



**TERMS OF REFERENCE (TOR) FOR A CONSULTANT TO DEVELOP A  
MEDIA GUIDE ON GENDER AND DISABILITY REPRESENTATION**

**UNICEF Ethiopia in collaboration with PMC-E**

**Addis Ababa, Ethiopia**

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# Terms of Reference (TOR) for a consultant to develop a Media Guide on Gender and Disability Representation

## 1. Introduction

The representation of gender and disability in media has a profound impact on how society perceives and interacts with women, girls, Men, boys, and persons with disabilities. As a key influencer of public opinion and social norms, the media has the power to perpetuate or challenge harmful stereotypes, stigmatization, and marginalization of these groups. The media plays a crucial role in shaping societal perceptions of gender norms. By portraying diverse and empowering representations of gender, it can challenge stereotypes, promote inclusivity, and contribute to the advancement of gender equality. Therefore, this will consider during media guide development on gender and disability representation. In general, media, such as private, government and social media, plays a pivotal role in redefining gender dynamics by amplifying diverse voices and promoting authenticity. As we continue to navigate these changes, media's influence remains critical in shaping a more equitable and inclusive society. Unfortunately, women, girls, and persons with disabilities continue to face significant barriers to equal representation, participation, and inclusion in the media.

When developing a media guide on the representation of gender and disability, it is crucial to include and consider all media outlets, including government, private, and social media. Underrepresentation and misrepresentation in media can have serious consequences, such as:

- Reinforcing harmful gender stereotypes and limiting the potential of women and girls.
- Perpetuating stigmatization and discrimination against persons with disabilities.
- Creating a lack of diversity and inclusivity in media representation, leading to a narrow and distorted view of society.
- Limiting access to information and opportunities for women, girls, and persons with disabilities.

In Ethiopia, the media landscape is characterized by limited diversity and stereotypical representations. Women and persons with disabilities are often underrepresented or misrepresented, reinforcing harmful stereotypes and contributing to societal discrimination.

In recent years, there has been a growing recognition of the importance of promoting gender equality and disability inclusion in the media. However, there is still a need for more comprehensive and effective guidance on how to achieve this goal. This is particularly true in Ethiopia, where the media landscape continues to struggle with these issues.

In response to this need, UNICEF in partnership with Population Media Center is seeking to develop a Media Guide on Gender and Disability Representation to provide journalists, media professionals, and media organizations with practical guidance and tools to promote gender equality and disability inclusion in their work. The guide will aim to increase the representation and voice of women, girls, and persons with disabilities in the media, and to promote a more inclusive and diverse media landscape.

The objective of this consultancy is to develop a comprehensive and user-friendly Media Guide on Gender and Disability Representation that will provide a framework for media professionals to promote gender equality and disability inclusion in their work. The guide will

be tailored to the specific context of Ethiopia and will consider the existing media landscape, challenges, and opportunities.

## **2. The Scope of the Work**

The consultant will develop a Media Guide on Gender and Disability Representation that covers the following topics:

### 1. Inclusive Language:

- Guidelines for using respectful and inclusive language when referring to people with disabilities and girls, women, men, and boys.
- Recommendations for avoiding language that is offensive, stereotypical, or stigmatizing.

### 2. Diverse Representation:

- Strategies for promoting diverse representation of people with disabilities and girls, women, men, and boys in the media.
- Examples of positive and inclusive representation of gender and disability in the media.

### 3. Respectful Portrayal:

- Guidelines for portraying people with disabilities and women, men, girls and boys in a respectful and accurate manner.
- Recommendations for avoiding stereotypes, tropes, and stigmatizing portrayals.

### 4. Avoiding Stereotypes:

- Analysis of common stereotypes and tropes associated with gender and disability in the media.
- Recommendations for avoiding and challenging these stereotypes.

### 5. Best Practices:

- Case studies and examples of best practices in representing gender and disability in the media.
- Recommendations for media professionals and content creators on how to promote inclusive and respectful representation of gender and disability.

### 6. Resources and References:

- List of resources and references for further information and guidance on representing gender and disability in the media.

## **3. Overall objective**

To develop a comprehensive Media Guide on Gender and Disability Representation that provides practical guidelines and recommendations for media professionals, content creators, and advocates to promote inclusive and respectful representation of gender and disability in the media.

### 3.1 Specific objectives

- Conduct a thorough review of existing literature and resources: Conduct a comprehensive review of existing research, guidelines, and resources on gender and disability representation in the media to identify best practices, gaps, and areas for improvement.
- Identify and analyze media representation of gender and disability: Analyze and identify the current state of gender and disability representation in the media, including common stereotypes, biases, and inaccuracies, and their impact on the dignity and well-being of people with disabilities and gender minorities.
- Develop guidelines for respectful and inclusive representation: Develop specific guidelines and recommendations for media professionals, content creators, and advocates to promote respectful and inclusive representation of gender and disability in the media, including:
  - Strategies for avoiding stereotypes and bias.
  - Best practices for representation of women, Men, Girls, Boys and people with disabilities and expressions
  - Guidelines for authentic and inclusive representation of people with disabilities
  - Recommendations for ensuring accessibility and inclusion in media production.
- Create a checklist for media monitoring and evaluation: Develop a checklist for media monitoring and evaluation to assess the representation of gender and disability in media content, including:
  - Criteria for evaluating the representation of gender and people with disability.
  - Methods for tracking and measuring the representation of gender and disability.
  - Tools for assessing the impact of media representation on gender and disability stereotypes and attitudes.
- Provide resources and tools for media professionals and advocates: Develop a suite of resources and tools for media professionals, content creators, and advocates to support the implementation of the guidelines, including:
  - Case studies and examples of inclusive and respectful representation
  - Interviews and testimonials from people with disabilities and gender minorities
  - Infographics and visual materials highlighting the importance of inclusive representation.
- Develop a plan for dissemination and uptake: Develop a plan for disseminating the Media Guide to media professionals, content creators, and advocates, including:
  - Strategies for promoting the Media Guide to key stakeholders.
  - Recommendations for integrating the Media Guide into media production and training program.
  - Actions for promoting the use of the Media Guide in media monitoring and evaluation.

