



Terms of Reference for a local Senior Coordinator for a campaign against disinformation in the Western Balkans.

(consultancy contract)

Reporting to: ARTICLE 19's Senior Campaigner

Key relationships: ARTICLE 19's Media freedom team, Strategic Communications Lead

Duration: October 2023-April 2024 (with potential extension until August 2024)

Location: the preferred location is Serbia, but we will consider consultants that are also based in Bosnia and Herzegovina or Montenegro.

About ARTICLE 19

ARTICLE 19 is an international "think/do" organisation that propels the freedom of expression movement locally and globally so all people can realise the power of their voices. We do this by working on five key themes:

Promoting media independence;

Increasing access to information;

Protecting journalists;

Expanding civic space; and

Placing human rights at the heart of developing digital spaces.

Together with our partners, we develop cutting-edge research and legal and policy analysis to strengthen expression worldwide, lead work on the frontlines of expression through our 9 regional hubs across the globe, and propel change by sparking innovation in the global freedom of expression movement.

Project's 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).

Based on the collective analyses conducted by the project partners, ARTICLE 19 will work within its sphere of influence to support media professionals 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.
- C) Support the rollout, adoption, and use of the application by media professionals in Serbia through a campaign that emphasizes quality journalism, provisionally called ***"Stop and Check"***.

Purpose of the consultancy

We are looking for a **Local Senior Coordinator** for a campaign that tackles disinformation in Western Balkans. The Coordinator will act as the key focal point between ARTICLE 19, multiple project partners, and a core focus group of media professionals, who are the main audience for this project.

The first objective will be to obtain support from media houses and journalists to improve and adopt country specific code of conduct which sets some of the most fundamental principles in tackling disinformation. The second objective will be to facilitate the focus group to support the development of the AI application in Serbia and the campaign supporting its adoption.

Along with facilitating the focus group and conducting targeted advocacy towards media houses and journalists, the coordinator must build visibility of this campaign online and offline to highlight key achievements.

The Coordinator will report to Senior Campaigner of ARTICLE19 and will work in close collaboration with the Project Lead, the Technical partner, and the Strategic Comms Lead at ARTICLE 19.

The Coordinator will engage with press councils in the four countries and ask media houses to reaffirm their commitment to the code of conduct (created by the press councils). Through this

commitment, they will ensure that information is verified before publication so that it is true, fact-based and reliable. In Serbia, we will develop a pilot AI application which will be a form of confirmation of adherence of journalists to ethical standards.

The consultant is expected to suggest and execute creative activities to promote the code of conduct and receive endorsements by journalists. The campaign will include influencing on digital channels, and running and coordinating online or offline activities including, but not limited to, meetings, attending targeted conferences and social media engagements. While the consultant will be requested to liaise with the press councils and project's partners in the four project's countries to scan and identify the media houses and other organisations to include in the focus group, ARTICLE 19 will help to identify potential media houses to approach to endorse the code of conduct and adopt the application.

Description of the role / Key responsibilities:

The consultant is expected to:

1. Work closely with ARTICLE 19 to develop a strategy for the campaign. The purpose of the strategy will be to coordinate with press councils to mobilise editors-in-chief / heads of media houses of printed media in the four countries, unions of journalists and other relevant bodies to:
 - a.) Identify creative tools and tactics to obtain commitment by media houses for the codes of conduct, including organising events, meetings with key stakeholders.
 - b.) Be the focal point for the identification of designers and illustrators for the production of communication materials supporting the campaign.
 - c.) Identify creative ways to promote and encourage adoption of the AI application. This will include mobilising stakeholders to be part of the design of the application, test prototypes, and eventually, to formally adopt the application.
2. Act as the focal point and liaison between ARTICLE 19 press councils and a focus group of media professionals (including fact-checkers, journalists, and editors of printed media, as applicable).
3. With the help of project partners in Serbia, press councils and ARTICLE19, scan and identify journalists and fact-checkers to include in a dedicated focus group primarily on requirements for the design and production of the AI application; and secondly on the potential of adopting the code of conduct.
4. Based on a selected list of stakeholders, assemble and coordinate a focus group of editors / journalists / fact-checkers and media related organisations in the four project's countries, ensuring the facilitation of regular meetings and the discussion, adjourning agenda points, and taking minutes.

5. Regularly liaise with the focus group to facilitate regular meetings and discussion, establish clear agendas, send out surveys, obtain, collate, synthesize and share back responses with key stakeholders, ensure timely feedback to queries, minute meetings, and send out regular progress updates over the duration of the project, and other coordination and administrative tasks as assigned by the project leads.
6. Work closely with project partners to ensure they support/endorse/promote the application across the target audience in their respective countries.
7. Share regular updates with all stakeholders to celebrate media houses that have endorsed the codes of conduct, participated in the design and development of the application, and those who have adopted the application, including using social/peer pressure from influencers to ensure that as many media houses as possible adopt it as well.
8. Collaborate with an external evaluator to monitor the usage of the application by the target audience.

