



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Secteur de la communication et de l'information
Division pour la liberté d'expression et le développement des médias
Section développement des médias et société

Call for Proposals

Terms of Reference

UNESCO is looking for a consultant to draft a handbook on

“Gender Equality in Sports Media”

Under the supervision of the Chief of Section for Media Development and Society, the Individual Specialist shall:

Draft the handbook for media professionals, related to improving Gender Equality in Sports Media, in line with UNESCO's [Gender-Sensitive Indicators for Media](#), and the Organization's action in the field of Gender Equality in Sports Media.

Specific objectives of the handbook

- a) Balanced presence of women and men amongst interviews and sources in coverage of sport news and affairs, as well as amongst sports commentators in TV, radio and print media;
- b) Increased coverage of women's sports, competitions and training, and;
- c) Fair portrayal of women and men through the elimination of stereotypes.

The handbook should help media professionals and organizations to:

- * Review editorial policy to increase gender balance in sports programming, content, and advertising, and favour multidimensional portrayals of women athletes;
- * Use resources and/or applications for media directors, editorial chiefs, journalists and other media professionals to critically assess, verify and eliminate gender-based stereotypes in programming and editorial content;

- * Build up a database of contacts of women news sources and experts in sports.

This handbook falls within the field of media development, and not sports development.

Output

Approximately 80 standard pages (320 words per page), in a style corresponding to the target audience of journalists. The work is expected to be geographically balanced, that is: quote data, cases and/or examples from the five geographical regions (Africa, Arab States, Asia and the Pacific, Europe and North America, and Latin America and the Caribbean).

Any authorizations for quoting cases and using images will be secured by the contractor.

UNESCO will hold the right to two rounds of revision of the final version of the text.

Target group

The target group for this work will mainly be media organizations and professionals, such as journalists, reporters, camerapersons, editors, producers, directors, media associations, unions, as well as media regulatory and self-regulatory bodies. The handbook will be useful for print, broadcast and online media, be it public, private or community media. It will refer to different types of coverage (reportage, opinion/comment/analysis, feature articles, documentaries, etc.) in sports sections/segments of media or specialized sports media.

Format of the handbook

The handbook has to be written in proficient English or French (excellent knowledge of the language required - including grammar, spelling, and punctuation).

It must use gender-neutral language.

The handbook will be used in **hands-on training** and should therefore contain **tips** and **recommendations**, and **be quick to read and apply**.

Selection criteria

The below criteria will be considered when assessing each proposal:

- Relevance of the proposed approach
- Feasibility (in time)
- Expertise in Gender, Media and Sports

- Experience/expertise in handbook design / pedagogy or writing skills
- Competitive fee

Expression of interest

Your written submission should comprise:

- a) an up-to-date curriculum vitae;
- b) the handbook outline of maximum of 750 words, explaining your tactics and the type of content you would include to ensure editorial news rooms and journalists world over apply your guidelines. It may contain a very draft table of contents and any element or angle you wish to suggest to UNESCO;
- c) your fee for the assignment, expressed as an overall lump-sum in euros.

Only proposals containing (a), (b), and (c) will be examined. UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the terms of reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus primarily on the technical elements. From those proposals deemed suitable in terms of the demand expressed in the terms of reference, UNESCO shall select the proposal that offers the Organization best value for money.

Any additional information you may request will be sent to you as soon as possible. However, any delay in providing such information will not be considered a reason for extending the date for submission of your proposal.

Please send your proposal to masprojects@unesco.org, no later than 6 pm (Paris time) on 25th June 2019.

It is the individual's responsibility to ensure that the proposal is received on or before the deadline.

Kindly note as well that until the selection of contractor is made and the contract is formally signed by UNESCO, the Organization has not undertaken any commitment, whether oral or written to you or other prospective contractors.

UNESCO promotes [Gender Equality in Sports Media](#) to give sports women headlines they deserve.

Some useful links:

Gender-Sensitive Indicators for Media :

<http://www.unesco.org/new/en/communication-and-information/crosscutting-priorities/gender-and-media/gender-sensitive-indicators-for-media/>

Gender Equality in Sports Media :

<https://en.unesco.org/themes/gender-equality-sports-media>

My Diary - Jumper :

<https://www.youtube.com/watch?v=3AulaFy-b6E&index=1&list=PLWuYED1WVJINTcauXRy8mUWLa64qgUib2>

My Diary - Swimmer :

<https://www.youtube.com/watch?v=JOZyqMgQ9Ks>

1 Sport / 2 Stories - Like a man :

<https://www.youtube.com/watch?v=oGEAymCviks>

1 Sport / 2 Stories - Trainer :

<https://www.youtube.com/watch?v=KxG0BW8f870>

1 Sport / 2 Stories - Weight :

<https://www.youtube.com/watch?v=VVmp-EaiChk>

Her Headline : <https://herheadline.com/>