## 4. Methodology

To understand the existing media landscape, the consultant will gather data through various methods. The consultant will conduct a desk review, hold Focus Group Discussions (FGDs), and carry out in-depth interviews with key informants, including media personnel. These approaches will help ensure a comprehensive understanding of the current situation.

## 5. Deliverables:

The consultant will deliver the following:

1. A comprehensive Media Guide on Gender and Disability Representation (approx. 20-25 pages).
2. A brief executive summary of the guide (approx. 2-3 pages).
3. A presentation summarizing the key findings and recommendations of the guide (approx. 10-15 slides).

\* **Note:** The consultant will share his/her work activities with stakeholders during a validation workshop.

## 6. Timeline:

The consultancy is expected to be completed within 6 weeks from the start date.

The following milestones and deadlines are expected:

- Week 1: Literature review and research on existing guides and resources on gender and disability representation in the media.
- Week 2-3: Development of the Media Guide on Gender and Disability Representation
- Week 4-5: Review and feedback from UNICEF and other stakeholders.
- Week 6: Finalization of the guide, executive summary, and presentation.

## 7. Consultant fulfilment requirement

Interested applicant fulfil the following requirements.

The consultant shall,

- A minimum of 7 years of experience in developing guides and resources on gender and disability inclusion.
- Expertise in media representation and analysis of gender and disability.
- Strong research and writing skills.
- Ability to work independently and meet deadlines.
- Familiarity with UNICEF's mandate and values.
- ✂ Be registered under Ethiopian law,
- ✂ Submit all the legal documents renewed trade license, registration, for the year 2016 (2023/2024) VAT registration certificate, and taxpayer registration certificate,
- ✂ Be responsible for payment of all taxes and duties payable to the government,
- ✂ Detailed Curriculum Vitae of the proposed team or firms who are proposing to carry out the work,
- ✂ Have an extensive experience in research, review, development of technical documents and training/workshop facilitation, development of article,
- ✂ Offer technical proposal with a clear timeframe and a description of the proposed methodology,

- ✎ Offer financial details with various costs associated the delivery of the above services,
- ✎ Submitted hard copy of sealed package of technical proposal and financial separated documents,
- ✎ Submit sample evidence for good completion or testimonial of good performance, letter of experience in a similar assignment,
- ✎ Submission of the inception report within Seven (7) days after the contract agreement is signed, the consultant needs to submit a consolidated inception report.
- ✎ Final tools/checklist to collect information/data.
- ✎ Action points captured during the first meeting with PMC-E senior staff, UNICEF, and key WASH sector stakeholders.
- ✎ Action points captured during the second meeting with PMC-E senior staff and key stakeholders.
- ✎ Action points captured during the third meeting with PMC-E senior staff and key stakeholders.
- ✎ Draft guide which will be submitted within the specified days.
- ✎ Facilitate validation and familiarization workshop presentation of the final report with Power Point
- ✎ The final/completed guide will be submitted within ten days after the input gathering sessions, validation, and familiarization workshop/s delivered.
- ✎ The final deliverables will be submitted in 2 copies in hardcopy and softcopy in editable Word and PDF file formats.

## **8. Duration of the Assignment/Timing**

The guide will be completed within the defined period. The consultant must ensure that the whole process of the guide that includes preparation, consultation of stakeholders' development of data collection tools/checklists, write-up, and dissemination of the Toolkit to stakeholders and reviewing of the final toolkit can be completed within the consultant proposed and the employer agreed given timeframe.

**Table 1. timeline and milestones monthly and weekly time frame/matrix**

Description of Activities	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Remark
Inception report							
Data collection/Desk review and preparation status							
Field assessment report and 1 <sup>st</sup> draft report (after the 1 <sup>st</sup> technical working group meeting)							
2 <sup>nd</sup> draft report (after 2 <sup>nd</sup> technical working group meeting)							
Final report for the finalization workshop							
Validation report							
Final report after validation report							
Familiarization Workshop							
Finalization and submission of the final version of the document							

- The list of activities is not exhaustive. The consultant needs to prepare the timeframe/Gant chart according to the methods and deliverables stated in the TOR.

**Application process**

***The bidder should submit their technical and financial proposals with a sealed envelope (financial proposal in separate sealed envelope) to PMC-E, Addis Ababa located around Bambis Mekane Yesus BDG, 7<sup>th</sup> Floor during working hours within ten working days from the day of this announcement.***