

## Call for tender

Project title: PodcasTraining - making an audible difference,  
DAF22-GK100

Quote deadline: 4<sup>th</sup> of October 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 Ethiopia
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 Ethiopian journalists and media houses**

#### **Main tasks include:**

- Planning, preparation and implementation of PodcastTraining with Ethiopian media organization and media makers
- Coaching Ethiopian media makers in podcast planning, production and distribution including follow-up in the production, distribution, documentation and archiving of up to 10 podcast episodes
- 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 Ethiopia
- Experience in media training
- Perfect in English (verbal as well as written)
- Knowledge in Amharic, Oromo, Tigrinya, Somali or Afar is appreciated
- International reachable bank account

#### **4. Time frame for service provision**

Provision of service is planned to be run from 15.10.2022 until 15.03.2023. Peak times for activities can be expected in November 2022 till January 2023.

#### **5. Scope of work**

The number of contractual days will be up to 15 days of training and coaching. The exact number 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 the 4<sup>th</sup> of October 2022.

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