

Media Foundation for West Africa (MFWA)
Terms of Reference – Media Production Houses, Communication
Experts, Community Theatre Groups, Radio Stations, and
Trainers in Media Literacy

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| Project Title | Promote and Protect Democracy by Safeguarding Freedom of Opinion and Expression and Combating Mis/Disinformation in Guiné-Bissau. |
| Project Location | Guiné-Bissau |
| Project Duration | 18 months |
| Project Funder | European Union |

1. Background:

The Media Foundation for West Africa (MFWA) is a regional, independent, non-partisan, non-governmental organisation that works to promote freedom of expression and media development across West Africa. In the last 27 years, the MFWA has worked with both governmental and non-governmental stakeholders and partners at the national, regional and international levels to contribute to improving the media and freedom of expression landscape in West Africa. More details about the MFWA can be found on our website www.mfwa.org.

The MFWA, together with two other consortium partners – Reporters sans Frontières, and Fondation Hironnelle, have been awarded a grant by the European Union for 18 months media sector support project in Guiné-Bissau. The project is titled: *Promote and Protect Democracy by Safeguarding Freedom of Opinion and Expression and Combating Mis/Disinformation in Guiné-Bissau* and has an overall objective of *enhancing media ethics, journalist safety, and media independence by strengthening self-regulatory frameworks; strengthening journalists’ capacities, and by promoting awareness among young people and the public of the opportunities offered by the media and the risks of mis/disinformation.*

In the end, we seek to have the following broad outcomes:

- a. Enhanced responsible and secure media environment through adherence to self-regulatory media ethical standards
- b. Enhanced safety and security of journalists through the development and implementation of model safety policies and strengthened partnerships with international and regional networks
- c. Strengthened capacities of journalists and public interest media organisations from civil society in the fields of media freedom and freedom of expression, mis/disinformation and hate speech.
- d. Improved CSO and public awareness, particularly among young people, about media opportunities and the dangers of mis/disinformation through media and information literacy initiatives and widespread media campaigns

MFWA seeks to engage a range of service providers and consultants to support the implementation of key activities under Outcome 4, which is designed to empower communities, particularly youth and women, with knowledge and skills to combat mis/disinformation and hate speech. The engagement will include media production houses, communication experts, community theatre groups, radio stations, and trainers in media literacy.

2. Purpose of the Assignment

The purpose of the assignments is to empower communities, particularly youth and women, with knowledge and skills to combat mis/disinformation and hate speech. The specific objectives are to:

- Enhance public awareness about mis/disinformation and hate speech through radio programs, short videos, music, flyers, and jingles.
- Equip CSOs, young people, and the general public with media literacy tools to recognize and counter false and harmful narratives.
- Promote community engagement through youth-led drama series and advocacy workshops to foster discussions on misinformation and responsible media consumption.
- Provide training and capacity-building for CSOs and young people, enabling them to serve as media literacy advocates in their communities.
- Leverage multiple communication channels including radio, social media, music, and drama performances to reach diverse audiences effectively.

3. Scope of Work & Methodology

The scope of work includes radio and audio production; multimedia content creation; capacity-building training; community drama and advocacy; and stakeholder engagement forums. Specific details of the activity designs and methodology will be discussed and agreed upon with the project implementation team at the start of the consultancy. The scope of work for the respective services required are as follows:

3.1. Radio and Audio Production Services

- Production and broadcast of 10 educational radio programs to inform the public, particularly youth and women, about mis/disinformation and hate speech.
- Development and airing of 10 radio jingles/spots emphasizing key messages on media literacy and countering harmful narratives.
- Collaboration with media experts to feature interviews, discussions, and listener participation segments.

3.2. Multimedia Content Creation

- Production of 10 short MIL videos in Portuguese, Creole, and one additional dominant local language for digital dissemination.
- Development of flyers with clear, impactful messages and visuals, to be distributed in schools, marketplaces, and CSO events etc.
- Production of a local music track in collaboration with a renowned local artist, incorporating themes around mis/disinformation and hate speech.

3.3. Capacity-Building Training and Facilitation

- Delivery of two one-day training sessions for CSOs to enhance understanding of media literacy, mis/disinformation, and hate speech among 34 participants.
- Facilitation of three capacity-building workshops for young people, equipping them with skills to analyse media content critically and advocate for accurate information.
- Development of training materials and toolkits to support ongoing advocacy efforts by trained CSOs and youth leaders.

3.4. Community Drama and Advocacy

- Production of three youth-led local language community drama series focusing on the dangers of mis/disinformation and hate speech.
- Rolling out five series of youth-led community drama performances in selected regions based on the prevalence of mis/disinformation and hate speech.