The consultant must deliver against deliverables and milestones set out below.

Timeframe of deliverables and milestones:

Phase 1: Discovery and Design - October -December 2023

1. In **October 2023**, the Coordinator will identify list of contacts from printed media across the 4 countries (with support from A19 partners) including the media professionals, fact-checkers and senior editors in chief and other key decision makers from each media house, as well as a segmentation of their work vis-a-vis respect of ethical standards of journalism.
2. By **November 2023**: create a campaign plan with support from project partners and ARTICLE19, that will be focused on the adoption of the code of conduct by media houses (as described in section above) and support for the AI application in Serbia.
3. By **mid November 2023**: establish a **focus group** per country comprising fact-checkers, senior editors of media houses, independent journalists, members of press council, among other relevant stakeholders.

Phase 2: Design, Development, and Prototype testing - January- March 2024

4. By **December 2023**, in collaboration with the technical product designer and developer, conduct a survey / online focus group to understand the existing technical methods of fact-checking, and to map out the requirements for the application.
5. By **end of January 2024**, ensure that focus group members in Serbia have fed into the design requirements for the AI application.
6. By **February 2024**, ensure that a selection of media houses and journalists (based on the campaign plan) across each of the 4 countries have endorsed the code of conduct in their respective countries.
7. By **March 2024**, organise an online meeting and invite all those who have contributed are sent regular progress updates from the four countries to test and to provide feedback on the first prototype to the first prototype of the AI application.

Phase 3: Roll out and adoption: December 2023 -April 2024

8. By **March 2024**, coordinate the announcement of the refined prototype and MVP of the application and share it with all relevant stakeholders.
9. By the end of **March 2024**, the consultant will gather a selection of case studies (ideally 1 per country), in partnership with project's partners, on local cases in which disinformation was spread, with detail on what happened, who it affected, and how.
10. By **April 2024**, organise and facilitate 2 to 4 online and offline events to demo and promote the AI application and collect further support for the Code of Conduct to intended users.
11. By **May 2024**, we should ideally have 25% media houses in Serbia that have adopted and are using the AI application.
12. By **end of May 2024**, contribute to the development of an independent evaluation of the application and the campaign

Payment schedule

- 30% upon completion and ARTICLE 19's approval of deliverables under Phase 1
- 40% upon completion and ARTICLE 19's approval of all deliverables under Phase 2
- 30% upon completion and ARTICLE 19's approval of all deliverables under Phase 3

Payments will be made after ARTICLE 19's approval of the outputs submitted by the consultant and are expected to be processed in a 14 days' period after submission of the invoice.

Any other note of condition

Qualifications and competencies / Person specification:

To accomplish the objectives and deliver the OKRs for this project, the consultant will require the following key qualifications and competencies.

- **Essential:**

1. A demonstrable track record of Campaigning by understanding how to mobilise target groups and utilise various tactics to influence them to change their practice.
2. Have deep knowledge of the media landscape across the 4 Western Balkan countries of focus, including strong networks and relationships with editors in chief, journalists unions, media literacy organisations, press councils, etc.
3. Ability to work with a group of stakeholders toward a set of key deliverables, with the ability to build strong working relationships, ensure frequent updates, and obtain timely feedback to queries.
4. Excellent time-management, communication, and administrative skills, with the ability to keep the momentum of the project deliverables on schedule.
5. At least 5 years of professional experience working in the Western Balkans, with knowledge of the social and political situation in the region.
6. Be based in one of the four countries of focus: Serbia, Montenegro, Bosnia and Herzegovina, or Kosovo.
7. Fluency in BSC (Bosnian-Serbian-Croatian) language.
8. Working proficiency in English.
9. Availability to travel often across the four project's countries.

- **Desirable:**

1. An existing network of contacts with journalists, editors, fact-checkers across the 4 focus countries.
2. Demonstrable experience of convincing audiences to adopt a software product or tool.
3. Knowledge in the field of one or more of the following: Freedom of Expression / disinformation/media ethics / media literacy
4. At least 5 years' experience working on projects/campaigns/communications for non-profit organizations

How to apply and deadline

Please send a copy of your CV and a covering letter outlining how your knowledge, skills, experience will help you deliver in this role, and a breakdown of the methodology used to meet the deliverables and corresponding financial expectation by **15th October 2023 to: Barbara Dockalova, Senior Campaigner (dockalova@article19.org)**