

# OKAYAFRICA EDITORIAL CALENDAR 2017

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# EDITORIAL THEMES

This year the OkayAfrica team selected 12 themes to cover for the year. Each month we use a different theme to explore subjects important to Africans around the world.

## JANUARY—POWER

As the U.S. hands itself over to a new administration, we examine the way power, in its many forms, impacts our lives. We look at the young leaders and activists of today, analyzing the way dictatorship and democracy shapes the continent and more in January.



## FEBRUARY—LOVE AND BLACKNESS

This February is about celebrating and interrogating blackness, love and sex. What does it mean to be African and to celebrate the achievements of Africans throughout history? What is #blacklove and how do we express it, need it and reject it. Most importantly, how do we go about finding self-love?



## MARCH—BLACK GIRLS ONLY

2016 was the year of #BlackGirlMagic. We saw Black Women from across the world break records at the Olympics, destroy stereotypes, and create their own lanes. During Women's History Month 2017 we will focus on all the black women who are making waves, shattering ceilings, and uplifting their communities. We profile innovative women across a number of different industries and spaces. This year we honor these women with our curated list of 100 Women on the continent and in the diaspora who are game-changers in their fields through digital content, video and a series of activations.



## APRIL—THE HUSTLE

Africa is a continent of dreamers and hustlers—dynamic idealists making a go of it regardless of the challenges. As DJ Khaled said “they don’t want you to win.” We learn how young Africans are defining success and attaining it through sheer force of will.



## MAY—SILICON AFRICA

In May, OkayAfrica will focus on technology's impact on young Africans. As the continent gains access to the internet at accelerating rates, how are Africans using it to transform their lives? From African tech entrepreneurs and inventors to the people and places making the continent a place for innovation and expression, we look at technology in Africa and the diaspora.



## **JUNE—NO BORDERS**

2017 will see some of the biggest movements of people across the globe from migrants and refugees fleeing war, poverty and climate change to the more empowered seeking out new horizons. One thing is clear: borders cannot hold us. This June, OkayAfrica will tell the stories of traveling while African—its frustrations and its joys—while taking a bigger picture look at the state of the integrated continent.



## **JULY— AFROFUTURES**

Afrofuturism is, at its core, a vision of the future that includes black people—a vision imagined by black people. It can be utopian or dystopian, a combination of magic and realism or a timeless imagining of futures that never were. In July, OkayAfrica will take a broad look at the various visions for an Afro-centric future and how past Afrofuturist aesthetics have impacted the present.



## **AUGUST—#GOALS**

In August, we focus on sports by profiling some of the top African athletes across the globe. We'll go in depth into the African relationship with sports and how young Africans are using sports to achieve their goals and more.



## **SEPTEMBER—SEPTEMBER ISSUE**

African styles have made their mark on the mainstream fashion world through the use of prints and hairstyles. This September we go beyond wax prints to profile the top African designers, models, stylists and more as we explore the relationship between style and identity.



## **OCTOBER—BLACK REVOLUTION**

In October we dedicate the month to activists and revolutionaries who continue to stand up against oppression from colonial times to the present. We explore the impact of social media on movements today and the pros and cons of digitizing the revolution. We celebrate the Black President, Fela Anikulapo Kuti, during a special edition of Felabration with digital content, video and an activation at Okay Space.



## **NOVEMBER—YOU ARE WHAT YOU EAT**

If you are what you eat then Africans are some of the most, dynamic, fiery and diverse people on the planet. In November we dig into everything food. Our food coverage features a special edition of our Food Wars video series, Afropreneurs in the food industry, African recipes and events for foodies.



## **DECEMBER—BEYOND RELIGION**

This December, OkayAfrica moves beyond the confines of religion to delve deeper into spirituality of the diaspora. We break down the myths, look at healing in African cultures, how religion and spirituality influence African music and more.



# SIGNATURE SERIES

In addition to our monthly themes, the OkayAfrica editorial team has a number of series that tell the stories of Africans in business, music, film, art and more. Each series creates an opportunity for your brand to connect its goals and values with narratives that speak to the interests of our diverse audience.

## AFROPRENEURS

In our weekly series, 'Afropreneurs,' the OkayAfrica team brings to the fore the faces and minds of the brilliant entrepreneurs powering Africa's most innovative and creative brands, challenging the status quo and trite narratives that abound about the African continent while simultaneously transforming its landscape for the better.



