

Centre for Media and Information Literacy

Terms of Reference

for a Broadcast Media Consultant

to develop production and outreach guidelines for a social media-based video magazine program

The Centre for Media and Information Literacy

The Centre for Media and Information Literacy (CMIL) is a non-profit organization committed to promoting Critical Information Consumption and Digital Media and Information Literacy amongst people of all ages. CMIL endeavours to empower citizens to creatively deal with all forms of information falsehoods and verify narratives to make informed and unbiased decisions in exercising their democratic rights.

Background

CMIL is looking for a broadcasting consultant with extensive experience in digital **marketing** and social media dissemination to develop production and outreach guidelines for the CMIL staff production team to follow when producing “Reform Watch” (RW). RW is a magazine-style social media program consisting of video and written content regarding social issues affecting disadvantaged persons. The broadcasting consultant will be expected to liaise with CMIL staff, study the proposed program goal, design, and out-reach mechanism of RW and design an extensive guideline to support the visual production, digital dissemination, social media outreach, audience engagement, overall effectiveness and other relevant aspects of RW.

Reform Watch

RW will advocate for the rights of marginalized communities by highlighting their voices and promoting their participation in the Sri Lankan Constitutional reform process. The rights of women, LGBTQIA+ persons, youth and others who have been economically, socially & politically marginalized including the differently-abled and religious minorities will be highlighted through the program.

CMIL will mentor 15 young, tech-savvy mobile journalists from all parts of Sri Lanka who will contribute towards the creation of 20 magazine programs (lasting around 15 minutes each) including various multimedia elements such as documentaries, investigative reports, discussions, media, and information literacy segments etc. All RW content will be unbiased, and evidence-based. RW will also publish articles and other written content alongside its videos, all of which will be disseminated online and via mainstream media.

Scope of RW

Reform Watch will focus on three specific areas - constitutional reform, inclusive governance and addressing information falsehood. The broader goal of RW is to create a platform for marginalised and excluded persons to actively participate in

- (i) The process of constitutional reform (by highlighting their voices)
- (ii) Advocating for inclusive and accountable governance
- (iii) Combating the increasing trend of disinformation.

CMIL anticipates that 20 RW video episodes (lasting an average of 15 minutes each) will be produced by the end of the program.

Proposed Program Design

Based on the scope of the program, CMIL intends to include at least three specific pillars in each RW episode. Each episode will contain all 3 pillars.

Pillar One

Under this pillar, the program will promote fundamental rights of marginalized communities; create discussion around discriminatory provisions; discuss key reform issues such as electoral reforms, language, inclusive economic development, the rights and aspirations of the differently-abled and religious & sexual minorities etc.

Pillar Two

Pillar two is designed to advocate for more open, transparent, and accountable governance. Pillar two will include investigative stories, live discussion/debates, evidence-based conversations and media monitoring etc.

Potential issues include the lack of responsive and accessible governance, discrimination in public and private spheres (especially based on gender) and the lack of awareness regarding anti-corruption laws.

Pillar Three

Pillar three will focus on promoting critical thinking among the general public to create responsible citizens who can successfully identify and counter all forms of disinformation and media manipulation. CMIL will also produce short videos explaining how the “media” produces biased, manipulative, fabricated, misleading or outright false content, thus weakening the ability of the citizens to make rational and democratic decisions.

Dissemination plan

RW will be designed exclusively for social media and webcasting sites. CMIL will establish partnerships with well-established outlets of this nature so that RW content is shared by them either partially or in full. Similarly, CMIL will work with journalists from mainstream media to ensure that RW content is highlighted in print and online articles as well.

Job description

The consultant must analyse CMIL’s proposed program design and dissemination plan and develop an extensive production guideline which includes the following;

1. A list of Dos and Don'ts
2. Recommendations to enhance the visual interactivity and appeal of the video episodes. This must be supported with examples from similar programs.
3. Input to reshape the proposed program design to ensure that they are social media friendly
4. Guidelines for repurposing extracts from the 15 RW episodes for targeted social media campaigns on each platform
5. Evaluating the feasibility of CMIL’s dissemination plan, bearing in mind the fact that the RW episodes will be disseminated exclusively through social media and web-media platforms
6. A guideline for CMIL staff to use free and low-cost templates, transitions, data animation tools and visualization tools etc. for RW
7. A guideline for audience engagement to ensure that all of the content gains the maximum possible reach
8. A guideline to customise each episode to target specific audiences

Deliverable

A comprehensive production guideline highlighting points 1-8 in the job description. The guideline must be in English.

Who can apply

Broadcasting experts with at least 5 years of proven experience in digital media and social media dissemination are encouraged to apply. The consultant will be expected to be flexible in accommodating the reviews of CMIL staff as well as its external reviewers.

Selection Criteria

All proposals received by the deadline will be evaluated by the CMIL technical evaluation committee using the following criteria.

Criteria	Marks
a. Uniqueness of the overall approach and proposed strategy for RW	30
b. Strength of strategy proposed for social media outreach/ dissemination	20
c. Review of proposed program design	20
d. Previous experience	20
e. Budget	10
Total Score	100

Clarification Conference

Shortlisted candidates may be required to attend a virtual clarification conference to further explain the points included in their proposal.

Deadline

October 6, 2021

How to apply

Candidates must apply by submitting the following documents.

1. A technical proposal (not more than 3 pages) highlighting their
 - (i) Approach and strategy for RW
 - (ii) Strategy for social media dissemination for RW
 - (ii) Review of program design and dissemination plan
 - (iii) Previous experience and value addition
2. Budget
3. Short CV (Maximum 2 pages)

Submit all of the documents specified above (1, 2 and 3) to rw@cmil.lk. Please mention “Broadcast Consultant” in the subject line.

