



Promoting Free, Responsible and Accountable Media

TERMS OF REFERENCE

Strengthening an Ethical Media and Journalism Coverage of COVID-19

1. Background

Since the outbreak of the COVID 19 as a global pandemic, the role of media and journalism in public service has been of much demand than ever. This role is mainly centered at informing the public objectively and truthfully about the pandemic so as to avoid misinformation leading to “infodemic.” The Rwanda Media Commission in partnership with public institutions such as RBC, RGB as well as UN based organizations such UNESCO, UNDP, have played a major role in empowering the role of media and journalists to effectively contribute in responding to the pandemic.

To empower the media and journalists further, UNESCO and World Health Organization have launched modules on “*Massive Open Online Course (MOOC)*” under the title “*Journalism in a pandemic: Covering COVID-19 now and in the future*” which RMC in partnership with IPDC – UNESCO are contextualizing, translating into kinyarwanda and delivered to media practitioners by way of a virtual workshop. The participants will however include other stakeholders in the media, academia, technology startups, CSOs, etc to curate creative content and methodologies for efficient delivery of the modules in Rwanda.

Similarly, the COVID 19 pandemic has had an impact on media and journalists practice but we don’t have an assessment to that fact. Therefore, this project will also assess the impact of COVID 19 on the practice of media and journalism in particular for any possible recommendations and actions.

It is against this background that Rwanda Media Commission (RMC) is pleased to undertake the following activities through the services of a competent local firm.

2. Activities:

- 1) Conduct a nationwide assessment on the impact of Covid-19 pandemic on Media and Journalism practice in Rwanda;

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- 2) Prepare training materials by contextualizing and translating in Kinyarwanda the MOOC modules launched by UNESCO/WHO on “*Journalism in a pandemic: Covering COVID-19 now and in the future*” for their effective use by trainees;
- 3) Provide a reliable online/virtual training platform that can be used to deliver the training materials for use by 60 participants attending the virtual training workshop on ethical, responsible reporting and publishing of news about Covid-19 pandemic in Rwanda, including its capacity to manage breakaway session for participants discussions. Gender considerations in both identifying participants and engaging at least 2 trainers/experts by the competent firm will be taken into consideration;
- 4) In line with the above deliverables, visibility materials such as digital banners, briefs and flyers for the planned virtual training workshop and other related brandings will also be prepared as well a report capturing all the implemented activities mainly the 3 days virtual training sessions;
- 5) Organize a three-day virtual training workshop for 60 participants from TV, radio, newspaper and digital media on media ethics, responsible reporting and publishing of news about COVID-19 pandemic in Rwanda.

Skills and qualifications required

- The trainers/experts provided by the firm should have proven experience in media field and more specifically COVID 19 and media related knowledge;
- Proven skills in managing and coordinating virtual training sessions preferably for media practitioners;
- Demonstrated technical capacity of producing the required deliverables, including report for trainings hosted and conducted virtually (webinars);
- Excellent ability to meet deadlines.

3. Submission of requirements

A competent firm should submit the following documents:

- Expression of interest with a technical proposal and financial proposal. The technical proposal should among others show the methodology on the approach and implementation of the assignment. The Financial proposal should indicate breakdown of expenses (unit price together with any other expenses) related to the assignment;

- The CVs of experts/ trainers which should consider gender equality;
- Completion certificates or work references, contact details (telephone and e-mail addresses) of referees (firms for whom you have produced similar assignments).

4. Application process and Deadline

- RMC invites interested firms to submit their proposals not later than 30th April, 2021, at 03:00 PM at RMC office located at Remera near Amahoro Stadium/Kigali Arena.
- Other inquiries regarding a tender may be addressed to our toll free number 3536.
- Done at Kigali on 27th April, 2021.

Emmanuel MUGISHA
Executive Secretary

