

# | **Company** Profile



**Beam Reports**

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**A critical, independent  
and investigative press is  
the lifeblood of any  
democracy.**

– Nelson Mandela



# Who We Are

We are a data-driven, citizen-centric web-based explanatory news company.

We are obsessed with empowering the public with trustworthy explanatory news to increase citizen participation and counter disinformation and misinformation.

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# MISSION

Counter misinformation and disinformation,  
and increase media literacy  
in Sudan.

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# VALUES

We **learn** always.

We **win** together.

We **dream** big.

We **check** ego.

We **build** trust.

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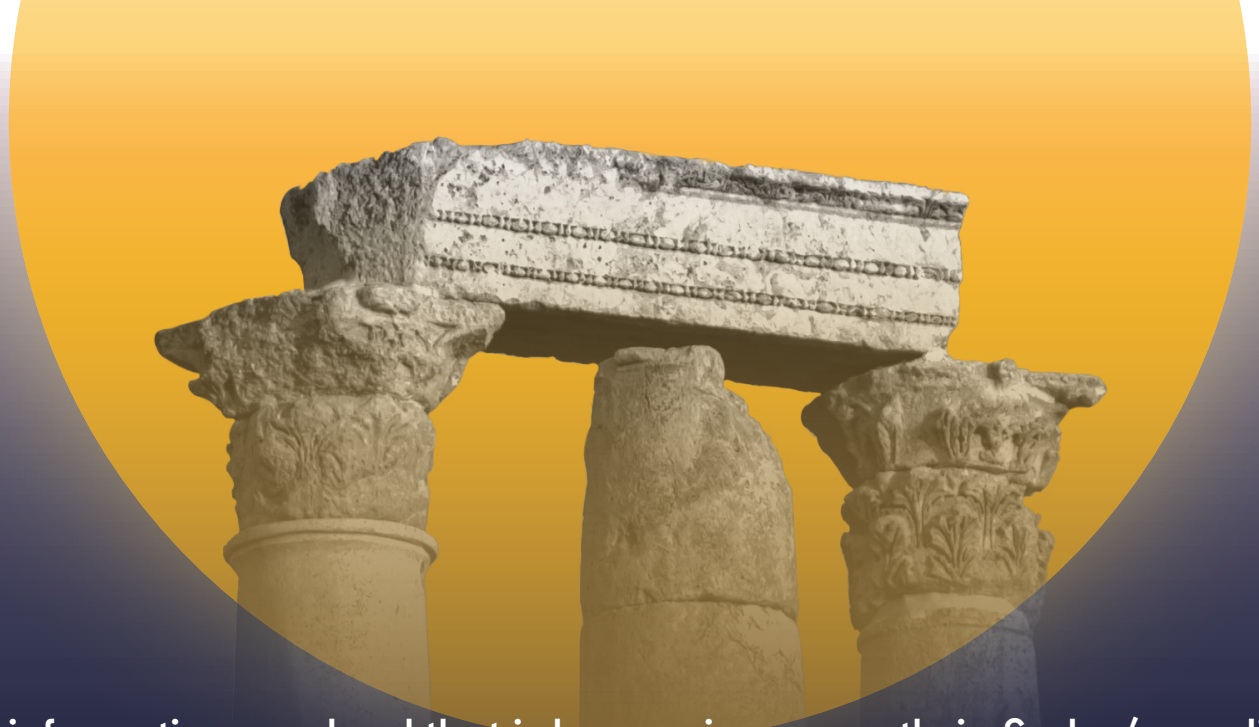
# BACKGROUND





While Sudan's media has consistently ranked amongst the least free in Africa and the world in the last few decades, the time is ripe to capitalize on the opportunity that was brought in by the Sudanese revolution to strengthen both traditional and old media. Now, more than ever, it's crucial that the Sudanese media work on creating a sphere where journalists can report impartially and professionally about transition of power leading to the upcoming elections, avoiding transmission of disinformation and misinformation.

