

# ***Media Viability in Myanmar***

## **Terms of Reference**

### **Consultation of Actions to Promote Media Viability in Myanmar**

#### **1. Introduction**

DW Akademie is Germany's leading organization for international media development. As an integral part of Germany's international public broadcaster Deutsche Welle, it supports the development of free and transparent media systems by strengthening journalistic quality and media competency. It provides aid for the reconstruction of the media in post-conflict regions and contributes internationally to the training of media professionals. The goal of media development is to strengthen independent and free media, particularly in developing and transition countries, as well as emerging economies.

In the area of media development and journalism training, DW Akademie has been active in Myanmar for many years. Its projects have been mainly funded by the German Federal Ministry for Economic Cooperation and Development (BMZ), as well as the Federal Foreign Office of Germany (AA).

#### **2. Program goal and expected result**

As part of its BMZ-funded project 2018-2020, DW Akademie is currently implementing a project line focused on media viability titled: ***“Improving viability of media actors, advocacy groups and change agents in Myanmar”***. The project line aims to help improve the long-term sustainability of media partners.

#### **3. Objectives and content of the consultation**

DW Akademie is commissioning an **external consultation** to gather relevant data which will be used to measure the impact of this project line and to support the implementing organizations in the actions to improve media viability in the Myanmar's media sector. The task of carrying out the consultation will be awarded to a special assessment consultant with long-standing experience in the region and related projects. The consultation will focus on the specific objectives:

- Developing sustainability plans together with the partner organizations.
- Participatory workshops with partner organizations to consolidate learning processes.
- Mentoring and supporting the implementation of sustainability plans.
- Consultation of three local community radios including the planning and implementation of target group-relevant needs assessments.
- Risk and challenge analyses / SWOT analyses.
- Producing an Evaluation Report based on the project's goals and outcomes. After the goals and outcomes have been finalized, the consultant and DW Akademie will work together to establish the focus of each Evaluation Report. Report(s) could focus on:
  1. Project activities,
  2. Project goals as stated in the Endlines of the indicators.

#### **4. Contents of Reports, Sustainability Plans & Workshops**

The consultant and DWA will work together to design the content of each needs assessment, evaluation report, sustainability plan, training setup, mentorship design, and other templates needed during the course of this project. Reports are 2-3 page updates by the consultant to inform DWA of the activities and outcome.

The consultation activities are expected to be started **December 1, 2019**. The final report must be completed by **December 2020**.

#### **5. Application and quotation deadline**

The quotation should be submitted via email to DW Akademie's country manager Eva Mehl in Yangon, Myanmar, at: [eva.mehl@dw.com](mailto:eva.mehl@dw.com) by **November 21, 2019**.

The proposal should state:

- Number of working days (incl. trainer/consultant days and preparation days)
- Short CV with individual experience and experience of the consultant/institute in executing similar assignments.