3.5. Stakeholder Engagement and Advocacy Forums

- Facilitation of a one-day validation workshop to review and refine key media literacy strategies with journalists, media stakeholders, and government representatives.
- Facilitation of a one-day forum with state actors and security agencies to promote the adoption of journalist safety frameworks and strengthen collaboration between security forces and the media.
- Facilitation of a one-day forum with journalists and media stakeholders to discuss practical implementation of media literacy policies in newsroom operations.
- Facilitation of a forum for editors and state actors to establish clear protocols for crisis reporting and rapid response mechanisms.

4. Deliverables

4.1. Radio and Audio Production Services

- Audio records of 10 educational radio programs produced
- Schedule and records of radio broadcast
- Audio records of 10 radio jingles/spots
- Schedule and records of radio programmes featuring expert interviews, discussions, and listener participation

4.2. Multimedia Content Creation

- 10 short MIL videos produced in Portuguese, translated in Creole, and one additional dominant local language
- Schedule and evidence of dissemination of videos.
- MIL flyers
- Distribution schedule of flyers in schools, marketplaces, and CSO events etc.
- Local music with MIL themes featuring renowned local artist

4.3. Capacity-Building/Training and Facilitation

- Delivery of two one-day training sessions for CSOs to enhance understanding of media literacy, mis/disinformation, and hate speech among 34 participants.
- Facilitation of three capacity-building workshops for young people, equipping them with skills to analyse media content critically and advocate for accurate information.
- Development of training materials and toolkits to support ongoing advocacy efforts by trained CSOs and youth leaders.

4.4. Community Drama and Advocacy

- Three youth-led local language community drama series focusing on the dangers of mis/disinformation and hate speech.
- Schedule and evidence of the performances of five series of youth-led community drama in selected regions

4.5. Stakeholder Engagement and Advocacy Forums

- A comprehensive report documenting the one-day validation workshop
- A detailed journalist safety forum report capturing the outcomes of the one-day forum with state actors and security agencies
- Media literacy policy forum report
- A final report summarizing the forum facilitated for editors and state actors

5. Service Provider/Consultant's Profile

Service providers/Consultants should meet the following respective criteria:

5.1 Media Production and Audio Service Providers

- Proven expertise in radio production and audio editing.
- Ability to craft educational and culturally sensitive content.
- Proficiency in managing production schedules and coordinating with diverse stakeholders.
- Strong proficiency in local languages and audience nuances.

5.2 Multimedia Content Creators

- Expertise in video production, editing, and post-production processes.
- Strong graphic design skills for creating visually appealing flyers.
- Experience in multimedia storytelling that resonates with diverse community audiences.
- Ability to work across multiple languages and cultural contexts
- Strong proficiency in local languages and audience nuances

5.3 Capacity-Building Trainers and Facilitators

- Deep understanding of media literacy, mis/disinformation, and hate speech issues.
- Strong facilitation and public speaking skills.
- Experience in conducting trainings and workshops for diverse groups, especially youth and community-based organizations.
- Ability to design engaging and effective training modules and educational materials

5.4 Community Drama and Advocacy Producers

- Expertise in drama production, script development, and creative storytelling.
- Proven ability to work with youth and local talent to deliver engaging community content.
- Strong organizational and project management skills.
- Familiarity with local cultural dynamics and language requirements.

5.5 Stakeholder Engagement and Advocacy Forum Coordinators

- Excellent event management and stakeholder coordination abilities.
- Strong facilitation skills and experience in organizing multi-stakeholder forums.
- In-depth understanding of media policies, advocacy frameworks, and crisis communication.
- Ability to foster collaboration among diverse groups, including government, media, and community representatives.

6. Timeframe & Duration

The assignment will be conducted over twelve (12) months, with specific deliverables to be completed within shorter timeframes as agreed upon with the MFWA project team. The consultant/service

provider(s) are expected to work closely with MFWA throughout the process. The tentative effective date for signing of contracts and implementation is April 2025.

7. Application Process

Interested qualified consultants should submit:

- Expression of Interest (EOI) outlining relevant expertise and approach.
- Curriculum Vitae (CV) detailing qualifications and experience.
- Technical Proposal, including proposed methodology for conducting the relevant assignment(s).
- Financial Proposal detailing consultancy fees.

Applicants may apply for one or more specific services outlined in this TOR. Applicants should clearly indicate which service(s) they are applying for. All applications should be sent to applications@mfw.org with a copy to daniel@mfw.org on or before **Sunday, March 23, 2025**. However, applications will be reviewed on a rolling basis, and the process may close once a suitable candidate is selected. *Both local and international consultants are eligible to apply.*

8. Budget & Payment Terms

The consultant/service provider(s) should provide in their financial proposal a daily rate or a lump-sum proposal (with a breakdown) for the specific service(s) they are applying for. MFWA will cover operational costs (e.g., travel for stakeholder engagements). Payment arrangements will be finalised with the selected consultant/service provider(s).

9. Terms & Conditions

- The consultant/service provider(s) will work under the supervision of the MFWA project team.
- All intellectual property rights of the reports will belong to MFWA.
- Confidentiality of all data and findings must be maintained.