

Terms of Reference

Audience Research and Engagement mechanisms for small-medium media houses in East Africa

Service:	Media Viability Support for Small and Medium-sized Media Houses (SMMH)– Development and Implementation of Viability Enhancing Solutions for the Media Sector. Focus: Audience Research for Diverse Engagement
Project title:	Media Futures East Africa Project
Location:	Kenya, Tanzania, Uganda
Implementation:	01.08.2021 – latest 28.02.2022 (7 months)
Languages required:	English /Kiswahili
Application deadline:	30.06.2021 (Wednesday, 23:59EAT)

I. Scope of engagement

Have you or media houses you work with experienced challenges in accessing reliable audience data to align your programming to? Are you passionate about making the East African media landscape more viable, producing quality information in a sustainable way – for the benefit of an informed public? Then read on – we would love to hear your ideas!

We are seeking contributions to the Project Goals of the Media Futures EA Project with a special focus on strengthening the viability of small and medium-sized media houses (SMMH) in rural areas, through community-based solution finding.

To this end we are looking for your support in **developing a unique solution/mechanism to help SMMH in Kenya, Uganda and Tanzania gain access to affordable and relevant high quality audience research data as a mechanism to improve their audience engagement and viability.**

The proposed solution/mechanism shall target and be developed by – or in close collaboration with – small and medium-sized media houses (SMMH) and aim to benefit multiple SMMH across the region. It should also:

- Take into account existing solutions and initiatives across the region
- Create an effective infrastructure to help a wide variety of independent media to analyze and better understand their audience's needs as a basis for optimizing their content strategies
- Be based on media houses' most urgent needs, with a concrete understanding of their lived experiences
- Directly benefit SMMH in their ability to gain effective audience insights
- Be feasible for SMMH to implement with limited resources. It can thus take any form that can be used at low or no cost in the future (for example methodologies, toolkits, mobile applications etc.)
- Be self-sustainable beyond the completion of the Media Futures EA project.

The development and implementation shall take place **between August 2021 and latest February 2022 in Kenya, Tanzania and Uganda.**

II. Requirements

For this intervention we are looking for **individual or consortia applications** from the above-mentioned EA countries. Individuals, media organisations or media houses themselves are eligible to apply. Regional consortia are welcomed, though applications for individual countries are possible. The following criteria apply:

- An innovative, actionable and sustainable idea of how to improve audience research and engagement for small-medium media houses in East Africa
- Sound knowledge of the regional media landscape of the country/countries for which you are applying for implementation
- Extensive experience in the field of media and journalism
- Experience in engaging closely with the needs of SMMH in the region/country
- Relevant experience in the field of media viability (sustainability) preferred
- Relevant experience in the field of audience research preferred
- Experience in developing innovative solutions preferred
- Proven experience of working in consortia of individuals / organisations preferred
- Proven knowledge of English and Kiswahili, additional regional language preferred

III. Deliverables

The following services / deliverables shall be provided (indicative but not limited to the following):

- A comprehensive solution concept based on SMMH actual needs and feedback
- A prototype of the proposed solution/mechanism followed by a refined product (solution/mechanism) based on prototype feedback
- Summary report on feedback and testing results of the prototype
- Final report outlining which SMMH the solution may be applicable to and scenario mapping of how the solution may be further developed to increase sustainability.

After completion, applicants are encouraged to maintain ownership of the solution to enable continued development thereof.

IV. How to apply

Applications shall be made in writing **by June 30th, 2021** and provide the following:

- **Eligibility:** short video (max 2min) or cover letter (max 1 page)
 - Kindly briefly outline your eligibility as per above criteria and previous related work. Joint applications should include a short profile description of each party
 - Clearly indicate whether you are applying as an individual or in a consortium and which countries you are aiming to implement in
- **Vision:** brief description outlining the expected outcome of your solution and benefit to the target group (solution proposal)
- **Activity plan:** outlining the steps taken for effective development, SMMH inclusion, and implementation

- **Timeline:** broad estimated timeline for the proposed activities
- **List of collaborators:** including all those you are seeking to collaborate with and/or approach for the development and implementation of your idea
 - In the case of consortia applications, kindly outline clearly who would be the lead applicant (financial responsibility) and which additional parties are involved
- **Budget:** financial proposal in local currency and in Euro (incl. VAT), split in to personnel and material costs. Please note that costs incurred or committed prior to a signed agreement are not eligible for refund.
- **Support requirements:** do you require additional support for the effective implementation of your idea, beyond the financial contribution? This could include, but is not limited to business development support, contact/lead generation, content contributions. If applicable, please include in your proposal.

DW Akademie will assess all applications and shortlist applicants for an interview. The decision will be made following the interview and review process by an independent jury including staff of the Media Futures EA project, media experts and SMMH representatives from EA.

Proposals (incl. budget) should be submitted in electronic form only to dw-akademie.media-futures@dw.com with Julia Wegner (Julia.Wegner@dw.com) and Roxana Craciun (Roxana.Craciun@dw.com) in CC. The deadline for all proposals is June 30th, 2021.

If possible, please merge all required documents into one PDF.

V. About us:

The Media Futures EA Project 2019-2022

DW Akademie and AKU-GSMC, Media Innovation Centre are collaborating within the Media Futures East Africa Project to support informed communities through viable media in East Africa. To this end and through partnerships we conduct research and training, and carry out acceleration and outreach, for media and other stakeholders. The Media Futures East Africa Project supports media that is free, independent, innovative, evidence-based and committed to society. Overall, the project aims to:

- 1) Bolster the viability of media outlets and
- 2) Galvanize media innovation in East Africa, with a focus not just on creative content but on new and sustainable business models for the future.

For more information on the project, please visit our [website here](#).

Introducing DW Akademie

DW Akademie is Deutsche Welle's centre for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and independent decisions based on reliable facts and constructive dialogue.

DW Akademie enables people throughout the world to make decisions based on independent information, reliable facts and constructive dialogue. We stand for free media, free expression and free societies worldwide. For more information visit our [homepage](#).

Introducing the partnership with the AKU Media Innovation Centre at the GSMC

The Graduate School of Media and Communications of the Aga Khan University (AKU-GSMC), hosting the Media Innovation Centre in Nairobi, aims to foster a diverse, independent, innovative, ethical, and economically thriving media and communications sector in East Africa that contributes to the creation of successful and sustainable societies in an era of technological and social change.

Through ongoing partnerships with the media industry and prestigious overseas institutions, the AKU enlists international and local expertise to help establish its programs and services. Accordingly, AKU-GSMC and the Media Innovation Centre are dedicated to advancing excellence in media performance, strengthening ethical practice, enhancing leadership, and promoting innovation and entrepreneurship across the media and communications sectors.