Nansanet

A proposal to establish an
On-line community newspaper
In Nansana, Uganda

A joint project of Kisa Foundation USA and the Kiyita Family Alliance

January 24, 2012

This is a proposal to establish an online community newspaper in Nansana, Uganda.

Nansana is a town of about 100,000 people within easy commuting distance of Kampala. It is a busy commercial center with hundreds of stores, services and vendors, about 100 primary and secondary schools, and numerous churches and social service organizations. Most working-age people commute to Kampala for jobs. Over half the population is under 18 years of age.

Big city and national media are readily available in Nansana, but there are no locally focused print or electronic media, no common forum for local history, contemporary events, or news of government, public health, education, sports, recreation, local transportation and other issues that make up the fabric of everyday life. The only medium for advertising by local businesses is roadside signs. Yet these are the vital areas that dominate everyday life.

Kisa Foundation USA together with Kiyita Family Alliance proposes to remedy this situation by establishing *Nansanet*, a locally owned, online community news source. We want to build a community media institution that would use the internet to inform, connect, and educate the diverse Nansana population.

An educated public is vital to the functioning of grass roots democracy, and local news sources are essential to keeping the public informed about political facts, events and issues. A public denied vital local information, can't function very well as a knowledgeable and responsible body politic. *Nansanet* would serve a vital role by enabling debate and the free flow of information.

Nansanet would be available free over the internet to anyone who registers as a member. *Nansanet* would use social media including texting, Twitter and facebook to alert members to current content on the website. *Nansanet* would be a reliable community news medium would lead to greater public awareness, involvement and cooperation. The Nansana public would be better able to make informed decisions about local political and economic issues. This new community news medium would strengthen local democracy and encourage the search for solutions to problems in the community.

Nansanet would have a strong public health feature including information directed to specific audiences on topics such as HIV-AIDS treatment and prevention, pregnancy, family planning, malaria prevention, child and maternal health, and other subjects.

Many families in the audience area cultivate vegetable gardens for household use and for sale. *Nansanet* would have a strong horticulture news element including good farming practices, and current market information.

Nansanet's news pages would be filled with local stories written largely by volunteers, but edited by a professional journalist. Anyone in the community, subject to certain rules, would be eligible to write stories for the on-line paper. Citizens of all ages and all walks of life would be invited to be contributors to the newspaper.
Content will include not only news in the conventional sense like town council proceedings and traffic reports, but also stories sent in by individual members. Subscribers will be encouraged to send in stories and photos about neighborhood, school and church events, environmental concerns, health questions, school and education issues, entertainment, sports and other local community topics too numerous to mention.

Audience and Membership

Nansanet would be a free membership organization. There will be no charge to subscribe, but users must register in order to have access to all *Nansanet* features. Content would not only be available on the website, but would be sent as cell phone text messages, twitter feeds and facebook postings.

Members would receive text messages alerting them to when important stories have been published in the on line paper. This procedure recognizes that many people don't have unlimited internet access…they can only get on line at school, in an internet café or elsewhere; but most people usually have a cell phone with them. The text messages would help keep people informed about news, and would encourage them to read the paper on line at their first opportunity. A daily text message might simply list the titles of the 5 top stories in today's "paper". A Facebook presence and regular Twitter feeds would broaden *Nansanet*'s outreach.

A growing number of people in Uganda access the internet by smart phone, or through portable modems. Expanding use of this technology will increase internet access in Uganda dramatically in the next few years.

Viewers registering for access to the site would have to furnish a phone number and email address so we can communicate with them. Ideally we would want everyone in the community with a brain and access to the internet to be a member and support the newspaper. Ultimately, this on-line newspaper could be the one single voice in the community that everybody listens to.

There would be a comment thread for every article. Discussion and debate would be encouraged. Any member/reader could comment about any article, and their comments

would be published online in an ongoing discussion of the subject. Users could sign in and comment using Facebook and Twitter.

By being members and active participants in the online dialog, people in the community would develop a sense of ownership and pride in the online paper.

Stakeholders

The following individuals and organizations have endorsed Nansanet:

Mr. Sam Wadimba, Chair, Nansana Town Council NGO/CBO Network. Director, Uganda Pioneers Association. Wadimba has over 20 years experience in civil society work.

Mr. James Kimbowa, Country Director, Nurture Africa (formerly A-Z Children's Charity).

Ssekamanya Abdu, Director, Saved to Serve Ministries. Among other things, Saved to Serve sponsors football leagues for young players and holds an annual all-Kampala tournament.

Jimmy Kibuuka, Nansana West 1, Local Council Chair. He is also director of Kisa Primary School in Nansana.

Publicity

The project will be publicized through two community-wide public meetings, leafleting, postering, and introductory meetings with stakeholders including schools, churches and businesses throughout the town.

Staff

In the first year of operation, staff will include a News Director a Webmaster and a Marketing and Advertising Director.
The news director will recruit a network of volunteer reporters who will supply stories and photos from diverse locations and points of view. All content will be vetted, fact-checked and edited. Anonymous material will not be published.
The Webmaster will be responsible for designing and maintaining the website and the equipment necessary to run it. The Webmaster will also develop a crew of volunteer assistants to assist on the set up and maintenance of equipment and software.
The Marketing and Advertising Director will be responsible for building audience as well as recruiting sponsors and advertisers.
The ***Nansanet*** project will be under the direction of KIFAD Executive Director Bob Bongole, and the KIFAD Board of Directors.

