

## Call for tender

Project title: PodcasTraining - making an audible difference

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 DAF22-GK100 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 Trainers and Coaches Ethiopia**

#### **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
- Advanced experience in media training

- Successful participation in the DW Akademie Train-the-Trainer qualification program or equivalent
- Fluent in English (verbal as well as written)
- Knowledge in Amharic, Oromo, Tigrinya, Somali or Afar is appreciated

**Main tasks include:**

- Planning, preparation and implementation of PodcastTraining with Ethiopian media organisation 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
- Evaluating the Crisis Podcasting Curriculum with Ethiopian media makers and DW Akademie and optimising the Curriculum

**3. Time frame for service provision**

The overall implementation of the project runs from July 1, 2022 till March 15, 2023. Provision of service has been planned run most probably from 15.10.2022 until 15.03.2023.

Peak times for activities can be expected from October 2022 to February 2023.

**4. Scope of work**

The number of contractual days will be up to 12 days of training plus up to 3 days of preparation. Exact number of working days will be determined throughout the course of the project.

**5. 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 4<sup>th</sup> of October 2022

Please send your documents via E-Mail to: [marc.seidel@dw.com](mailto:marc.seidel@dw.com)