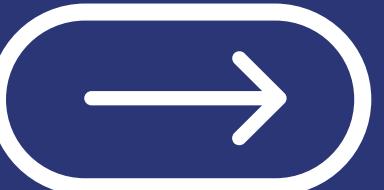


Minority Africa

Journalism for minorities, by minorities





PROBLEM

Misrepresentation,
Underrepresentation
& No representation
of minorities in
mainstream media.

A lot of the coverage on minorities in dominant African media besides being almost non-existent is problematic, often relying on **sexist**, **transphobic**, and **ableist** language etc.

Solution



MINORITY AFRICA

a digital publication using data driven and immersive multimedia journalism to tell minority solutions stories from across Africa and reported by minorities.

HERE'S HOW WE DO IT

What is our approach to reframing media coverage of marginalized groups?



A DIGITAL PUBLICATION

www.minorityafrica.org

The publication is our first and primary product. It is how we know best to change representation, by doing holistic reporting by minorities for minorities and ensuring people start to recognize us a 'mainstream' media platform. We cover women, sexual, ethnic, gender, and religious minorities, persons with disabilities, refugees, asylum seekers, and migrants through a solutions journalism lens.

1



A FELLOWSHIP

fellowship.minorityafrica.org

The Minority Africa Fellowship targets journalists and storytellers from minority groups across Africa providing them with the platform, skill, and mentorship to report stories from and about their communities. Through an intensive six-month paid program, fellows polish their existing reporting abilities both from a skill and thematic perspective but are also trained on the intersecting areas and groups of focus for the fellowship.

2



A NEWS AGENCY

advance.minorityafrica.org

Advance is the world's first collaborative news agency for African minority stories that is helping media organizations and development partners diversify and improve their coverage of marginalized groups.

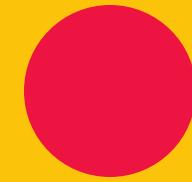
3



Our Team

Journalists, storytellers,
entrepreneurs.

Our team is entirely African. We are primarily based in Uganda, but we also have team members in Nigeria, Mauritius, South Africa and the UK. They include media professionals, a lawyer, and business leaders who have reported for CNN, BBC, Foreign Policy, The Guardian UK, VICE news, DW news, Aljazeera, NPR and have been selected to be Mandela Washington Fellows, Bezos scholars, as well as Chevening scholars. Our team members have work experience from Africa Leadership University, Africa No Filter, AFP, the Embassy of France in Uganda and more. They have studied at world class universities including Makerere, Bucknell, Brunel, Cavendish, and Stellenbosch.



The Founders

CALEB OKEREKE

Co-Founder and Managing Editor

DEEPSHIKHA PARMESSUR

Co-Founder and
Operations/Fellowship Manager

SHAMEER RAMDIN

Co-Founder and Growth and
Partnerships Manager



Our executive team:
executive@minorityafrica.org

Our Editorial Team



CALEB OKEREKE

Managing Editor (He/Him)



PATRICIA KISESI

Duty Editor (She/Her)

CASSANDRA ROXBURGH

Associate Editor (Fae/Faer & She/Her)

JAMIE INTWARI

Immersive Editor (He/Him)

FLORENCE KYOHANGIRWE

Special Projects Editor (She/Her)



Say hello to the group: editorial@minorityafrica.org



Our Fellowship Team

DEEPSHIKHA PARMESSUR

Fellowship Manager (She/Her)



MAMAPONYA MOTSAI

Fellowship Associate (She/Her)



→ Say hello: fellowship@minorityafrica.org

WHAT MAKES US DIFFERENT?



IMPROVING REPRESENTATION

We run an alternative media organization that is dedicated to increasing the representation of traditionally under/mis represented groups in African media.

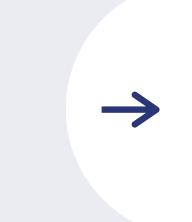
REPORTING BY MINORITIES

Our reporting is done by minorities themselves and prioritizes the editorial involvement of communities it is designed to serve.

