Media Foundation for West Africa (MFWA)
Terms of Reference –Production of a Public Education Song on Mis/Disinformation and Hate Speech

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 Hirondelle, have been awarded a grant by the European Union for 18months 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.*

The project aims to foster a responsible and secure media environment in Guiné-Bissau by promoting adherence to self-regulatory ethical standards, enhancing journalist safety through model policies and strengthened partnerships, and building the capacity of journalists and civil society organizations in media freedom, freedom of expression, and combating mis/disinformation. Additionally, it seeks to improve public awareness, particularly among young people, about media opportunities and the risks of mis/disinformation through media literacy initiatives and widespread campaigns.

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

As part of the campaign to improve public awareness, particularly among young people, MFWA is commissioning a local musician to compose and produce an engaging music track in Creole. The song will serve as a creative and culturally resonant tool to educate communities about the dangers of mis/disinformation and hate speech and the importance of responsible media consumption.

2. Purpose of the Assignment

The purpose of the assignments is to produce a culturally relevant and engaging music track in Creole that:

- Raises awareness about the dangers of mis/disinformation and hate speech.
- Encourages critical thinking and responsible information sharing, especially among youth.
- Serves as an advocacy and educational tool during community outreach and media campaigns.
- Conveys messages that are **strictly non-partisan** and **apolitical** in alignment with the MFWA's values of neutrality and independence.

3. Scope of Work

The selected musician will be responsible for:

- Composing and producing one original song in Creole with impactful, educational lyrics addressing mis/disinformation, hate speech, and the importance of media literacy.
- Ensuring the song is engaging, culturally resonant, and appealing to youth while maintaining broad public relevance.
- Collaborating with the MFWA project team to align the message with campaign goals and ensure that the content is **non-partisan** and **apolitical**.
- Delivering the final master audio file in broadcast-quality format (MP3 and WAV).

4. Deliverables

- One original, high-quality music track in Creole**,** fully produced and mastered.
- Lyrics sheet with English translation.
- Consent form granting MFWA full rights to use and distribute the track across platforms.
- Brief production notes outlining the creative approach and message alignment.

5. Profile of the Musician

The ideal musician or music group should:

- Be based in Guiné-Bissau or have demonstrated experience producing music for Bissau-Guinean audiences.
- Be fluent in Creole and familiar with the cultural and political context of Guiné-Bissau.
- Have a strong track record of producing socially relevant music that resonates with youth and the wider public.
- Demonstrate creativity, originality, and a commitment to social change through music.
- Be **non-partisan** and **not affiliated** with any **political party** or **agenda.**

6. Timeframe and Duration

The assignment should be completed within **four (4) weeks** of contract signing. The expected contract start date is **August 18, 2025**, with the final product delivered by **September 14, 2025**.

7. Application Process

Interested musicians should submit the following:

- A brief Expression of Interest (EOI) outlining their experience and creative approach, including a financial quotation (either as a lump sum or daily rate with breakdown).
- A brief concept note for the track, outlining the proposed theme, intended message, musical style/genre, and how it will engage youth and the broader public in addressing mis/disinformation and hate speech.
- Two samples of previous socially themed music projects.

Applications should be sent to **applications@mfwa.org** with a copy to **daniel@mfwa.org** by **Sunday, August 3, 2025**. Applications will be reviewed on a rolling basis until a suitable candidate is selected.

8. Budget & Payment Terms

Applicants should quote a total fee, either as a lump sum or daily rate with a clear breakdown of all cost elements. MFWA will cover additional costs related to public dissemination and promotion. Payment terms will be finalized and included in the contract following successful negotiations.

9. Terms & Conditions

- MFWA shall retain full intellectual property rights over the music track and related outputs.
- The musician shall not commercially distribute the track without MFWA's prior written consent.

- The musician shall work under the guidance of the MFWA project team and maintain the confidentiality of any internal project information.
- The music content must be **strictly non-partisan and apolitical**, with no references to specific political figures, parties, or ideologies.