

Centre for Media and Information Literacy

Call for Trainers mobile journalists for inclusive governance

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 trainers to teach tech-savvy mobile journalists and the CMIL program team the skills required to **successfully spread online awareness** on social issues through the social media-based video magazine program (Reform Watch - 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 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.

Proposed Program Design

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 work with journalists from mainstream media to ensure that RW content is highlighted in print and online articles as well.

Expectations

Selected trainers will be expected to

1. Conduct a two-day training session for the 15 selected RW journalists and the CMIL team
2. Create a session plan for the two-day training along with a lesson plan to be shared with participants
3. Attend meetings with RW staff to plan the session
4. Be willing to host an in-person training session depending on the COVID-19 pandemic
5. Be able to adapt to any changes in the training plan which must be made due to the COVID-19 pandemic

Who can apply

Professional mobile journalism trainers with at least 3 years of experience are encouraged to apply. Applicants must be proficient in at least one local language (Sinhala or Tamil).

Selection Criteria

Applicants will be evaluated based on the following

Criteria	Marks
a. Professional experience (a minimum of 2 years in mobile journalism)	50
b. Strength of portfolio/ sample work	30
c. General passion and relevance	20
Total Score	100

How to apply

Please submit a CV and the range of your expected daily rate. Applications must be emailed to rw@cml.lk with “Reform Watch Trainer” in the subject line.

Deadline

October 6, 2021

Only shortlisted candidates will be contacted.

