

MEDIA ENTERPRISE LAB

Introduction:

Media Enterprise Lab, a new project powered by the Daily Trust Foundation, is designed to help media and journalism professionals build a new career out of low-hanging skills acquired on the job. With support from MacArthur Foundation, this project is a direct response to the challenges journalists encounter if they lose their formal employment. Media Enterprise Lab will deepen journalists' understanding and skills in emerging areas of multi-media journalism and modern technology, and enhance their capacity to launch into self-employment, freelance digital media practice, and business start-ups, as a second career. The areas to be covered over the next three years include:

- **Digital Marketing**
- **Film & Documentary Production**
- **Book Writing & Editing**
- **Document Digitization**
- **Managing a Not-for-Profit**
- **Multimedia Journalism skills for Freelancers**

Digital Marketing

The Foundation will kick-start the Media Enterprise Lab with a two-month training in Digital Marketing, which is meant to take participants through the dynamics of the digital world and how to be creative and generate income from it. The modules include a clear understanding of the digital space locally and globally, various techniques of content marketing, how to create digital campaigns, and related thematic areas. Interested media and journalism professionals should complete the google form on this link:

<https://docs.google.com/forms/d/1tCMghPyyqATxFL0nzzPlsqtoUo8cTVrlcnblvYWTAWc/edit>

FEE

The training is heavily subsidized, but a token fee of N50,000 shall be paid by each participant to cover the cost of registration, training materials and proficiency certificate.

COMMENCEMENT

This training commences in the third week of July, 2022

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