

CAMPUS BRIDGE INCUBATION PROGRAM

Press & Media Internship Track

QUARTER 2 REPORT — 2026

April – July 2026 | Cohort 1 (Pioneer Cohort)

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An initiative under Bridges Initiatives Foundation

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1. Executive Summary

Cohort 1 of the Campus Bridge Incubation Program (formerly Campus Bridge Media Hub) completed its full training-to-graduation lifecycle between February and July 2026. Following the Q1 pilot phase with fellows from Ahmadu Bello University, Bayero University Kano, and Ekiti State University, Q2 (April–July 2026) carried the pioneer cohort through advanced training, benchmarking, exit-project production, and a formal virtual graduation ceremony held on 25th July 2026.

14 fellows were enrolled across three partner institutions: Ahmadu Bello University Zaria (ABU), Bayero University Kano (BUK), and Ekiti State University (EKSU). 10 fellows completed the programme and merited certification; 3 were withdrawn for low participation, and 1 did not meet the graduation threshold. This is a 71% certification rate against enrolment, a credible outcome for a first cohort.

The quarter's most significant pivot was on the exit project: the originally planned campus magazine (Campus Bridge, Issue 1) was not produced. In its place, podcast production was adopted as the cohort's flagship capstone deliverable, better matching fellows' momentum and skill development from the Podcasting & Digital Engagement module. 3 episodes were recorded and 2 published.

The programme curriculum and onboarding frameworks were reviewed during the first cohort and through the review, Q2 produced two durable pieces of infrastructure beyond the cohort itself: a finalised **Curriculum Framework** and **Participant Onboarding Framework**, both now approved as the standing operating documents for all future cohorts, and a set of structured **KPI tracking tools** (Onboarding KPI Tracker & Training KPI Tracker) built to bring data discipline to **Cohort 2** and beyond. Onboarding for Cohort 2, expanding to **University of Ilorin (UNILORIN)** and **Nasarawa State University Keffi (NSUK)** alongside continuing institutions began in July 2026, positioning the Program for its next 6-month cycle. A functioning digital footprint was also established in this period (YouTube, Spotify, and LinkedIn), unified under <https://linktr.ee/officialcampusbridge>.

2. Cohort 1 at a Glance

Metric	Result
Reporting Period	April – July 2026 (Q2, extended)
Fellows Enrolled	14
Partner Institutions	3 — ABU Zaria, BUK Kano, EKSU
Fellows Graduated & Certified	10 (71% certification rate)
Withdrawn (Low Participation)	3
Not Certified (Below Threshold of 70%)	1
Formal Training Sessions Delivered	5 (16+ total training hours)
Exit/Capstone Project	Podcast production — 3 episodes recorded, 2 published
Graduation Ceremony	25th July 2026 — Virtual, via Google Meet
Digital Platforms Live	YouTube, Spotify, LinkedIn, unified at https://linktr.ee/officialcampusbridge .

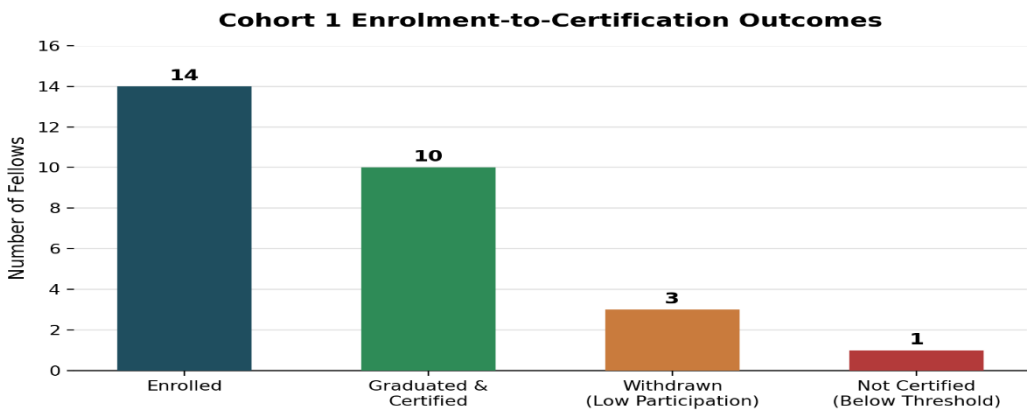


Figure 1: Cohort 1 enrolment-to-certification outcomes.

