



# Terms of Reference

## Consultancy for the Training of Investigative Journalism

### Introduction

Initiative Africa (IA) is a Non-Governmental Organization established in 2002 that promotes Quality Education for all in all the regional states of Ethiopia through teachers' professional development, research and outreach. It is actively working with public and private sector; partners with some local and international universities to address issues pertinent to quality education, youth development and gender issues.

IA's key program areas include arts for social development, women and girls empowerment and increasing youth engagement in community development. Currently, IA has started implementing a project titled Gender Equality: Making Change Happen, which focuses on gender mainstreaming and reducing gender-based violence in schools.

IA recently conducted a Broadcast Media Assessment on selected media outlets residing in Addis Abeba and Regional cities to assess the women's role and involvement in the media. During that assessment we were able to discover some of the biggest problems that women's face during their work time by the male peers and superiors and that in most of this organizations the policies stated and implemented to address those issues are not well functioning. As one of the correcting measures to tackle this issues IA planned to organize training for the female journalists and media personnel's aiming to capacitate them on the skills needed to defend their rights as well as others in need. It also aims to train them to acquire the necessary skills needed to cover, discover, assess and analyze materials & stories that will bring a change in the tradition of the journalism that existed in our country.

This TOR is prepared to recruit a consultant that can undertake the tasks specified under the following sections under the specified duration and with the deliverables and program activities being met.

## Objective

The work undertaken with this assignment seeks to create a compact capacitated group of female journalists at the local and national level with all the skills and attitudes required from them to cover and discover stories on violence related cases/stories and be able to report the election impartially & accurately that will enrich the involvement of female journalists as well as female voices in the media.

The major points under this would be;

- Enhance the capacity of selected number of journalists on skills associated with the reporting on violence and related cases/issues who will act as safety focal points in their respective newsrooms/newspapers.
- Enhance awareness of journalists on the ways to utilize investigative reporting/journalism for the advancement of the field
- Fair and balanced media coverage by the journalists before, on & during Elections.
- To involve women media personnel's to ask for and question to reflect their voices.

## Scope of Work

The Consultant is going to implement the following tasks;

- Design, develop and prepare the contents of the training manual to integrate violence reporting and electoral journalism related materials to be used for the investigative journalism training.
- Prepare an interactive/engaging training module with all the major contents included.
- Conduct the training after discussion with IA team on the materials, duration and timing.
- Prepare a follow up report on what stories/cases the trained journalists have discovered or reported on after the training.

## Tasks to be performed

In particular, the selected individual or organization shall undertake the following tasks:

1. Develop a 3-day training module on investigative journalism to be used in violence reporting & other concerning areas and electoral journalism that integrates reporting techniques to be used during election times particularly adapted in Ethiopia context and based on the needs of the journalists. The training manual can include, but not limited to, the following tasks:

- a. What the journalists need for better reporting when they report for cases when there is gender-sensitive issue/violence; addressing their issues on, during and after it occurred.
- b. Are there ethic codes that the journalists should follow in their work? Do the journalists learn the ways of reporting when there are cases of violence, public interests?
- c. Gender-sensitive reporting women's participation and media's role in countering gender stereotypes and promoting women as political decision makers.

- d. How to attain a fair and balanced reporting and journalism during elections.
  - e. Reporting through the electoral cycle and how best to be prepared to cover election campaigns and electoral processes.
2. Prepare and conduct the trainings to journalists from selected media outlets in Ethiopia. The media outlets encompass the mainstream media, broadcast media, print media and online media. This includes:
- a. Development of teaching and training materials in Amharic/English language.
  - b. Co-Identification of training participants with the IA team.
  - c. Conduct a pre- and post-training evaluation to assess the effectiveness of the training.
  - d. Produce a directory with the names and contact details of the participants who are willing to, and have potential to become a key contact for IA for the future life of the program.
3. Provide all the necessary materials for the successful implementation of the activities like printouts of the training materials.
4. Present an evaluation and summary report on the results of the activities completed.

## **Qualifications/Requirements**

- Strong ability and prior experience in conducting trainings on journalism, investigative & election works and media, including print, broadcast and online.
- Familiar with Ethiopia's media landscape, including knowledge on the existing media houses and journalists associations and organizations.
- Strong facilitation skills and ability to lead a plenary
- Work experience on related journalism trainings & programs.

## **Expected deliverables**

The consultant is expected to submit the following deliverables to IA:

1. Training module on Investigative Journalism & Electoral Journalism in Amharic/English
2. Final report on the training for the journalists conducted, including the evaluation of the trainings and directory of key contacts.

## **How to Apply:**

CV, Technical and Financial proposal should be submitted to Initiative Africa Office in person or email to **abenezer.t@initiativeafrica.net** with a subject of the email **“Proposal for Journalism Trainer”** no later than the deadline stated below.

Please note that selection will be based on:

- Adherence to schedule and punctuality
- Creativity and cost

**Deadline for submitting a proposal is on or before 29 February 2020.**