



## TERMS OF REFERENCE

### **PR Agency for the development of a campaign on ethical journalism standards and self-regulations in the Serbia, Montenegro, Kosovo, and Bosnia and Herzegovina**

**Responsible to:** ARTICLE 19's Senior Campaigner

**Key relationships:** ARTICLE 19's Media freedom team, Strategic Communications Lead, Local Senior Campaign Coordinator

**Location:** Serbia, Montenegro, Kosovo or Bosnia and Herzegovina

**Duration:** December 2023-May 2024 (with potential extension until August 2024)

#### **Project Scope:**

ARTICLE 19 is a partner of the EU funded project Combatting Disinformation in the Western Balkans (CDWB). The purpose of this project is to help tackle disinformation across 4 countries in the Western Balkans (Serbia, Montenegro, Kosovo and Bosnia and Herzegovina).

#### **Project outcomes:**

Based on the collective analyses conducted by the project partners, ARTICLE 19 will work within its sphere of influence to support media professionals to run a campaign that aims to:

- A) Ensure that media houses and journalists adhere to journalistic ethics and standards to tackle disinformation, by adopting country-specific code of conduct.
- B) Co-design and develop a pilot digital application in Serbia that uses AI to support media professionals to fact-check online content.<sup>1</sup>
- C) Support the rollout, adoption, and use of the application by media professionals in Serbia through a national campaign.

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<sup>1</sup> Please refer to the 'Any other note or condition' section for a link to the communications brief outlining the intention behind the AI fact-checking software.

D) Build knowledge with a selection of the public about the importance of ethical journalism through the endorsement of code of conduct and AI application (this latter will be developed in Serbia only).

**The outcome of the campaign is to:**

- Create an ambitious change campaign that will emphasise the importance of self-regulation and compliance by the media with ethical journalism standards by a selection of the journalists and a selection of the public in the four countries.
- Implementing creative ideas to build visibility on the endorsement of code of conducts created by the press councils in each country, by media houses and journalists whilst also promoting and supporting the adoption of a fact-checking software designed in tandem and for promotion during this campaign.
- By use of a range of campaign products including videos, case studies, social media and offline activities, emphasise the importance of ethical journalism and compliance by the media.
- Tailor ideas and key messaging in response to the changing political context in the four project's countries so that the key messages of the campaign are well-received and engagement is positive during the course of the campaign.
- Monitor, plan and track changes in attitudes, perceptions and endorsements during the campaign journey.

**Target audience:**

Primary audience: media houses and journalists in Serbia, Kosovo, Montenegro and Bosnia and Herzegovina to endorse the codes of conduct as a sign of their support of ethical journalism.

Secondary audience: selection of the public (TBC by December 2023) to share the importance of ethical journalism as a method to counter disinformation.

**Key activities:**

1. Conduct research and identify a selection of public to target for their support for ethical journalism practices, looking into:
  - Identify audience that is active on media and can benefit from a campaign that will also be predominantly run on social media
  - Understand their habits accessing news and what they search for in the media.
  - Whether audiences have an understanding of disinformation and ethical journalism standards, if there is any accountability or trust between the media houses and their audiences, if certain media houses are favoured over others.
  - Target audience general understanding of the codes of conduct amidst a section of the public to be identified.
  - Target audience general understanding of self-regulations of the media and its function.

2. Identify communications channels to raise attention (online and offline), build awareness and seek change. Devise a campaign strategy in collaboration with ARTICLE 19 by compiling the background research whilst also conducting market-research and an investigation into the best channels of media and methods to utilise for the purpose of this campaign.
3. Create a concept, brief and commission innovative communications and branding-products (including but not limited to illustrations and visual/audio) that engage and inspire a positive reaction to ethical journalism standards, whilst supporting the goals of the campaign and increasing journalists' and public knowledge of ethical journalism standards and self-regulation in the four target countries.
4. In collaboration with ARTICLE 19 identify messaging and conduct message testing in line with the objectives of the campaign and ethics of ARTICLE 19 and localise and translate them within each country's context.
5. Create monitoring and evaluation tools to change awareness and endorsements by the target audiences.
6. Contribute to a final evaluation of the campaign with key data, statistics and case studies from the campaign.

### **Process and methodology:**

The agency will work closely with ARTICLE 19 and the Senior Local Campaign Coordinator for the whole duration of the contract.

The agency is expected to achieve the following deliverables:

1. To produce a market research to define target audiences and develop best tactics to reach them in the four-main countries from a communications point of view. To co-create the campaign communications strategy together with the Local Senior Campaign Coordinator, ARTICLE 19's Senior Campaigner, ARTICLE 19's Media Freedom Team and the Strategic Communications Lead.
2. To ensure active engagement with ARTICLE 19's campaign on ethical journalism and keep the target audiences' engagement throughout the whole length of the campaign using a range of tactics and creative ideas.
3. To work together with the Local Senior Campaign Coordinator, ARTICLE 19's Senior Campaigner, ARTICLE 19's Media Freedom Team and the project partners to identify opportunities of the four project's countries for the implementation of key outputs of the campaign.
4. To develop various creative campaign outputs that will engage and influence our audiences to take part in our campaign. The outputs should be contextualised according to the local contexts and translated in local languages. The outputs should also be signed-off by the ARTICLE 19 Communications ahead of the publish date.
5. To develop a range of communications materials for the campaign, leading on the process of concept, design, script writing, commissioning contractors, overseeing the post-production of these materials in consultation with ARTICLE 19.

#### **Project timeline:**

- Phase 1: Campaign Strategy Design - December 2023 - January 2024
- Phase 2: Concept design, script writing, commissioned materials to support the campaign - from January-February 2024
- Phase 3: Roll out and adoption: February - May 2024 (likely to be extended to July 2024 pending donor approval)
- Phase 4: Project evaluation will take place in May 2024 (likely to take place in August 2024 pending donor approval).

#### **Payment schedule:**

- 50% upon completion and ARTICLE 19's approval of all deliverables under Phase 1 and 2.
- 50% upon completion and ARTICLE 19's approval of all deliverables under Phase 3 and 4.

#### **Proposal Submission**

The Agency shall submit Campaign and Financial proposals for this assignment to Barbara Dockalova, Senior Campaigner: [dockalova@article19.org](mailto:dockalova@article19.org)

**Deadline: 11th of December**

#### ***Campaign proposal***

The proposal should include, but not limited to, Approach and Methodology and a detailed schedule that will be adopted by the agency towards achieving the scope of work.

Agencies are encouraged to adopt an innovative approach towards the assignment, to the extent possible. In assessing the proposals, ARTICLE19 will ask the Agency to make a presentation on the strategy they will be using and examples of campaigns that the Agency delivered in the past.

Few other details which should be included as a part of proposal are mentioned below:

- Details regarding experience creating awareness raising campaigns in the Western Balkans and on media freedom or freedom of expression

- Experience working with charities, ideally human rights charities
- Details about top 10 Clients handled
- Details about awards and Achievements won by the Agency in the field of Campaigns, Communications and/or Advertising

***Financial Proposal***

The budget is between 40,000-60,000 EUR. The agency will include a budget breakdown of research, creatives and activities. The above should be inclusive and Out of Pocket Expenses. Please note that your financial proposal should include a forecast budget outlining how you intend to support the campaign via the commissioning of communications materials alongside an estimated cost for these outputs below

**Any other note or condition**

The project is currently subject to a three months no-cost extension (up to August 2024): the length of the present contract and the deadlines of the deliverables 1-5, may be extended accordingly once the no-cost extension will be approved by the donor.