SOLUTIONS JOURNALISM

We adopt a solutions journalism approach which pivots our reporting to shift from being problem focused to how communities are responding thus taking into account the agency of marginalized groups.

WHAT MAKES US DIFFERENT?



ACCESS

We believe in open access and so correspondingly, our journalism is paywall and ad free. We equally publish under a creative commons license which means anyone can republish all of our content in perpetuity.

ADVOCACY

We operate in the grey area of media advocacy and are rooted in our belief that media and storytelling can create a more inclusive and equal world for African minorities.

INNOVATION

Summarily put, the masters tools will not dismantle the masters house, we are sold to innovation and disruption in our news gathering, content delivery, projects, and overall operations.

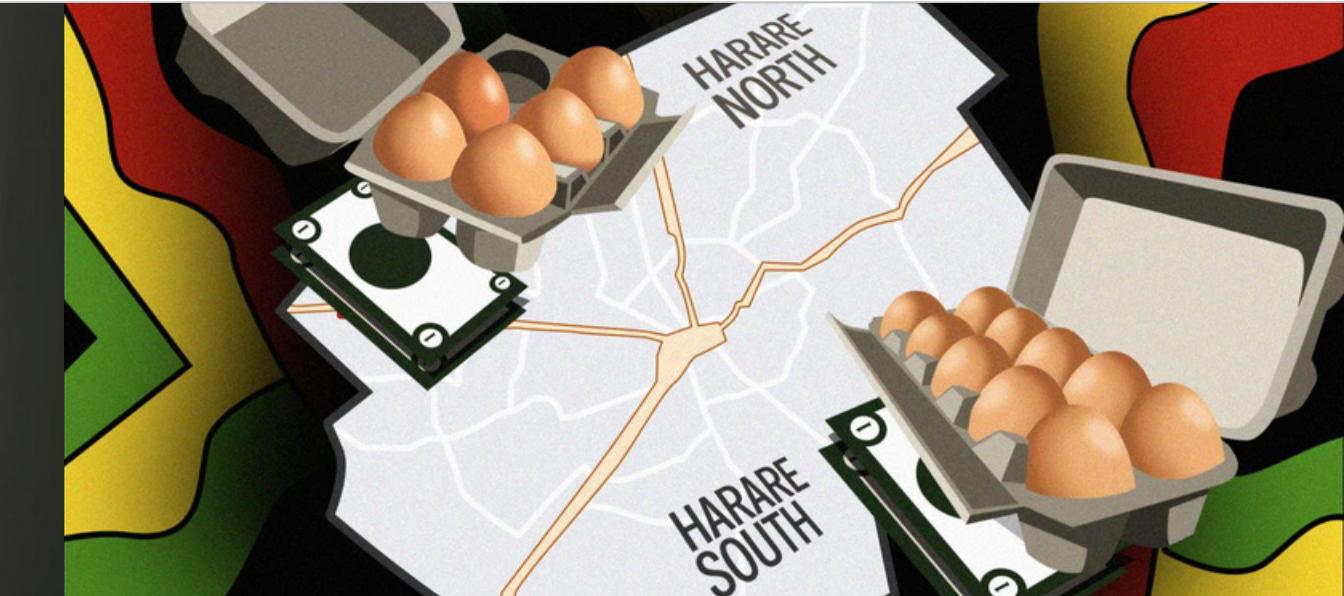
Stories we've Covered



"[It exposes us] to more hate,: Mixed feelings trail South Africa's migrant 'inclusive' census.



These Nigerian content creators want to change perceptions about albinism.

