Team Ubuntu

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Violence Has Forced 60 Million People From Their Homes

According to the United Nations High Commission for Refugees, the number of refugees and internally displaced people has reached its highest point since World War II.
Our Challenge

“Using collaborative concepts, create a locally focused news outlet capable of serving a media desert”

Media Deserts

Communities that are not being served by local news media.
Community Profile

The Somali Refugee Community
Columbus, OH
Community Profile

The Somali Refugee Community
Columbus, OH

- More than 45,000 Somalis in Columbus, OH.
- Relocated to the U.S. since 1991 due to the outbreak of Somalia’s civil war.
- Vulnerabilities:
  - Low education levels.
  - Low English proficiency.
Method

The Somali Refugee Community – A Media Desert

LexisNexis search.

From a sample of 100 articles published in the U.S. in 2015:

- Only **12 articles** were about Somali communities in the United States.
- Only **2 articles** were about the Somali community in Columbus, Ohio.
Our Solution - NewsRain

- Training Workshops
- Computing & Journalism Skills
- Mobile Reporting (MoJo)
- NewsRain Website
- NewsRain App
- Participatory Journalism (PaJo)
Our Solution - **NewsRain**
1. NewsRain Training Workshops

Prepare members of the Somali community to do high quality citizen reporting

• Journalism ethics.
• Interviewing techniques.
• Principles of composition.
• The basics of photo and video editing.
2. NewsRain Mobile App

- Introduce our volunteer reporters to mobile journalism (Mojo).

- Facilitate reporting & publishing duties.
2. NewsRain Mobile App
3. NewsRain Website

Team Ubuntu Launches NewsRain Website and Mobile Application for Scripps Innovation Challenge
3. NewsRain Website

- Participatory features
Our Solution - **NewsRain**

- **NewsRain Website**
- **NewsRain App**
- **Training Workshops**
- **Computing & Journalism Skills**
- **Mobile Reporting (MoJo)**
- **Participatory Journalism (PaJo)**
Our Local Competitor

Does not...

• Incorporate mobile communication technologies in their news production.
• Involve the community in their news production.
• Offer a training program to the community.
NewsRain’s Partners

- Somali organizations in Columbus
  - Somali Media and Cultural Organization
  - Center for Policy Analysis and Research
  - Islamic Cultural Center
- Somali volunteers
- Business owners & philanthropies from the Somali community
## NewsRain’s Budget

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>UNITS</th>
<th>MONTHLY COST</th>
<th>ANNUAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Human Resources</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manager</td>
<td></td>
<td>$ 85,000.0</td>
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</tr>
<tr>
<td>Programmer</td>
<td></td>
<td>$ 65,000.0</td>
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<tr>
<td>Training (venue, catering &amp; materials)</td>
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<td>$ 5,000.0</td>
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<tr>
<td><strong>Infrastructure</strong></td>
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<tr>
<td>Website hosting</td>
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<td>Medium CPU</td>
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<td>Domain Name &amp; SSL Certificate</td>
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<td>App development</td>
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<tr>
<td><strong>Workstation</strong></td>
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<tr>
<td>Desktop</td>
<td>3 ($ 800.0 each)</td>
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<td>Office space</td>
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<td>$ 800.0</td>
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<td>Office desk</td>
<td>2 ($ 500.0 each)</td>
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<td>$ 1,000.0</td>
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<tr>
<td>Stationary</td>
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<td><strong>Marketing and Promotion</strong></td>
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<tr>
<td><strong>TOTAL</strong></td>
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<td><strong>$ 344,952.0</strong></td>
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</tbody>
</table>
NewsRain’s Viability

Revenue Streams

501 (C) organization (nonprofit)

- Foundation grants: Knight Foundation, Nationwide Foundation.
- Philanthropies.
- Individual & corporate donations.
- Advertising & sponsorships.
- Fundraisings.
Beyond the Somali Community

A NewsRain network across the U.S. will...

Enhance coexistence.
Empower the refugee community.
Educate the nation