



CALL FOR PROPOSAL

Towards Improved Gender and Youth Representation in the Media

Within the framework of UNESCO's action to strengthen free, independent and pluralistic media, UNESCO is implementing the Multi Donor Programme on Freedom of Expression and safety of journalists (outcome 2 Community Media and Information Literacy), that seeks to promote freedom expression, media pluralism and diversity, through supportive policies for community media as well as Media and Information Literacy (MIL). UNESCO seeks a national partner to support implementation of activities that will contribute towards strengthening capacities of media decision-makers, practitioners and civil-society groups to support SDG 5 through improved gender and youth representation and portrayals in the media.

Terms of References

Under the authority of the UNESCO Juba Head of Office and direct supervision of the Communication and Information Specialist, the contractor shall:

1. Conduct a 2-day orientation capacity building workshop for thirty (30) regulators, legislators, media associations, journalists, media managers and academia on gender mainstreaming and promotion of gender equality in and through media (Lakes states)
2. Provide technical support and 2-day in-house training for 7 community radio stations with editing, production and airing of programmes focused on gender equality and tackling violence against women, gender responsive reporting, and gender equality in the media, applying UNESCO's Reporting on Violence against Women and Girls. The workshop will aim at increasing and improving women portrayal in and through media (Eastern Equatorial State, and Jonglei State, Lakes States, and Western Bahr el Ghazal State).

To facilitate the above activities, the contractor shall:

- a) Identify a media expert/ trainer to support the proposed capacity building workshops on gender and tackling violence against women, gender responsive reporting, and gender equality in the media.
- b) Engage, coordinate, and mobilize participants in targeted locations to participate in the capacity building workshops. Each in-house training shall target at least 10 journalists per location.

- c) Ensure that trainers and participants are informed, mobilised and invited in advance and follow-up to confirm full participation of all participants.
- d) Liaise with UNESCO and the media consultant to prepare the training programme and content for the respective trainings.
- e) Carry out all other logistics including sourcing and making the necessary bookings for the training venue, meals, accommodation, organising field missions, tickets for participants from the field, stationery and printing of all the materials in line with the training schedule.
- f) Carry out visibility of the activity ensuring that UNESCO and other partner logos are included in all visibility materials.
- g) The contractor shall ensure high resolution photos of the trainings are taken as well submit a professionally prepared narrative reports with recommendations, press article and financial report.

Expected Outcomes

It is expected that, as a result of the activities:

1. Media’s capacities and knowledge strengthened on tackling gender issues and improved gender portrayal.
2. At least 7 community radio stations empowered to produce and edit programmes on gender equality. Support to the community radio stations will result into increased airing of gender programmes at the community levels.
3. 7 to 10 regulatory and legislative bodies and other relevant authorities (including 25 stakeholders) will be reached during the workshops and their knowledge on gender issues strengthened.

How to Submit

- i) Submit to UNESCO a detailed proposal (2-3 pages), detailed budget and workplan **by 13 October 2022, 4:00PM (CAT).**

Submit your proposal and budget to implement stated activities. **via.**
Proposals.Juba-CI@unesco.org

UNESCO accords priority to gender equality in all fields of competence. Therefore, the contractor shall ensure equal opportunities are given to the participating women and men during the training.