## AFRICA IN YOUR EARBUDS

Artists, celebrities or public figures select their favorite African songs for our mixtape series "Africa In Your Earbuds." We've previously done this series with Elijah Wood, Saul Williams, Dead Prez, author Teju Cole, and more.

"Africa in your Earbuds" can also take the form of a branded playlist on OkayAfrica's Apple Music Curator page.



## ON THE MAP

In our series, On The Map, we ask artists, DJs, writers, and more to tell us about what's happening in their hometown's music scenes. From rising artists, to hot venues and new genres, we take a deeper look inside the local music scenes on the continent and in the diaspora.



## CINEMA AFRICA

In Cinema Africa, we speak with the biggest names in film on the continent and throughout the diaspora, from filmmaking legends like Haile Gerima to rising directors like Namibia's Perivi Katjavivi and contemporary stars like British-Nigerian actor/comedian Tony Okungbowa. In revealing question and answer sessions, directors and actors discuss their lifelong cinematic journeys and take us inside their newest projects.



## 10 THINGS I LOVE ABOUT...

In our '10 Things I Love' series we ask our favorite musicians, artists & personalities to tell us what they like the most about their home country.



## STUDIO AFRICA

In Studio Africa, we sit down with the biggest names in visual art on the continent and throughout the diaspora, from West African barbershop photographer Andrew Esiebo to Nigerian-American visual artist and activist Adejoke Tugbiyele, the first woman of Nigerian heritage to come out publicly in the media. The artists reveal their rise to art world stardom and take us inside their newest projects and exhibitions.



## THIS WEEK IN PHOTOS

A weekly photo series featuring the work of up-and-coming young African photographers.



## BEHIND THE SCENES

In our new series, Behind the Scenes, we go inside the coolest new music videos on the continent. Directors, musicians, dancers and actors share the captivating stories behind our favourite visuals. In the debut instalment, we caught up with the team behind German producer Daniel Haaksman and South African musician Spoek Mathambo's mesmerising Johannesburg-shot pantsula dance video.



## IN THE LAB

In our new series, In the Lab, we get to know African producers and beatmakers in their most natural habitats. We send the top photographers on the continent to spend an afternoon with artists in their recording spaces. What results is an intimate, never-before scene look into the lives of our favourite musicians. In the debut instalment, we got to know Cape Town duo Beat Sampras.



# VIDEO OPPORTUNITIES

The video team at OkayAfrica crafts bespoke video content that meets the needs of our partners through high engagement. In addition to custom video we have a number of series available for brand sponsorship.



## WARS

Last year we released our first “Jollof Wars” video. We brought together Ghanaians and Nigerians of discriminating taste to decide once and for all which one of these nations had the best Jollof rice. In our new “Wars” series we look at food wars, dance wars and more from the continent and the diaspora.



## OKAY/NOT OKAY

In our new series “Okay/Not Okay” we ask our favorite musicians, artists & personalities their opinions on a number of hot topics. We name a topic and they respond either “okay” or “not okay.” We’ve previously done this series with artist Laura Mvula and Tekno.



## PLAYER XCHANGE

In Player Xchange we bring together one artist from the continent and an artist from the U.S. to collaborate on an original track. In each episode we follow the artists through the creative and recording process.



## DAY OUT

A video that follows the artist on a daily run around NYC or another city. It may include stopping by the studio, shopping for records, seeing tourist sights and more.



## THE BREAKDOWN

In our new series, artists break down the meaning behind the lyrics to their hit songs. In the debut episode, we asked Nigerian Columbia recording Afrobeats star Tekno to tell us the meaning behind his song "Pana."



## OKAY ACOUSTIC

Okay Acoustic is an intimate video series showcasing incredible artists performing beautiful, paired down versions of songs not normally given the acoustic treatment. We work with live bands, electronic musicians, or artists with robust production—removing them from their normal environments and returning them to a more organic live experience.



## THE QUESTIONS

In "The Questions" we turn our interviews into a video piece. We've previously done videos with Akon, Damian Marley, Nas, Questlove, Erykah Badu, Q-Tip, and others.

For advertising information please contact [advertising@okayafrica.com](mailto:advertising@okayafrica.com)

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