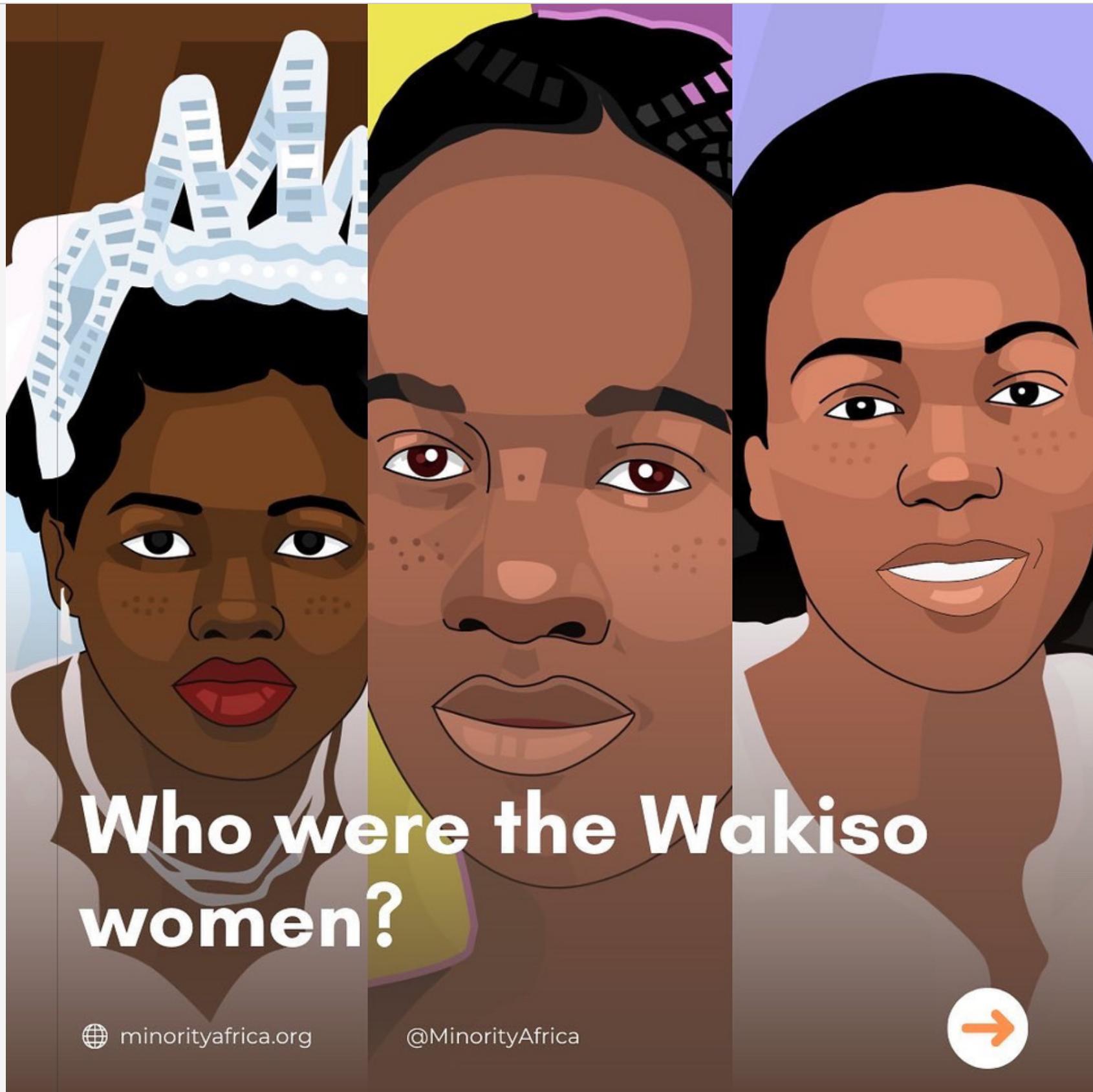


Why are affluent Zimbabweans cornering shops meant for low-income families?

