

join
**LAVWA
LENPAK**

*THE CONTENT
CREATORS
PROGRAM IN
AFRICA*

Apply here

deadline
september, 10
2025

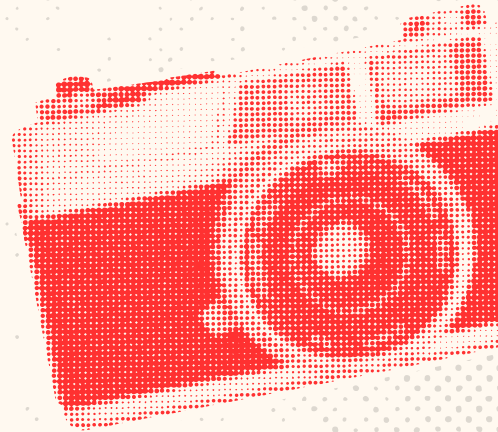


WHAT IS LAVWA LENPAK ?

Lavwa Lenpak is designed to be a dynamic partnership program that connects African content creators with Pulitzer Center-supported journalists and stories. The initiative supports content creators in transforming impactful journalism into engaging multimedia content tailored to young African audiences. By fusing trusted reporting with creative storytelling, the program aims to spark civic engagement, media literacy, and dialogue on pressing local and global issues. For the inaugural cohort, we are seeking creators who are interested in covering ocean issues for their audiences.

objectives

Promote an African continent-wide network of content creators that amplifies Pulitzer Center-supported journalism across African digital spaces, inspires African young audiences through accessible and engaging contents, and strengthens collaboration between journalists and digital creatives. **We want a sustainable community where African storytellers and journalists collaborate to build a more informed, critically engaged generation.**





who can apply?

- You are an influencer with an established audience and platform
- You are a trusted opinion leader and your community has trust in you
- You create content on social media platforms individually or as a group
- You are interested in engaging your community on ocean conservation issues in Africa

what are the benefits?

- Access to Pulitzer Center-supported stories and journalist's network
- Collaboration with African journalists
- Training on ethical storytelling, journalism for content creation, and fact-checking
- Feature on Pulitzer Center platforms for the most compelling contents
- USD 700 stipend for content production, including participation in training and potential collaboration with journalists

how does it work ?

a. Call for application

Lavwa Lenpak is seeking 10 content creators to amplify stories on ocean conservation in Africa and engage their online communities in Africa.

b. Learning sessions

Prior to starting the content creation, we are organizing a two-day workshop for content creators on ethical storytelling, journalism, and fact-checking for social media content creation

Transforming Journalism into Social Media Content for Impact

Day 1: Understanding Journalism and Building Ethical Narratives

- *Journalism 101: What Makes a Story?*
- *Ethical Storytelling for Social Media*
- *Fact-Checking Tools & Practices*

Day 2 : Fact-Checking, Co-Creation & Publishing Strategy

- *Making Waves Ocean Media Landscape Report*
- *Journalist-Creator Collaboration*
- *From Article to Reel: Content Adaptation Lab*

c. Content creation inspired by stories

Learnings from the workshop will contribute in creating content in collaboration with a journalist or a media partner. The collaboration with journalists is optional but recommended to ensure accuracy, to maximize trust and impact. Pulitzer Center will offer mentoring support to content creators.

d. Digital campaign

Each creator will publish on their social media at least one piece of digital content created through the process, which will become part of the Pulitzer Center's regional campaign. Two content creations will have the opportunity to be featured in Pulitzer Center social media channels.

our Partnership Model

Collaborators: African content creators (YouTubers, TikTokers, Instagrammers, podcasters, etc.) & African journalists supported by the Pulitzer Center (*optional depending on the choice of the content creation*)

Approach: Co-create or adapt existing journalism into formats such as: explainer videos, mini-documentaries (adapted for social media), podcasts, Instagram reels or TikTok series, panel discussions or live Q&A sessions

Tone: Youth-driven, authentic, conversational, and solutions-oriented.

Apply here

bit.ly/3UXpArd

join **LAVWA**
LENPAK and be
part of an
impactful journey
for impact in
Africa through
journalism

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