3. Q2 Timeline & Key Milestones

Building on the Q1 pilot (February–March 2026, reported separately), the following milestones mark Cohort 1's progression through Q2 and into its July close-out:

Period	Milestone
April 2026	Continued core training delivery
May 2026	Podcasting & Digital Engagement module delivered; fellows began developing podcast concepts as the emerging exit-project direction.
June 2026	Podcast production phase – recording and editing; a bonus, informally-run session on hosting remote guests and podcast editing (Telegram, Audacity) was added in direct response to fellows' needs.
Early July 2026	Final review of fellow portfolios and capstone submissions; onboarding opened for Cohort 2 (UNILORIN, NSUK).
25 July 2026	Cohort 1 Graduation Ceremony. Held virtually via Google Meet. 10 fellows certified.

4. Training Delivered

Cohort 1 completed five formal training sessions across its lifecycle, totalling 16+ instructional hours, organised around two core modules:

- Digital Journalism & Content Creation: storytelling for digital platforms, mobile journalism basics, content formats, and publishing fundamentals.
- Podcasting & Digital Engagement: podcast concept development, recording and editing basics, and audience/platform engagement strategy.

In addition, an informal bonus session: Hosting Remote Guests & Podcast Editing (2 hours 30 minutes) was run by the Programme Lead directly with fellows, covering Telegram-based remote guest hosting and Audacity editing for release. Though outside the official calendar, it directly strengthened the quality of the podcast capstone output.

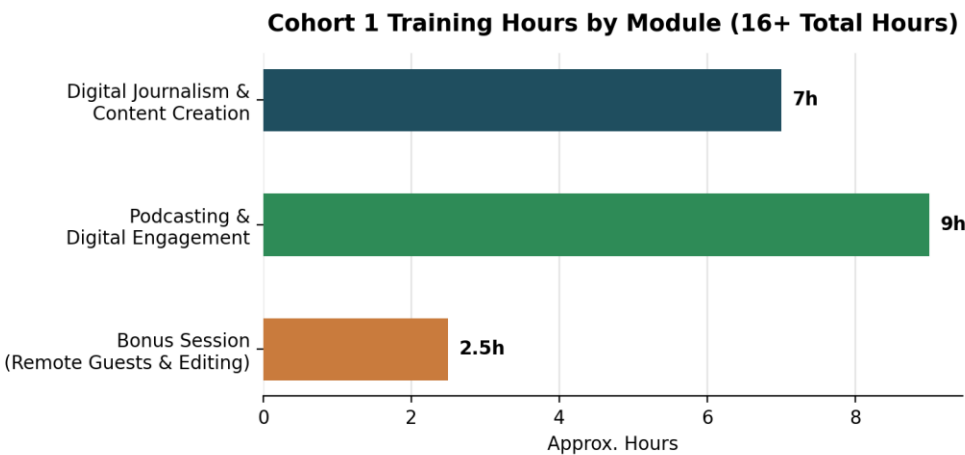


Figure 2: Approximate training hours by module.

5. Benchmarking Framework

The benchmarking framework asked fellows from the second Cohort to select a media personnel or publication to model, study 2–3 of that model's pieces, and document their report, to serve as a reference and guide for their participation throughout the Cohort 2 phase. This was delivered in full and represents one of the cohort's clearest quality-improvement mechanisms, going forward.

The benchmarking exercise is now captured into the Programme Curriculum Framework as a standing component of all future cohorts, rather than a one-off Q2 initiative.

6. Exit Project: Podcast Production

The original Q2 plan called for a campus magazine, podcast production, video production, and photojournalism as the cohort's flagship publishable outputs. However, in practice, Cohort 1 fellows' strongest engagement and skill trajectory was in audio. So, the programme adopted podcast production as the actual capstone deliverable for Cohort 1. This is reported here as a deliberate, evidence-based pivot rather than a shortfall.

