



Promoting freedom, responsibility and professionalism of the media

CALL FOR APPLICATION

I. Introduction

The Government of Rwanda's vision is to create a media industry that is competitive and one that truly serves the needs of the citizens through quality programming and content.

The Media High Council (MHC), is a statutory institution, established by the law N° 03/2013 of 08/02/2013 determining its mission, organization and functioning. It's mandated with the cardinal responsibility of building the capacity of the Media sector in Rwanda. In the process of implementing its mandate, MHC in partnership with University of Rwanda/School of Journalism and Communication has organized a 5 days **training of female journalists on innovation and entrepreneurship**. The training is planned to be conducted on 07-11 December 2020.

It is in this regard that journalists who fulfill the criteria of selection are required to submit their applications.

II. Objectives

➤ General objective

The general objective of the training is to equip female journalists with skills of innovation and entrepreneurship to be more productive.

➤ Specific objectives

The aim of the training is to:

- Equip female journalists with the skills that will allow them to be more innovative and entrepreneurs for the sustainability of their job or their media houses
- Promote the culture of innovation and entrepreneurship;
- Understand how Global media operates as today 'business model
- To be aware of key influences and opportunities in new media innovation and entrepreneurship
- To create and support through female journalists new media innovators and entrepreneurs for the future of journalism

III. Expected Outcomes

- The concept of innovation and entrepreneurship in media well understood and adopted female journalists;
- Skills of female journalists in management, innovation and entrepreneurship in the Media Industry enhanced
- The culture of innovation and entrepreneurship promoted in female media practitioners ;
- New media innovators and entrepreneurs created through female journalists for the future of journalism

IV. Topics

Some of the topics that the training will cover are the following:

- Management innovation, entrepreneurship in the Media Industry
- New Media Innovation and Digital Entrepreneurship
- New venture creation in social media platform; towards a framework for media entrepreneurship
- Entrepreneurial journalism
- Media entrepreneurship policy and perspective on media: globalization of knowledge and the opportunities for developing economies

- Media markets toward media entrepreneurship

- Innovation and the future of journalism

V. Eligibility criteria:

1. The motivation words explaining in brief reason why you need a selected training (describing what motivates you to apply for the selected training, expectations, what will be the added value to your personal performance and to your media outlet in general);
2. Being a female journalist;
3. Having a valid press card from RMC;
4. Recommendation letter from his/her active media house registered at RMC (**it should specify the title of the training that a journalist is applying for, and approved with the current date**)

Notice:

The priority will be given to the first entries;

Priority will also be given to female journalists who have not attended the MHC training in the last 6 months.

The applications should have been submitted not later than , **26th November 2020 at 5pm prompt** and **must be made electronically** via online application form available on the MHC website: www.mhc.gov.rw. Late applications will be rejected.

For further correspondences, please contact MUKANEZA Marie Ange, the Public Relations and Communications Officer on Mobile Phone: 0788264282 or E-mail: aurange12@gmail.com/mamukaneza@mhc.gov.rw.

Done at Kigali, 19th November, 2020


Peacemaker MBUNGIRAMIHIGO

Executive Secretary, MHC

