

Call for tender

Project title: PodcasTraining - making an audible difference,
DAF22-GK100 & A-BZUA02-06-02-03 & A-BZUA02-06-02-05

Quote deadline: 16.09.2022

As the global Coronavirus pandemic and more recently the war in 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, 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. Podcasts are a great medium to address these increased needs for information, especially as they're growing in popularity in many different parts of the world, also amongst young audiences who increasingly seek individualised content to consume whenever/wherever it suits them.

1. Project Objectives

The goal of the Crisis Podcast Initiative of DW Akademie, Germany's leading organisation for international media development, is to support media organisations and media creators to strengthen their skills and knowledge in podcasting and support these to develop, produce and distribute crisis podcasts.

The overall project outputs are:

1. Expanding DW Akademie's standardised crisis 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
2. Scaling up the implementation of the PodcasTraining and coaching (including podcast seed funding) to Ukraine
3. Supporting the PodcasTraining community of practice in form of a PodcastCircle and the publication of a PodcasTraining Newsletter
4. 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:

Podcasting Co-Trainers for Ukrainian journalists and media houses

Main tasks include:

- Providing feedback on the MethodKit for Podcasts Ukrainian
- Researching the local podcast environment (successful podcasts and podcasters, podcast use and platforms, local podcasting trainings and awards, potential partners, etc)
- Co-Selecting Ukrainian media makers from a pool of applicants for the participation of the PodcasTraining
- Planning, preparation and implementation of PodcasTraining with Ukrainian media organisation and media makers
- Coaching Ukrainian media makers in podcast planning, production and distribution including follow-up in the production, distribution, documentation and archiving of up to 5 podcast episodes
- Evaluating the Crisis Podcasting Curriculum with Ukrainian media makers and DW Akademie and optimising the Curriculum
- Fulfilling all reporting and documentation requirements of the project

3. 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
- Outstanding knowledge of the media landscape in Ukraine
- Experience in media training
- Perfect in Ukrainian (verbal as well as written)
- English and/or German is highly appreciated
- International reachable bank account

4. Time frame for service provision

Provision of service will run from 30.09.2022 until 15.03.2023 Peak times for activities can be expected in November and December 2022.

5. Scope of work

The amount of contractual days will be up to 25 days of training and coaching. The exact amount of working days will be determined throughout the course of the project.

6. 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 16.09.2022

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