



TERMS OF REFERENCE

CONSULTANCY FOR BUILDING THE CAPACITY OF JOURNALISTS THROUGH TRAINING ON AGROECOLOGY FEATURE WRITING AND PRODUCTION

About Biovision Africa Trust

Biovision Africa Trust (BvAT) is a not-for-profit organization established in Kenya in 2009 by the Biovision Foundation for ecological development in Switzerland and supported by the International Centre of Insect Physiology and Ecology *icipe* in Nairobi. The Trust's goal is to alleviate poverty and improve the livelihoods of smallholder farmers in Kenya and other African countries through supporting dissemination of information and knowledge on appropriate technologies to improve human, animal, plant, and environmental health. To achieve this, BvAT has three broad programmes through which the mission is unfolded. The Farmer Communication Programme (FCP), the Ecological Organic Agriculture (EOA) Projects and Knowledge Centre for Organic Agriculture (KCOA). FCP has four (4) pathways through which ESA technologies and practices are disseminated over the Print (The Organic Farmer and Mkulima Mbunifu Magazines), the Radio (The Organic Farmer Radio), Online (Infonet) and the Outreach to reach smallholder farmers.

About the assignment

The Farmer Communication Program (FCP) would like to provide training to strengthen the capacities of journalists from radio, print, television and online to enhance their capacity in communicating sustainable agriculture information (agroecology /organic agriculture), food security and nutritional issues meaningfully to different interest groups particularly small-scale farmers. This will go a long way in helping the media to convey technical information on important agroecology practices through sound reporting.



Scope of work

The consultant will be responsible for implementing the following tasks:

- Develop current technical agroecology and food nutrition and security issues that will drive 'news and convince policy makers' if reported by Journalists. This will be in the format of a check list.
- Using the developed checklist, undertake pre-needs assessment of selected journalists 'technical needs' in reporting agroecology and food security content.
- From the results of the assessment, develop a capacity needs assessment report.
- Design and develop a training manual to integrate agroecology feature writing and production to be used during a two-day journalist training workshop.
- Prepare an interactive/engaging training module with all major content included.
- Prepare a follow-up report on what feature stories the trained journalists can follow up on after training.

Tasks and expected deliverables

In particular, the selected consultant shall undertake the following tasks:

1. Undertake needs assessment and prepare the capacity needs report
2. Develop a two-hour training module on agroecology feature production that integrates feature writing and production techniques.
3. Undertake the training for journalists from selected media outlets. The journalists will be drawn from broadcast media, print media and online media.
4. Prepare a report of the training that should include a follow-up report on what feature stories the trained journalists can follow up on after training.

Qualifications:

- 1) Degree in Journalism or Agriculture with experience/skills in communication for development or another related field



- 2) Minimum of 5 years of experience in conducting trainings on reporting agriculture content for print, broadcast and online journalism. Preference to those with Agroecology/Organic agriculture experience.
- 3) Familiar with Kenya's media landscape, including knowledge on the existing media houses and agriculture journalists' associations.
- 4) Strong facilitation skill and ability to lead a plenary.
- 5) Professional work ethic, integrity, and initiative.

Terms of payment

The fee and the exact terms of payment will be negotiated with the consultant before signing of the contract.

Application Requirements

All applicants **MUST** meet the minimum requirements described above.

Each application package should include the following:

- 1) A technical proposal (proposed methodology)
- 2) Financial proposal of the cost
- 3) Updated CV and two references.

Structure of the assignment

Project	Biovision Africa Trust Video Unit
Position Type	Consultancy
Consulting type	Training
Position Location	Training venue
Reporting to	Biovision Africa Trust Video Farmer Communication program coordinator



Application process

If you believe you qualify for this position then please apply with your CV and cover letter as one file indicating a summary of your key qualifications and expected remuneration to careers@biovisionafricatrust.org and Cc. info@biovisionafricatrust.org (indicate 'Journalist Training Consultant'). Deadline: **24th November 2023** (Only shortlisted candidates will be contacted directly).