

Call for Applications

Media EntrepreneunHER program

Apply for fraymedia Foundation's first ever EntreprenHER programme.
fraymedia Foundation is offering training, coaching and grants to women in media.
Do you want accredited entrepreneur training and media management skills?
Do you want funding for a special project or business idea?

Summary

The fraymedia Foundation is a South African-based non-profit company created in 2022 (reg no:2022/272501/08).
It aims to support and promote women in media in South Africa and beyond.
It seeks to entrench democracy and diversity wherever it operates by ensuring that the voices and power of women – most often marginalised – are strengthened.

Background and Problem Statement

Democracy and democratic accountability is dependent on a vibrant, robust, diverse and independent media – a media which is able to hold power to account in the public and private sectors, in urban and rural environments, and at all levels.

For the media to do this effectively a diversity of voices is key in order for it to reflect on critical social and cultural shifts and plurality. The powerful, the powerless, the rich, the poor, and all marginalised communities, all have a stake in society and its well-being – in a shared and prosperous future.

The Foundation aims to ensure this by supporting women to take their place at the table. It aims to: “To promote the emergence and sustainability of women-led and women-owned commercial and non-commercial businesses in South Africa, with an intention of doing the same in other Southern African Development Community (SADC) countries, namely: Angola, Botswana, Comoros, Democratic Republic of Congo, Eswatini, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, Tanzania, Zambia and Zimbabwe; in support of a vibrant, pluralistic media landscape. It aims to achieve this through, inter alia:

1. Providing grants to qualifying individuals and organisations
2. Providing networking forums for qualifying individuals and organisations
3. Providing education and training opportunities for qualifying individuals and organisations
4. Providing enterprise and organisational development support for qualifying individuals and organisations.”

Proposed Programme

A pilot programme for South African women media entrepreneurs who want to start or grow their media business.

This six month programme will provide:

- Coaching
- Accredited training with the following Unit standards:
 - US 117241 Develop a business plan for a small business level 4 (5 credits)
 - US 117244 Investigate the possibilities of establishing and running a small business enterprise level 4 (3 credits)
- Start-up grant-making for participants who have successfully completed the accredited training.
- Media Management e-learning course produced with support of the WAN-IFRA Women in News Programme.
 - Soft skills capacity building

Who can apply?

- Be a woman
- Be an entrepreneur or an aspiring entrepreneur in the media industry

Where to apply

To apply, please email to Makhosi Chiwashira on info@fraymediafoundation.org expressing your interest to participate in the programme by 11th March 2024.

Applicants should attach the following documents as part of the application process:

- CV
- A brief outline of your business/project (max 500 words)