

## **Khetha Programme**

### **Benefitting Communities, Protecting Wildlife**



#### **Call for Applications: Development and roll-out of journalism training on illegal wildlife trade**

##### **1. Background**

Journalists play a key role in informing the public about their environment, regulations that affect their environment and the challenges the environment faces. Reporters are important voices that shape the public's perception of various issues, including wildlife poaching and trafficking. But newsrooms in South Africa and Mozambique have immense time and resource constraints in their pursuit of the truth while reporting as per the needs of their audiences. Often journalists do not have the time, means or accessibility to pursue human-interest stories or interview people on the ground and have to resort to the opinions of technical experts or media liaison officers. As community voices and local perspectives continue to be absent in media reports on illegal wildlife trade (IWT), negative perceptions towards communities - who are commonly perceived as being the source of poaching in nearby protected areas - will continue, and it undermines communities' ability to be regarded as important partners in efforts to stop wildlife poaching and trafficking.

In 2019, WWF South Africa's Khetha programme, supported by the United States Agency for International Development (USAID), partnered with the USAID VukaNow programme and the Wits University's Africa-China Reporting Project (ACRP), to train 15 media practitioners from southern Africa on the complex dynamics of IWT, the role of different stakeholders in particular communities living in affected areas, the unintended consequences of reporting on IWT, and the dynamics of the Africa-China relations.

The journalism training planned for 2021 builds on the momentum and learning from the 2019-journalism training workshop. This year's focus is to build the capacity of local reporters and media practitioners from the Greater Kruger area to tell stories about the Greater Kruger and give wider perspectives on the issue of IWT. Potential participants will include reporters and media practitioners affiliated with a media house or freelancers. The project will facilitate and support access to platforms where freelancers can share their stories. The training will be an opportunity for reporters and media practitioners to engage with their peers while gaining a deeper understanding of the challenges and impact of the IWT through their engagement with technical experts, wildlife managers, and the people who live with wildlife.

The training programme will include field excursions and provide travel support to the network of reporters to cover stories of IWT. These stories/reports will form part of the outputs of the training programme and will feature in the mainstream media and social media as part of the Khetha communication strategy.

##### **2. Assignment:**

We are seeking a consultant that can support us in developing and delivering a training programme for local reporters and media practitioners from the Greater Kruger on illegal wildlife trade, provide support and mentorship to participants to develop stories, and secure the publication or broadcasting of the reports/stories.

Assignment activities will include:

1. Conducting training and skills needs assessment for local reporters and media practitioners.
2. Identifying local reporters and media practitioners for the training programme.
3. Developing a training programme.
4. Securing speakers/lecturers and developing/sourcing training programme materials.
5. Securing the venue, planning logistics and field visits.
6. Hosting the training workshop.
7. Identifying, planning and implementing field excursions for participants, including the 2019-trainees, for story development.
8. Facilitating engagement between training participants (e.g. freelancers) and media houses or platforms.
9. Producing a report with learning and recommendations from the training and practical story development.

### **3. Deliverables**

1. Training needs assessment report.
2. Training programme and materials.
3. List of trainees.
4. Training workshop report.
5. Portfolio of stories produced and dissemination plan (with the publishing/broadcasting of stories secured) .

### **4. Timeframe**

- The planning phase: June, July.
- Training programme: July/August.
- Story development and field excursions: August/September.

### **5. Type of supervision that will be provided**

The consultant will be supervised by the Khetha Project Implementation and Communications Manager (PICM). The consultant will be expected to provide feedback on a bi-weekly basis.

### **6. Place of work and official travel involved**

Stakeholder engagement pre and post-training workshop can take place virtually as much as possible. The training workshop will take place in a location in the Greater Kruger.

### **7. Requirements**

The consultant and any additional team members must be suitably qualified and experienced to lead this work with support and advice from WWF. The consultant (and team) must have:

- Demonstrated skills in the development of engaging training programmes and materials;
- Demonstrated knowledge of South African, regional and international media environments;
- Demonstrated innovative and creative thinking in the development of training materials;
- Strong communication, documentation and presentation skills;
- Ability to manage assignments effectively – consistently ensuring timeliness and quality of work with minimum supervision;

- Strong people and stakeholder engagement skills and ability to work with people from different cultures and educational backgrounds.
- Experience in the development of curricula and training materials in other sectors, such as finance, energy, climate change etc. is encouraged.

## **8. How to apply**

Interested candidates are requested to submit the below information by email to [khetha@wwf.org.za](mailto:khetha@wwf.org.za) cc [lrall@wwf.org.za](mailto:lrall@wwf.org.za) by 17h00, Wednesday, 26 May 2021. Applications received after this deadline will not be considered.

- Summary of why you (and team) are best placed to do this work (max 2 page).
- Your proposed methodology and approach for developing the curriculum (max 2 pages).
- CVs of lead persons showing relevant experience only (max 2 pages).
- Examples of previous work (maximum 3 examples). Welcome to provide online links.
- Your/your team's daily rate and proposed number of days to complete the assignment.