Other necessary staff include a secretary/receptionist and security guards.

Training
Starting in year 2 of the project, formal training programs in journalism, photography, video production and internet technology will be offered to *Nansanet* members. These programs will prepare people for jobs in the Uganda media and Internet Technology industries, as well as within *Nansanet*.

Timeline
September 1 to November 30, 2012

---Webmaster and 3-4 volunteers purchase equipment, build the website and prepare to go online September 1. News Director recruits volunteers through existing contacts to start gathering news stories and spreading word-of-mouth publicity about the projects. News Director trains volunteers as needed in news-gathering, writing, editing, photography etc

December 1, 2012, Nansanet goes online

December 1, 2012 to February 1 2013
--Staff and volunteers will conduct a community wide publicity campaign informing the public about the website including radio advertising, printed fliers and posters, social media, presentations at schools and churches, and PR aimed at national media. We believe that in this time frame we can attract several thousand visitors to the site on a regular basis.

Audience Goals
About 10% of the urban population in Uganda has regular access to internet through home, school, office, internet cafes or smart phone. Thus, about 10,000 in Nansana can be expected to have internet access as we begin operations. Our goal is to have 4,000 subscribers at the end of 1 year of operation, and 8,000 subscribers at the end of 2 years. According to government studies, internet access is expanding at approximately 10% annually. We believe *Nansanet* will attract a large majority of the growing internet-using population.

Advertisers
Our broad subscriber base will allow us to attract local businesses as advertisers and community sponsors as well as national corporations such as cell phone providers, entertainment venues, retailers and others. We expect that after three years of operation, *Nansanet* can be self-supporting.

Sponsors

Kiyita Family Alliance was established in 1989 to provide community based assistyance and support for HIV-AIDS affected families. Activities include health education counseling, home visits, vocational training, condom distribution and art therapy workshops.

Kisa Foundation USA, founded in 2009, provides art therapy for HIV-AIDS patients in Uganda, free childrens art workshops and loans for small business start-ups. Kisa Foundation's role in *Nansanet* is to provide general guidance in the area of journalism and community organizing and to raise funds outside Uganda.

Proposal writers:
Tom Herriman is a print and radio journalist, former newspaper publisher, and a community and trade union organizer. He is founder of Uganda Art Consortium and Kisa Foundation USA.

Bob Bongole is founder and head of Kiyita Family Alliance.

John Kibuuka is an internet technology professional in Uganda. He holds a Diploma in mechanical Engineering from Kyamboggo University and a diploma in computer studies from Kampala Institute of Computer Science.

Kiyita Family Alliance (KIFAD) is operated by a staff of 4 full time people plus about 2 dozen volunteer outreach workers including local resident s as well as volunteers from Europe and North America. They own an administrative and training facility in Nansana. Kifad has a solid presence in the community and a capable experienced staff and volunteer cadre. *Nansanet* will be under the general direction of KIFAD staff and Board of Directors.

The intended beneficiaries of *Nansanet* are the entire population of Nansana town. This is a group with plenty of things in common including geography, government, transportation, markets and commerce, recreation, health and safety. But they have few tools for working together and developing community responses to common issues and problems. Nansanet helps remedy this lack.

Nansanet Online Newspaper Project, January 17, 2012

	Qty	units	unit cost	Total Cost (USD)
Capital Equipment & Start-upCosts				
computers		4 pcs	875	3500
Copier/Scanner/printer		1		300
Audio recorders		2	100	200
Binding machine		1		100
Cameras (Still + Motion DV)				300
Generator		1 pcs	1000	1000

Laptop computers	2				400
Office furniture					300
Website cost (hosting, design, domain name)					500
Telephone service	12	months			480
TV set (DVD player/recorder)					200
Administrative fees to KFUSA					1000
Administrative fees to KIFAD					1000
Staff Salaries & Expense					
News Editor	1	person	1800	1800	5400
Webmaster	1	person	1800	1800	5400
Advertising &Development director	1	person	1800	1800	5400
Secretary / Receptionist	1	person	1200	1200	3600
Staff travel expense				600	1800
support staff (cleaner, security)	2	person	600	1200	3600
Public awareness creation					
Posters and handbills			500		500
Community-wide planning Meetings	2		400		800

Total Start-up and Operating Exp 35780

Overhead & Admin Cost, (3 years)					
Electric power	12	months	25	300	900
Equipment Maintenance & Repair				500	1500
Generator Fuel	1500	lts	1.11	1700	5100
Internet service annual fee	1			300	900
Office Rent	12	months	100	1200	3600
Office supplies	12	months	20	240	720
Website cost (hosting, design, domain name)				200	600
Telephone	12	months		200	600
Accounting					300

Total Overhead & Admin Cost 14220

***Overhead (% of total project cost)-** 39.50%

Total Cost of Project 50000

Projected Revenues from other donations, Advertsing and Corporate Sponsorships

First Year 2000

Second Year	5000
Third Year	9000
Total	**16000**

Grant Requested 34,000