The Wakiso Women

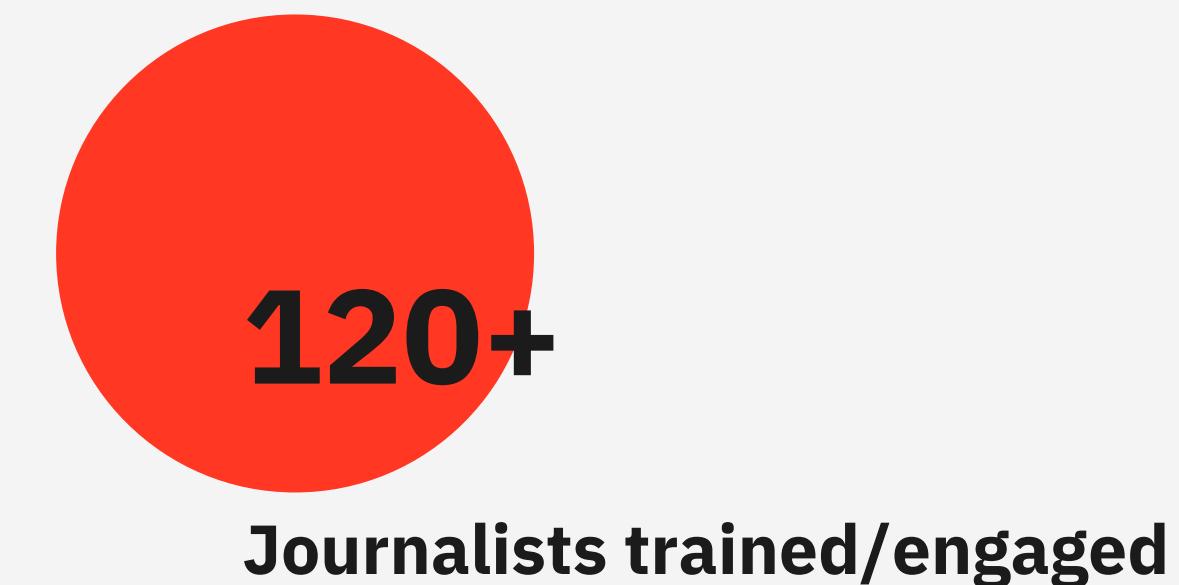
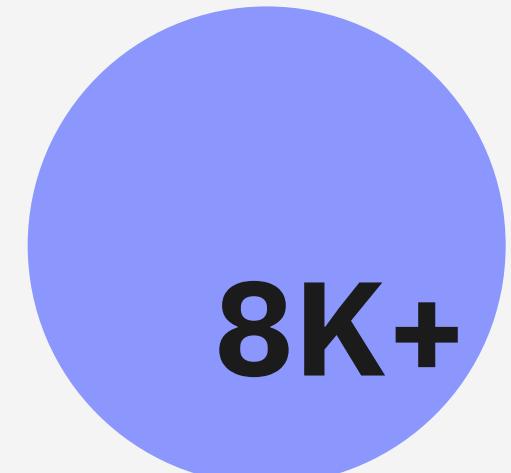
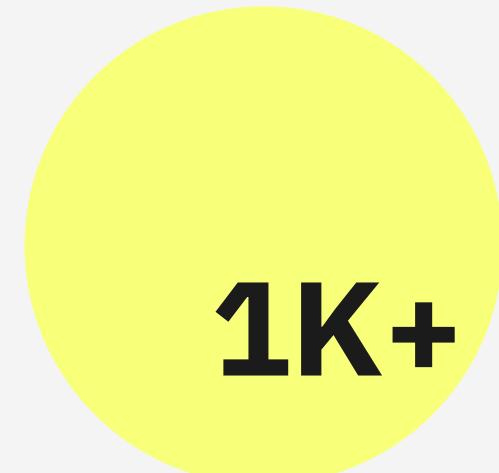
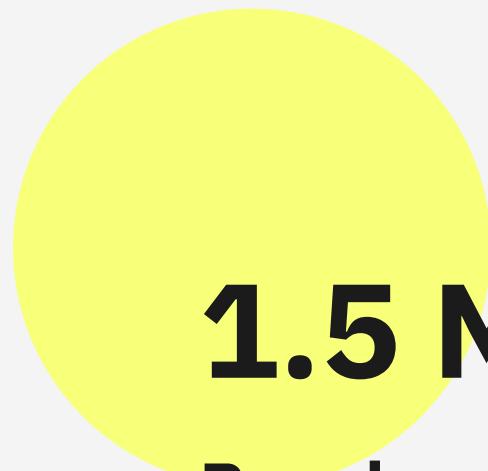
28 women in Wakiso district in Uganda were in 2017 murdered under mysterious and gruesome circumstances and for most of them, justice is yet to be served.

