THE NEXT CHALLENGE FOR MEDIA & JOURNALISM

FUNDING MEDIA INNOVATION

The Next Challenge for Media & Journalism is a program of Glen Nelson Center at American Public Media Group which identifies, elevates, and invests in groundbreaking for-profit and nonprofit media startups led by diverse teams that will reinvent media in the coming decade.

The national media innovation competition promotes groundbreaking ideas and trailblazing media startups. Over 20 weeks, the Next Challenge showcases early-stage media startups and student-led media ventures. This accelerator program creates innumerable opportunities for founding teams to hone their pitch, strengthen their business plan, and connect with industry mentors and strategic business partners.

In 2022, the Next Challenge engaged with 256 media start-ups and awarded $100,000 in grants to four revolutionary media organizations.

DIVISIONS

- **News & Information**: Startups that provide access to accurate news, increase media literacy, and break down barriers between communities and factual information.
- **Civic Engagement**: Startups that bridge diverse and disparate communities, provide honest civil discourse, and give audiences new tools to gain insight from others.
- **Distribution Channels**: Startups creating new digital platforms, revolutionizing the way media content is delivered across the country and around the globe.
- **Student Ventures**: News and information, civic engagement, and distribution channel projects created by U.S.-based college and university students.

COMMITMENT TO EQUITY

The Next Challenge is committed to promoting racial and gender equity in media, embracing the demographic shift occurring in our communities and investing in startups with diverse teams. For the 2022 competition, 84% of all participants identified as Black, Indigenous and people of color (BIPOC), LGBTQ+, and/or female/non-binary.

“This is a unique opportunity for diverse founders introducing new models to the media and journalism industry to create systemic change in order to elevate media literacy. We all gained something that will mark our journey as entrepreneurs in a positive and constructive way.”

- Next Challenge candidate