Beam Reports believes that the media is a key factor in increasing citizens' understanding of their rights and responsibilities, and the transparency of the government. For that reason, Beam Reports' **first pillar** will focus on creating Sudan's first Explanatory News media platform, which is a form of reporting that attempts to present nuanced, ongoing news stories in a more accessible manner. Beam Reports is not going to work on reporting on news, as we believe that there is already an intense information overload but rather work on explaining the news in a way that is simplified, based on research, and produced using creative visuals.



The information overload that is happening currently in Sudan's media creates opportunities for the spread of fake news and increases readers' vulnerability to them. To counter that, Beam Reports' **second pillar** is Fact-checking, where a team of media researchers and data analysts will work on finding the truth behind news and also equipping the public with tools to help verify the news they consume and in turn empower their critical eye as they consume news.

A third and important gap in the Sudanese media sphere at the moment is the need to bridge communication between public and government. To do so, Beam reports will also aim to conduct public opinion surveys, which will represent Beam Reports' **third pillar**. Through these surveys, we aim to amplify citizen feedback and collaboration with stakeholders inside and outside of the government.



# OUR GOAL

The goal of Beam Reports is to provide a platform that will support democratic actors to communicate more freely and securely, and empower Sudanese citizens with accurate information to actively participate in their communities.

# Beam Reports Will

## **Fact-check & Counter Mis/Disinformation**

The media landscape during this post-revolution/transitional period in Sudan can be characterized by high levels of disinformation and partisanship among media outlets, as malign actors use media to spread their narratives and capitalize on information gaps within targeted audiences. The need for a strong, independent media capable of exposing and countering disinformation while providing accurate and fact-based reporting is paramount.

## **Engage a strong research team and fact-checkers**

To collect, verify and analyze current news and produce short explanatory news videos explaining current political, economic and social issues. And though we're a staff of people with individual backgrounds, views, and personalities, we will remain unbiased in our reporting to support productive conversations around our growing community.

**F A K E**

**N E W S**

## **Utilize the latest news verification methods and tools**

As well as support fact-based and objective reporting and content production

## **Employ data-driven methodologies**

Make use of technological advancements and verification methods to increase digital literacy and counter the spread of misinformation on digital platforms in Sudan.

## **Adhere to gender-sensitive reporting principles**

Address the information needs of women, minorities, and historically disenfranchised communities, and counter stereotypes for both men and women, and non-binary people.

## **Coordinate with other media outlets, think tanks, and government officials**

To increase citizen awareness of mis/disinformation and disseminate verified information through civic education efforts.

Beam Reports will prioritize covering topics around the transitional period such as peace, justice, law reforms and elections.

## **Our work will focus on the media's three missions during this transitional period:**

- Informing local audiences with factual, easy to consume information.
- Acting as a watchdog for the transitional process by countering misinformation/disinformation.
- Increasing civic education and civic engagement & transparency.

