

Media Viability Consultants Call for Applications



Within the EU-funded project *Covid-19 Response in Africa: Together for reliable information*, DW Akademie is looking for experts in the field of media sustainability.

1. Background Information and Project Context

DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also receive funding from the Federal Foreign Office and the European Union and are active in approximately 50 developing countries and emerging economies.

The concept of Media Viability aims to enable media organizations and landscapes to produce high quality journalism in a sustainable way.

In the current EU project, DW Akademie enrolled a 2-phased Media Viability program that supports a total of 10 media organizations to adjust to the economic, legal and socio-political effects of COVID-19 in their own countries. *Stage One* of the program consisted of an online assessment workshop - DW Akademie's very own V(iability)-Sprint. Each of the participating media organization completed the assessment with a specific list of priorities to focus on in order to become more sustainable.

As a follow-up (*Stage Two*), DW Akademie now matches each participating media organization with **African Media Viability experts for tailor-made consultancy sessions and guidance**, according to the organization's specific list of priorities.

DW Akademie will also provide a small grant (max. 950€) to the participating media organization to help finance technical equipment that might be needed to improve their viability.

2. Terms of reference

DW Akademie is inviting experienced African Media Viability specialists to forward their applications for tailor-made consultancy sessions with a **media organization/NGO in South Sudan**. Based on the results of the V-Sprint, they require consultancy sessions to develop a

Business model focusing on fundraising, international partnerships as well as monetizing content.

The applicant will have the following duties and responsibilities:

- Preparation, execution and post-processing of the consultancy session(s) according to the organization's specific requirements and based on the outcome of the V-Sprint.
- Documentation and evaluation of the consultancy session(s).
- Final report of max. 3 pages in English, outlining the expected and achieved results. The expert is invited to give specific recommendations on necessary investments for the media organization that might be needed to improve their viability.

DW Akademie is planning to roll out *Stage Two* of its Media Viability Program from May to October 2021. We envision **around 5 consultancy sessions**, but the exact amount and dates of the consultancy sessions will be discussed and agreed upon in coordination with the expert, the organization and DW Akademie's project manager. Due to Covid-19 travel and safety restrictions, consultancy sessions will be held online. If travel and face-to-face consultancies become possible, this question can be revisited and discussed.

3. Application Requirements

a) Applicant's profile

Applicants should have a strong track record of their expertise in the relevant fields mentioned above as well as extensive consultancy and/or coaching experience. They should have a good understanding of the media landscape in South Sudan and extensive knowledge of local conditions and potentials. Experience in the media sector and in international media development is preferred, as well as experiences with remote/online consultancies. Applications from local experts in particular are desired.

b) Documents

The following documents should be included in the application:

1. Cover letter detailing the eligibility of the applicant and briefly outlining the approach for the specific consultancy requirements as well as a tentative time table;
2. CV documenting relevant experience;
3. An offer indicating the amount of consultancy sessions and daily rate including VAT in Euros.

To apply, kindly submit your application documents to Liesa Didoff (liesa.didoff@dw.com) with Werner Nowak (werner.nowak@dw.com) in CC; subject: EU Covid-19 – Application Media Viability Consultancies South Sudan. The deadline for all applications has been extended to **May 24th, 2021**.