The women were strangled and sexually assaulted, or vaginally raped with sticks. Some had body parts and organs removed. The victims all ranged from 18 to 38 years old.

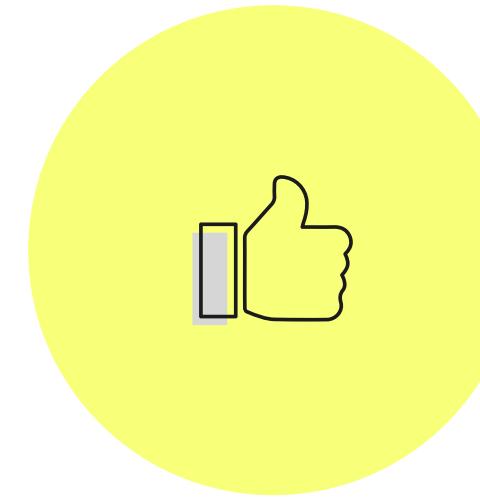


Impact

As of today.



Impact



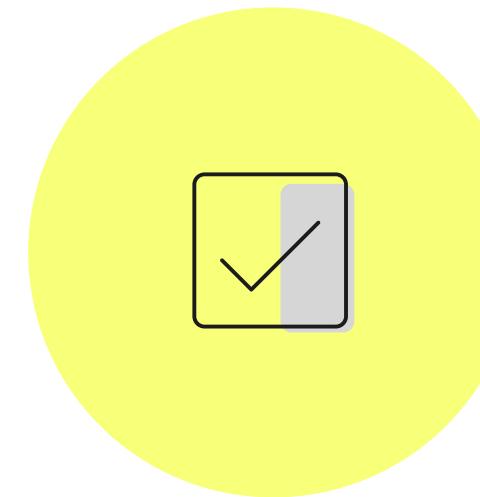
We're getting attention.

We've been interviewed/featured on/written for IJNET, BBC, DW, More Branches, Foreign Policy, WURD Radio, and Newswire NGR.



We're speaking.

We've spoken at the DW Global Media Forum, JamFest, Wayne State University, Media Challenge Expo, and Prescott College Arizona,



We're collaborating.

We've partnered with the German Embassy in Uganda, the French Embassy in Uganda, International Women's Media Foundation, Future Awards Africa, and Maternal Figures.

Revenue Model

Grants

Reporting, project, or operational grants to support our work.

Donations

Donations from our audiences.

01



02



03



04



News Agency (Advance)

Using technology to report on and curate multimedia minority news content to newsrooms who subscribe.

Workshops (Advance)

Conducting paid masterclasses around minority issues in universities & organizations.

Revenue Model

We run a not for profit newsroom and the digital publication as well as the fellowship are grant funded.

So what's our sustainability plan?

In 2021, we started Minority Africa Advance which is literally a project designed to Advance minority stories to newsrooms, platforms, and organizations beyond ours. Advance is also our primary revenue source, we want to generate enough money from training and the sale of content to be able to sustain the publication and the fellowship.

So far we have made over \$2500 in revenue through our pilot phase for Advance.