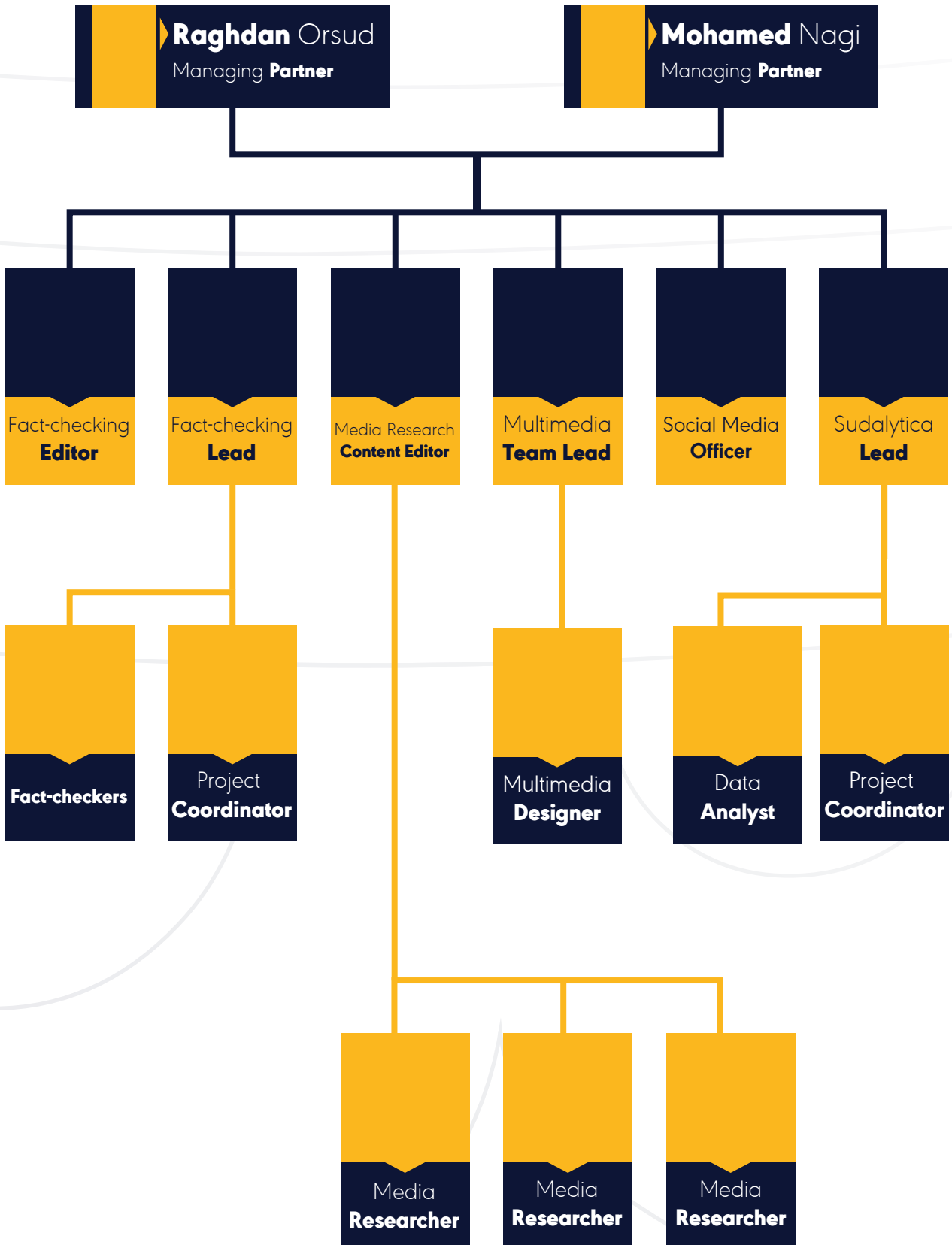
We are a growing team of journalists, researchers, designers, and thought leaders full of personality minus the ego.

We're the wearer of many hats dedicated to helping bridge the gap in the information sphere in Sudan with trustworthy data, factual explanatory news

# OUR TEAM



# Organizational Structure





# Managing Team



## **Raghdan** Orsud

### Managing **Partner**

Raghdan Orsud is a program manager with years of experience working with and supporting nonprofits on democracy and governance programs. With a graduate degree in Political Communication from the University of Leeds, Raghdan centers her work around political communication in established and emerging democracies worldwide, critically exploring the ethics and power dynamics at play.



## **Mohamed** Nagi

### Managing **Partner**

Mohamed is a medical doctor who participated in founding the Sudanese Professionals Association, and was a member of its executive committee and spokesperson.

SPA lead the December 2018 revolution and helped forming the Forces of Freedom and Change Alliance as the largest coalition in the history of Sudan, Mohamed is interested in media and its roles in democracy, especially its new digital tools.