Metric	Result
Episodes Recorded	5
Publishable Episodes	3
Episode Published	2
Pending Publish	1
Supporting Skills Session	Hosting Remote Guests & Podcast Editing (bonus session)

7. KPI & Monitoring Infrastructure Built

Two structured tracking tools were designed and deployed as standing infrastructure for the Program, built to scale beyond Cohort 2:

- Onboarding KPI Tracker, which contains applicant log, screening tracker, task-completion tracker (6-task onboarding checklist), and a cohort-readiness summary sheet.
- Training KPI Tracker, which contains monthly participant scoring across attendance, content production, quality, social engagement, assignments, and workshop participation, with an auto-calculating cohort summary.

These tools were not populated retroactively for Cohort 1, which ran informally through its onboarding and training cycle; they are now the standard instruments for Cohort 2 onward, alongside the finalised **Curriculum Framework** and **Participant Onboarding Framework**, both formally approved as the Program's standard operating documents.

8. Digital Footprint Established

Alongside training delivery, Q2 saw Campus Bridge Incubation Program establish a functioning multi-platform digital presence, an infrastructure that extends the Program's reach beyond the cohort itself:

- **YouTube channel:** live and publishing video content
- **Spotify channel:** hosting the Program's podcast output, including Cohort 1's published episodes
- **LinkedIn Page:** official Campus Bridge presence for institutional and professional audiences

All three and Bridges Initiatives are consolidated under a single access point (linktr.ee/officialcampusbridge), giving partners, prospective Fellows, and media contacts one link to the Program's full body of work.

9. Q2 Plan vs. Actual — KPI Assessment

The original Q2 Operational Plan set ambitious targets across six pillars, including institutional expansion, magazine production, and a physical summit. In the interest of an accurate record, actual performance against each is reported below:

Pillar (as Planned)	Actual Outcome	Status
Institutional expansion (UNILORIN, NSUK, UNIABUJA)	The programme was successfully expanded to four institutions – University of Abuja (4), University of Ilorin (11), Nasarawa State University (3), Federal University of Technology Minna (1)	Achieved
Benchmarking framework	Delivered in full as planned; now a standing curriculum component.	Achieved
Campus magazine (Issue 1)	Not produced. Podcast production adopted as the actual capstone project (5 recorded, 3 publishable, 2 published, and 1 pending).	Not Met — Substituted
Internship placement pipeline	No placements secured within Cohort 1's timeline. However, the Programme Lead has secured a partnership with African Media and Communications Consulting , for potential internship opportunities and facilitation of sessions.	In progress
Peace Journalism Summit (physical event)	Did not take place. Virtual graduation ceremony (25 July) served as the closing milestone instead.	Not Met — Substituted

10. Observations & Notes

Strengths

- A full cohort lifecycle: onboarding through graduation, was completed for the first time, proving the model end-to-end.
- The benchmarking framework worked well enough to be written permanently into the curriculum.
- The pivot from magazine to podcast production reflected responsive programme management rather than rigid adherence to an initial plan.
- Two durable frameworks (Curriculum, Onboarding) and two KPI tracking tools now exist as standing infrastructure, which signals a stronger foundation than Cohort 1 itself started with.

Challenges

- Two of six original Q2 pillars (magazine production & physical event) did not materialise within the cohort's timeline.
- Internship placement, a core value proposition of the Programme, hasn't been fully met for Cohort 1 graduates. It is now considered as an urgent post-graduation priority with opportunity for fellows from Cohort 1 to join the coordination of Cohort 2 and subsequent cohorts, as substitution of the internship placement. This is projected to get them familiar with the programme and equally keep them to produce more valuable projects for us.
- 3 of 14 enrolled fellows were withdrawn for low participation, and 1 did not meet the certification threshold, a combined 29% non-completion rate worth monitoring as Cohort 2 begins.

Considerations for Cohort 2

- Internship placement should be pursued immediately and independently of the training calendar, rather than tied to a single pipeline-activation milestone late in the cohort.
- The finalised Curriculum and Onboarding Frameworks should reduce the ambiguity that contributed to Cohort 1's session compression.

11. Next Steps

Timeline	Action	Responsibility
July 2026 (ongoing)	Cohort 2 onboarding — UNILORIN and NSUK	Programme Lead
August 2026	Begin live population of Onboarding and Training KPI Trackers for Cohort 2/Training commencement	Programme Lead/Facilitators
Ongoing	Pursue internship and media-partnership outreach for Cohort 1 graduates	Programme Lead