

Call for tender

Project title: PodcasTraining - Making an audible difference

Quote deadline: 10th September 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 organizations 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 standardized 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 East African, Asia and to a global target group.

Supporting the PodcasTraining community of practice in form of a (monthly) Pod Circle 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 Local Podcasting Trainer and Coach (Ethiopia) with focus on Gender****Main tasks include:**

- Planning, preparation – including managing the application process – and implementation of PodcasTraining with media organization and media makers from Ethiopia.
- Coaching Ethiopian media makers 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 Ethiopian media makers and DW Akademie and optimizing 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 gender.
- Outstanding knowledge of the media landscape in Ethiopia.
- 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 Amharic, Oromo, as well other local languages of Ethiopia are appreciated.

2.2 Regional Podcasting Trainer and Coach (East Africa) with focus on gender

Main tasks include:

- Planning, preparation, and implementation of PodcasTraining with media organization and media makers from Ethiopia.
- Coaching Ethiopian media makers 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 Ethiopian media makers and DW Akademie and optimizing 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 gender.
- Outstanding knowledge of the media landscape in East 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 Amharic, Oromo, as well other local languages of Ethiopia and East African countries is 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 in October 2023. Peak times for activities can be expected for October to December 2023.

4. Scope of work

Referring to 2. The number of contractual days will be up to 20 days for Pos. 2.1 and up to 14 days for Pos. 2.2. 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 10th of September 2023.

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