

TOR FOR MEDIA VIABILITY CASE STUDY WRITING

Background

TMF is a non-governmental organisation (NGO) registered under the 2002 NGO Act in July 2019. It was previously registered under the 2002 Companies Act as a company limited by guarantee. TMF emerged as a result of the Tanzania Media Fund Project, which ran from 2008 to 2015. It formally began operations in October 2015 and is committed to promoting a vibrant, independent, responsible and diversified media sector in Tanzania through innovation, creativity, research and learning.

TMF works towards results in four outcome areas:

- The production of high quality public interest journalism that promotes accountability.
- Citizens using the media to engage with each other and with duty bearers regarding their priorities, perspectives and interests and influencing development.
- Media sector actors learning, innovating and creating solutions to sector viability challenges.
- A sustainable, innovative and effective TMF.

Towards realising these outcomes, TMF works with various partners on short and long-term projects that are aligned with our Media Viability Project objectives. One of TMF's ongoing projects is in collaboration with DW Akademie and will run until December 2021.

Objectives of the assignment

Earlier this year, TMF engaged consultants to offer their consultancy services to 11 media houses to enhance media viability in Tanzania. The consultants conducted needs assessment and documented media houses' realities in form of case study narratives. TMF would like to engage a writer to work on the case studies and produce publishable case studies.

Scope of work of the assignment

The scope of work for this assignment involves the following:

- **Review the case studies written by consultants:** The expert will review the case studies based on the observations of the consultants regarding the state of media viability in the assessed media houses.
- **Rewrite the case studies:** The expert shall rewrite the case studies. The expert will contact the respective media house where s/he feels important information is missing and it can only be provided by the primary source of such information.

The above is only meant to reflect how TMF envisions the assignment and does not constitute a comprehensive or fixed list of activities the expert will be expected to do.

It is expected that the expert will present a proposal outlining his/her interpretation of the assignment particularly with respect to the timeframe and TMF's overall goal. The final scope of work will be determined jointly.

Expected deliverables (to be finalised on engagement)

- Eleven (11) written case studies from the consultants' reports.

Timeframe for the assignment

The assignment shall commence on 13 December 2021 and end on 20 December 2021.

Qualifications.

The minimum qualification for this position is a bachelors' degree in Mass Communications, Journalism or related field.

Minimum competence and experience

- Demonstrable experience in writing case studies.

Engagement and assessment criteria

Engagement will be based on, among other factors, the interpretation of the assignment and ability to help TMF realise its overall objective in a cost-effective and timely manner. Applicants will be specifically assessed using the following scoring system out of 100 points:

Experience: 35 points

Approach and methodology: 30 points

Qualifications: 35 points

Cost effectiveness will also be considered.

How to apply

Interested consultants must submit their expressions of interests and CVs to info@tmf.or.tz with the subject 'MV Media Case Study Writer' and addressed to: The Acting Executive Director, Tanzania Media Foundation, P.O. Box 38634, Dar es Salaam.

Deadline: Expression of interest must reach TMF on or before the end of day on 12th December 2021.