## **Naser** Mohammed

### Managing **Partner**

An architect with a Master degree in Advanced Architectural Studies. Chairman of Project Management Bureau, a multi-disciplinary construction company established in 1984.

B.Sc University of Khartoum - Faculty of Architecture.

MArch University of Sheffield - School of Architecture.

# Editorial Team



## Omar Al-Faroug

Media Researcher/**Junior Editor**

Omar is an experienced journalist who worked as an editor for several political newspapers. He was also a news editor and collaborative reporter for a number of Sudanese and Arabic-speaking websites. Omar is also a storyteller, with a novel published in 2013 in Lebanon and two other unpublished novels, one of which won Al-Tayeb Salih Prize for Fiction in October 2018, and will be published by Abdel Karim Mirghani Cultural Center in Sudan.



## Mujahid Eldouma

Media **Researcher**

A writer, journalist, and translator with a Higher Diploma in Applied Sociology, Mujahid is interested in understanding how political, social, and cultural systems intersect to shape modern Sudan. A number of his articles have appeared on various platforms and magazines, and he published his first book, "Hayawat", in the October 2016 issue of Geel Gadeed magazine.



## Malaz Hassan

Media **Researcher**

Journalist and graduate of the Faculty of Arts at University of Khartoum who also has an honors degree in media studies. She worked with media platforms that support the democratic transition in Sudan and press platforms specializing in issues of sustainable development and women's rights. She is also interested in the media's role in democratic transitions.

# Fact-checking Team



## **Khattab** Hamad

Mis/Disinformation **Lead Researcher**

Khattab is a researcher with a passion for investigative journalism and fact-checking. He is also interested in geopolitics and is a member of the Global Voices; the citizen media network. Khattab is the Ambassador for the Open Observatory of Network Interference "OONI" in Sudan and focuses his research on internet policies, including digital safety.



## **Abdalrahman** Elsayed

Content **Editor**

Graduated from the Faculty of Media with a focus on journalism and publication and worked as a field journalist, a desk editor and proofreader for newspapers both in Sudan and the Gulf. He also contributed opinion articles and intellectual and political studies in several newspapers and magazines. In addition to his literary narrative writing experience, he currently works as a content editor at Beam Reports.



## **Nihal** Abdellatif

Project **Coordinator**

Before joining Beam Reports as a project coordinator, she worked as a digital media and community manager with different NGOs, small businesses as well as multinational companies. Passionate about different forms of human interaction, particularly cultural understanding, tolerance and inclusivity, and is dedicated to opportunities advocating for human rights.

# Sudalytica Team



## Nohad Eltayeb

### Lead **Researcher**

Project coordinator and data analyst with a background in Mathematics and Computer Science. Nohad is a recipient of Google Data Analytics Professional Certificate, and a digital content creator with a passion for data storytelling and journalism AI, and has completed Google News Initiative's Certification in Data Journalism.



## Marwan Mohammed

### Data **Analyst**

Media Researcher with a background in Information Technology. Marwan is an experienced researcher who has participated in a number of projects in different states of Sudan containing both field research and desk research, he is an expert at data collection and visualization, and has a passion for multimedia storytelling.



## Saba Hilali

### Project **Coordinator**

A higher diploma of Applied Sociology student, interested in social research and academic content creation focused on daily details surrounding the Sudanese life. She wants to produce scientifically informed stories, addressing the everyday life experience of the vast and diverse Sudanese peoples.

# Multimedia Team



**Mazin** Abdalaziz

Multimedia **Team Lead**

Skilled Graphic Designer, with a passion for creating visual identities, and an eye for aesthetics and detail. Mazin has the ability to innovate, deal with new ideas and come up with appropriate solutions, and is leading the Multimedia Design team.



**Adil** Magdi

Jr. Multimedia **Designer**

Coming from a background of multimedia studies, Adil has the passion and skills for graphic design and visuals arts, with particular interest in photography. He has strong technological skills, innovative ideas and space for creativity to develop content.

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