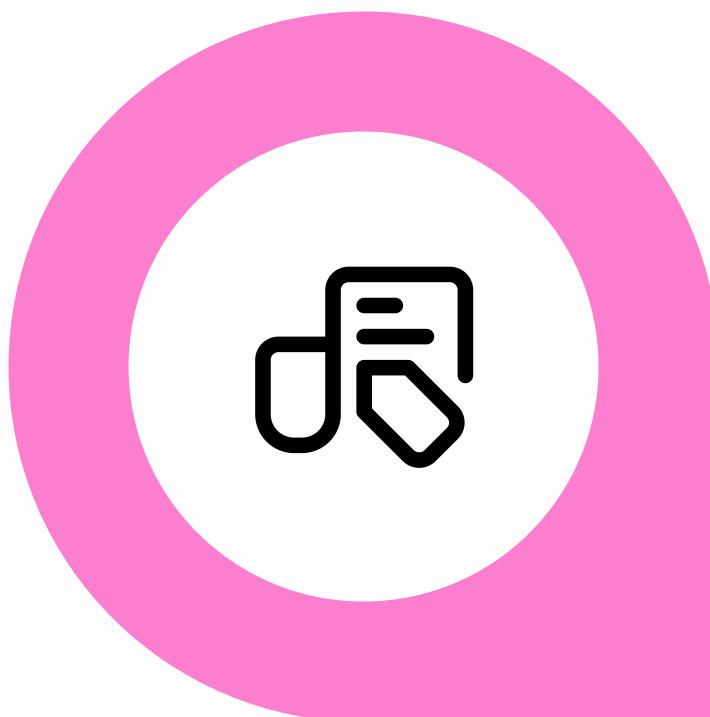


ADVANCE

How Advance generates revenue.

TRAINING

Paid in person and online workshops around how to better cover minorities and create inclusive work spaces for news organizations and corporates.



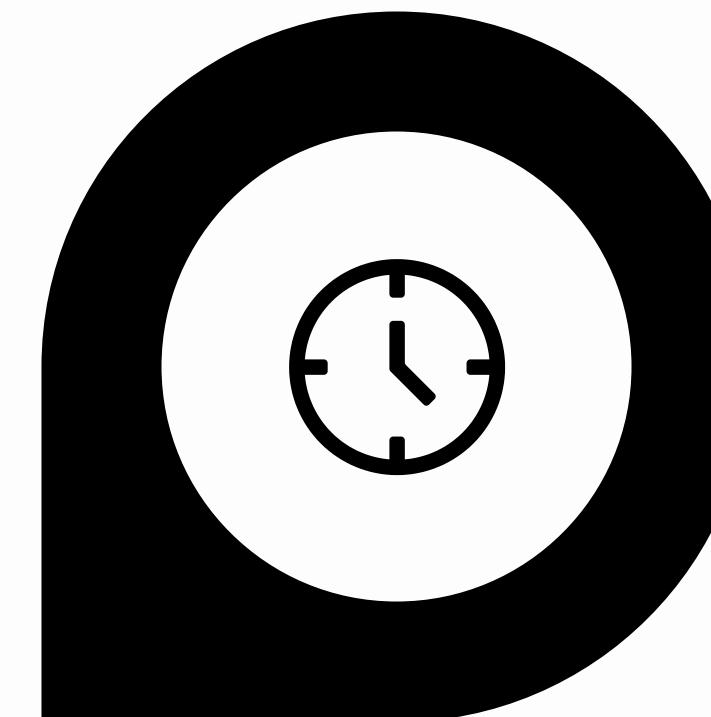
EXCLUSIVES

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.



CONTENT PARTNERSHIPS

Open to newsrooms and organizations who desire repeated and a constant flow of exclusive and collaborative feature stories.



REPUBLICATIONS

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



“If one really wishes to know how justice is administered in a country, one does not question the policemen, the lawyers, the judges, or the protected members of the middle class. One goes to the ~~unprotected~~ — those, precisely, who need the law’s protection most! — and listens to their testimony.”



James Baldwin – No Name on the Street



JOIN US

www.minorityafrica.org