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 18/10/17

TERMS OF REFERENCE FOR A MONGOLIAN MEDIA PARTNER

TERMS OF REFERENCE	
Hiring Office:	UNFPA Mongolia
Purpose of consultancy:	<p>Every year, the United Nations Population Fund (UNFPA) releases their flagship report that delves into specific population and development trends. In the past, the State of World Population (SWOP) reports highlighted issues pertaining to migrants, adolescent girls, and young people, to name a few. This year, in 2017, the UN Population Fund will release their SWOP Report titled, <i>'Worlds apart: Reproductive health and rights in an age of inequality'</i>.</p> <p>This year's Report touches on essential rights, often denied, for women of reproductive age and calls on governments to aim to meet all unmet needs for family planning, remove discriminatory laws and policies around reproductive health, as well as bolster services pertaining to childcare. As in years past, the UNFPA Country Office will host its SWOP Report launch - the Country Office's messaging and focus will be placed on comprehensive sexuality education and the unmet need for family planning.</p> <p>As such, UNFPA seeks to sign a three-month agreement to raise issues on comprehensive sexuality education, the unmet need for family planning, reproductive health and rights, youth development, human rights, gender equality and domestic violence. Ideally, the agreement will kick-off with the launch of the SWOP Report during a live, talk show style discussion in early November 2017 and will continue until the end of January 2018.</p>
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>Programme overview</p> <p>The proposed programme between UNFPA aims at fostering discussion amongst the public, beginning with the SWOP Launch in early November 2017.</p> <p>The programmes should take place bi-weekly, each with a specific theme related to UNFPA's mandate. The themes should be covered vis-a-vis the talk show, on social media and through written publications by the selected media outlet with technical support provided by UNFPA and its partners.</p> <ol style="list-style-type: none"> 1. Creation of a promo video for the TV discussion (1min) 2. TV discussion on every other Wednesday (45min -1 hour) 3. Written news reports on every other Mondays and Tuesdays (300-400 words) 4. Publishing quotes and posters on Eagle.mn after the discussion 5. Creating a hashtag with a name of the TV discussion and all posters, news packages and links will be published under the certain hashtag
Duration and working schedule:	The contract will begin during the week of October 30 th 2017 and end on February 1 st 2018.

Place where services are to be delivered:	Mongolia, Ulaanbaatar
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>The proposed schedule of the themes will be as followed (every other Wednesday during prime time):</p> <ul style="list-style-type: none"> • November <ul style="list-style-type: none"> ○ Theme: Unmet need for family planning (Date: 01/11/2017) ○ Theme: Comprehensive Sexuality Education (Date: 15/11/2017) ○ Theme: Domestic Violence (Date: 29/11/17) • December <ul style="list-style-type: none"> ○ Theme: Human Rights and LGBTI Rights (Date: 13/12/2017) ○ Theme: Maternal Health (Date: 20/12/2017) • January <ul style="list-style-type: none"> ○ Theme: Youth and the Law (Date: 03/01/2018) ○ Theme: Economic and social challenges in Motherhood (Date:17/01/2018) ○ Theme: Gender equality, power and ending violence against women (Date: 31/01/2018) <p>Please note that we expect there to be a live studio audience of 15-30 individuals at each airing.</p>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p>After each televised discussion, an email must be provided with all the content produced for that specific episode, including, but not limited to:</p> <ul style="list-style-type: none"> - Link to the live discussion; - Links to all social media content; - Links to all written content.
Supervisory arrangements:	The media group will report to directly to the UNFPA Partnerships Officer, under the overall guidance from Assistant Representative a.i.
Expected travel:	None
Required expertise, qualifications and competencies, including language requirements:	<ul style="list-style-type: none"> • Recognized media outlet in Mongolia; • Ability to communicate in both English and Mongolian; • Willing to take input from UNFPA and be supportive of UNFPA's mandate; • Ability to write and promote content on their website and social media channels; • Knowledge, skills and experience hosting live discussions and debates; • Knowledge of human rights issues in Mongolia; • Ability to designate sufficient support staff for the project; • Knowledge and experience hosting Facebook live; • Experience running social media campaigns; • Ability to work in multicultural environment.
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if	UNFPA will support in identifying individuals to participate in each discussion.