

15 OCTOBER 2026

Terms of Reference

CONSULTANCY FOR THE DEVELOPMENT OF CRITERIA AND RECOMMENDATIONS FOR CONSTRUCTIVE DIALOGUE TO STRENGTHEN LOCAL JOURNALISM IN GUATEMALA

Free media, free expression, free people. The DW Akademie, the media training and development division of Deutsche Welle, strengthens the human right to freedom of opinion. Together with our partners, we are leaders in strengthening free media, promoting access to information, and setting standards for the training of independent journalism.

The project “**From Silence to Dialogue**” in Mexico and Central America fosters dialogue-oriented journalism as an effective response to disinformation, marginalization, and social polarization while promoting active citizen participation in public discourse. The project strengthens local and community media as key actors in creating spaces where diverse voices can engage in meaningful dialogue and contribute to democratic resilience.

As part of this regional strategy DW Akademie seeks a consultant or organization to design and implement dialogue formats with audiences in Guatemala City, analyze the results, and develop a criteria catalogue with practical recommendations for fostering constructive and effective dialogue between media and their audiences.

1 Objective of the Consultancy

The consultancy aims to develop a **criteria catalogue and practical recommendations for constructive and effective dialogue processes that strengthen local journalism**, based on participatory dialogue activities conducted with communities and audiences in Guatemala City.

The consultancy shall provide evidence-based output for audience engagement, dialogue-oriented journalism, and community-centered media practices.

2 Main tasks and responsibilities

Work Package 1: Design and Implementation of Dialogue Formats

Design and facilitate at least two dialogue formats focused on:

- a. Community dialogue sessions** in marginalized neighborhoods of Guatemala City to explore perceptions, expectations, and experiences regarding local media and information needs.
- b. Audience dialogue sessions** focused on information needs, interests, and expectations towards media coverage during electoral periods.

The consultant shall perform the following services:

- Development of a methodological framework for the dialogue formats.
- Identification and recruitment of participants.
- Preparation of facilitation materials and discussion guides.
- Organization and moderation of dialogue sessions.
- Documentation and systematization of findings.

Deliverables

- Methodological concept for the implementation of the dialogue formats.
- Systematized documentation of results.
- Participant lists.
- Photo and video documentation of all dialogue activities.

Work Package 2: Qualitative Analysis and Development of Criteria Catalogue

Conduct a qualitative analysis of the findings generated through the dialogue formats and develop a practical criteria catalogue for constructive and effective dialogue-oriented journalism.

The consultant shall perform the following services:

- Development of a qualitative analysis framework.
- Analysis of audience needs, perceptions, and expectations.
- Identification of good practices, enabling factors, and challenges.
- Development of recommendations on dialogue formats, facilitation approaches, and stakeholder involvement.
- Formulation of criteria that support meaningful engagement between media and communities.

Deliverables

- Methodology for the qualitative analysis.
- Criteria catalogue with actionable recommendations for dialogue-oriented journalism and stakeholder engagement.

Work Package 3: Media Production

Produce creative media formats that make visible the reflections, experiences, and results emerging from the dialogue formats, with a special focus on audiences living in marginalized neighborhoods of Guatemala City.

The media productions should answer to the needs and preferences of the audience and contribute to community reflection, public engagement, and visibility of the dialogue process.

The consultant shall perform the following services:

- Content concept and production plan based on the findings, including the identification of relevant stories, key messages and formats and distribution channels.
- Publish and distribute creative media content involving local communities, ensuring that the productions amplify community voices, encourage audience engagement and reflection.

Deliverables

- Content concept and production plan.
- At least two innovative media productions based on the dialogue outcomes.

3 Desired profile

- Proven experience in participatory research, community engagement, dialogue facilitation, or audience-centered journalism.
- Demonstrated expertise in qualitative research methodologies and analysis.
- Experience working with local media, community media, civil society organizations, and marginalized communities.
- Strong understanding of media ecosystems, audience engagement, and democratic participation.
- Excellent written and spoken Spanish.
- Experience in Guatemala and knowledge of the Guatemalan socio-political and media context is highly desirable.
- Experience in developing practical recommendations and journalistic guidelines for newsrooms or publications is considered an asset.
- Audio-visual production capacities or access to qualified production partners.

4 Conditions

The consultancy will be implemented in close coordination with DW Akademie's Latin America team and the project team of *From Silence to Dialogue*.

The consultant is responsible for planning, implementing, and documenting all activities, while ensuring ethical, inclusive, and participatory approaches throughout the process. All deliverables must be submitted in Spanish.

DW Akademie supports diversity, inclusion, and equal opportunities. Applications from individuals and organizations representing diverse backgrounds are particularly encouraged.

5 Expected Results

The consultancy will shall provide the following outputs:

1. A tested methodology for dialogue-oriented audience engagement.
2. Evidence-based insights into audience information needs and expectations.
3. A practical criteria catalogue with recommendations for constructive dialogue between media and communities.
4. Innovative media content that amplifies community voices and contributes to public dialogue.
5. Recommendations that can inform future dialogue-oriented journalism initiatives within Guatemala and beyond.

The assignment is expected to be implemented over the period of six weeks and shall finalize by 20 December. The detailed timeline will be agreed with DW Akademie team.

The technical and financial proposal shall indicate the total cost in EUR for the completion of all deliverables.

Please send your full proposal to: patricia.noboa-armendariz@dw.com and edgar.zamora-orpinel@dw.com before 21 October.