

The Mobile Media Toolkit is for anyone who wants to produce or disseminate media and content via mobile devices. It's for citizen journalists and NGOs that are interested in interacting with their audiences on the most ubiquitous communication device in human history. And it's for independent media organizations that want to deliver & receive mobile content.

The Mobile Media Toolkit provides resources, detailed how-to guides, and a plethora of case studies of how mobile phones can be and are being used for reporting, news broadcasting, and citizen participation.

We want every organization interested in creating or disseminating media content to be able to use mobile technology appropriately. This requires both understanding the mobile landscape and the ability to find and deploy the correct tools.

The Toolkit, funded by the John L. James Knight Foundation, is designed to help journalists, citizen journalists and media producers find, evaluate, and effectively deploy, the right tools for their specific needs. It improves users' abilities to gather, produce and disseminate news and information through mobile phones.



For Journalists and Citizen Journalists

The Mobile Media Toolkit guides journalists and citizen journalists in creating content on mobile phones and sharing that content with an audience.

Topics covered include:

- Taking photos, creating audio and video reports on mobile phones;
- Using smartphones for creating content;
- Adding location information to content on mobile phones;
- Blogging and micro-blogging from mobile phones;
- Uploading multimedia content from mobile phones to the web.



For Media Producers and Publishers

The Toolkit will show media publishers how to deliver content to audiences on their mobile phones and how to engage those audiences.

Topics covered include:

- Delivering content over SMS, MMS, and other mobile-specific technologies;
- Delivering audio and video content to mobile phones;
- Creating mobile websites and applications to deliver content;
- Delivering location-based news to mobile audiences;
- Engaging with users on mobile social media and aggregating content uploaded by mobile users to social media.



MobileActive.org - Training Capabilities

MobileActive.org has been helping NGOs effectively use mobile phones in their work since 2005.

In addition to the Mobile Media Toolkit, MobileActive.org runs the media assistance **MATADOR program**, funded by the U.S. Agency for International Development (USAID). MATADOR involves in-country and remote assistance of USAID partner organizations (NGOs and independent media organizations) with consultative assistance on the use of new media and mobile technologies to enhance their communication and/or coordination efforts.

MobileActive.org also develops international **workshops and training events** (our last two events focused on mobile data collection and mobile technology in election monitoring efforts) and maintains several global **discussion groups** of a total of more than 10,000 highly skilled practitioners, technologists, campaigners and strategists.

We also manage the MobileActive.org's **blog** and **m-Directory**, the only comprehensive database of mobile vendors, tools, and civil society projects on the web.

Current and past clients include: The UN Foundation, UNICEF, USAID, GIVAS/UN, PACT, Google.org, Vodafone Group Foundation, Rothchild Foundation, Microsoft Research.

MobileActive.org's objectives are to:

- Expand access to knowledge, ideas and experience about the use of mobile technology to make the world a better place;
- Reduce learning costs for civil society organizations and accelerate the use of effective strategies and tactics for NGOs;
- Provide a comprehensive platform for building partnerships, and for facilitating access to technology and funding.



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