

## Call for tender

Project title: PodcasTraining - Making an audible difference

Quote deadline: 4th of August 2023

### Background

#### Deutsche Welle (DW) Akademie

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 independent decisions based on reliable facts and constructive dialogue.

DW Akademie enables people throughout the world to make decisions based on independent information, reliable facts and constructive dialogue. We stand for free media, free expression and free societies worldwide.

### **Tender: DAF23-GK100 Crisis Podcasting Project**

As the Coronavirus pandemic and the ongoing invasion of Ukraine have shown, during a crisis people more than ever need accurate and trustworthy information, programming that provides reliable answers to their most pressing questions and debunk mis/disinformation and is produced and packaged in a way that is accessible and relatable to help them understand the context and complexity of the crisis.

### **1. Project Objectives**

The goal of the Crisis Podcast Initiative DAF23-GK100 is to support media organisations and media creators to strengthen their skills and knowledge in podcasting and support these to develop, produce and distribute crisis podcasts.

#### **The specific aims of the project are:**

- Extend and further development of the standardized (crisis) podcasting training curriculum as well as all developed training tools
- Facilitate the implementation of the podcast training and coaching with media houses and individual journalists — including the production of various podcast episodes
- After a first round of evaluation, conduct a second implementation phase of the podcasting training and coaching with the involved broadcasters.

**Outputs:**

Expanding DW Akademie's standardised PodcasTraining curriculum and methodologies to include compact and advanced modules, a train-the-podcast-trainer workshop, thematic modules and build on the MethodKit for Podcasts

Scaling up the implementation of the PodcasTraining and coaching (including podcast seed funding) to broadcasters in West and EastAfrica, Asia and to a global target group.

Supporting the PodcasTraining community of practice in form of a (monthly) PodCircle and the publication of a PodcasTraining Newsletter

Continued evaluation of the training and coaching curriculum with subject matter experts and implementing partners, exchange of lessons learned by all stakeholders involved, as well as the documentation and report of lessons learned

**2. Required Service:****2.1 Podcasting Trainer (2) and Coach (West Africa, French speaking) with focus on climate change****Main tasks include:**

- Planning, preparation, and implementation of PodcasTraining (online) with media organisation and media makers from West Africa
- Coaching Western Africa media makers (online) in podcast planning, production and distribution including follow-up in the production, distribution, documentation and archiving of up to 10 podcast episodes
- Evaluating the Podcasting curriculum with Western Africa media makers and DW Akademie and optimising the curriculum
- Fulfilling all reporting and documentation requirements of the project

**Requirements:**

- University degree in journalism, communications, social science or related field
- Advanced work experience in media, communications, social science or related field
- Advanced professional experience in the production of podcasts
- Advanced knowledge and journalistic work experience on topics dealing with climate change
- Outstanding knowledge of the media landscape in Western Africa
- Advanced experience in media training
- Successful participation in the DW Akademie Train-the-Trainer qualification program or equivalent
- Outstanding in French (verbal as well as written)
- Knowledge in English as well as local languages (Burkina Faso, Côte d'Ivoire) and other local West African languages is appreciated

## 2.2 Podcasting Trainer and Coach (Myanmar/Thailand) with focus on mental health

### Main tasks include:

- Planning, preparation, and implementation of PodcasTraining (f2f/online) with Myanmar media organisation and media makers
- Coaching Myanmar media makers (f2f/online) in podcast planning, production and distribution including follow-up in the production, distribution, documentation and archiving of up to 10 podcast episodes
- Evaluating the Podcasting curriculum with Myanmar media makers and DW Akademie and optimising the curriculum
- Fulfilling all reporting and documentation requirements of the project

### Requirements:

- University degree in journalism, communications, social science or related field
- Advanced work experience in media, communications, social science or related field
- Advanced professional experience in the production of podcasts
- Advanced knowledge and journalistic work experience on topics dealing with mental health
- Outstanding knowledge of the media landscape in Myanmar
- Advanced experience in media training
- Successful participation in the DW Akademie Train-the-Trainer qualification program or equivalent
- Outstanding in English (verbal as well as written)
- Knowledge in Burmese is appreciated

## 2.3 Podcasting Trainer and Coach with focus on climate change

### Main tasks include:

- Planning, preparation, and implementation of PodcasTraining (online) with media organisation and media makers from Africa
- Coaching media makers (online) in podcast planning, production and distribution including follow-up in the production, distribution, documentation and archiving of up to 10 podcast episodes
- Evaluating the Podcasting curriculum with media makers and DW Akademie and optimising the curriculum
- Fulfilling all reporting and documentation requirements of the project

### Requirements:

- University degree in journalism, communications, social science or related field
- Advanced work experience in media, communications, social science or related field
- Advanced professional experience in the production of podcasts
- Advanced knowledge and journalistic work experience on topics dealing with climate change

- Outstanding knowledge and of the media landscape in Africa is appreciated
- Advanced experience in media training
- Successful participation in the DW Akademie Train-the-Trainer qualification program or equivalent
- Outstanding in English (verbal as well as written)
- Knowledge in African local languages are appreciated

## **2.4 Podcasting Trainer and Coach in Namibia**

### **Main tasks include:**

- Planning, preparation, and implementation of PodcasTraining (f2f/online) media organisation and media makers from Southern Africa
- Coaching African media makers (f2f/online) in podcast planning, production and distribution including follow-up in the production, distribution, documentation and archiving of up to 10 podcast episodes
- Evaluating the Podcasting curriculum with African media makers and DW Akademie and optimising the curriculum
- Fulfilling all reporting and documentation requirements of the project

### **Requirements:**

- University degree in journalism, communications, social science or related field
- Advanced work experience in media, communications, social science or related field
- Advanced professional experience in the production of podcasts
- Outstanding knowledge and of the media landscape in Africa
- Advanced experience in media training
- Successful participation in the DW Akademie Train-the-Trainer qualification program or equivalent
- Outstanding in English (verbal as well as written)
- Knowledge in African local languages are appreciated

### **3. Time frame for service provision**

The overall implementation of the project will run from September 1, 2023 till February 28, 2024.

**Referring to 2.** Provision of service will commence 15.08.2023. Peak times for activities can be expected for September to November 2023 as well as January and February 2024.

### **4. Scope of work**

**Referring to 2.** The number of contractual days will be up to 14 days. Exact number of working days will be determined throughout the course of the project.

### **5. Application**

Should you be interested in participating in the selection, please send in your CV, a short letter of intent (highlighting relevant experience) and your rate card for the daily honorarium of preparation, training, coaching, consultancy and assessment days.

Exact dates and overall working days are depending on progress of the project and selected media partners.

**Submission deadline is 4<sup>th</sup> of August 2023.**

Please send your documents via E-Mail to: [marc.seidel@dw.com](mailto:marc.seidel@dw.com). You may also address your questions to this e-mail address.