stories for free, every story we publish on our website is equally published on the Advance backend which they have access to. On the backend, it is much more ready for syndication and partners can see the text in plain format as well as access all of the photos in High Definition. Videos appear with plain customization and our logo in the top left.

Exclusives

Partners who want periodical exclusive stories receive a roundup of pitches each month and can select whichever they want to commission. After this process, they can leave a note for the editorial team on the angle they'd like to see this story take and can even schedule a call with the editorial team. Exclusives are paid for upfront and before content delivery.

Content partnership

Partners signed up to a contractual agreement with us receive a list of pitches each week. They click to commission, can leave suggestions for an angle for the story or schedule a meeting with the editorial team to discuss the story idea and how best to approach it.

Pricing

Republications are free, exclusives maintain a steady rate of \$500 per story, and content partnerships begin at a minimum price of \$2000 each month for six stories. Trainings are priced independently and based on the needs of the organization.

Free

Republication

\$500

Per Exclusive

Begins at

\$2000

monthly for six stories

Content
partnership

Join us to **Advance** minority stories



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