



Suite 1B, Building #6A, Harbour Industrial Estates, St. Michael, Barbados BB 11145

Telephone: (246) 430-1007

Web: <http://www.caribroadcastunion.org>

Email: info@caribroadcastunion.org

Facebook: www.facebook.com/caribbeanbroadcastingunion

UNICEF ECA-CBU PROJECT

“Enhancing the media response to child rights in the ECA and Belize”

Media Training Facilitator

Terms of Reference

BACKGROUND:

1. Through broadcast, online and print publications, the ‘Fourth Estate’ can reinforce the four fundamental principles guiding the 1989 UN Convention on the Rights of the Child: Non-discrimination (Article 2); the best interests of the child (Article 3); survival, development and protection (Article 6) and participation (Article 12). The media, clearly, has a key role to play as champions for children and ensuring that their rights are on the agenda and that they are afforded space to give voice to their aspirations and needs and tell their stories in their own words.
2. However, across the subregion, issues of child rights have either been placed on the backburner or become subject to controversy, with key aspects of proposed child protection bills and areas, such as challenging corporal punishment, meeting strong resistance as ‘counter-cultural’. In late 2023, during an ‘editors’ breakfast’ hosted by the Representative at the UNICEF Office for the Eastern Caribbean Area (UNICEF ECA) some media professionals attending expressed a concern that the international development partner was attempting to impose external,

‘alien’ values on audiences in the subregion. There was also an intimation that UNICEF had lost touch with media workers.

3. As a result, UNICEF ECA agreed to implement a strategy to contribute to building bridges with the subregional media and explore innovative ways of presenting child rights issues without dogma or determinism.

UNICEF – CBU Partnership

4. In August 2025 CBU and the UNICEF ECA signed an agreement for a project intervention aligned to the CBU Media Awards. The title of the project is “Enhancing the media response to child rights in the ECA and Belize”.
5. This intervention, which combines the influence and reach of the UNICEF ECA and UNICEF Belize, will concentrate on a refocusing on children’s rights and experiences through a reconnection between UNICEF and media outlets and media professionals on a national and regional level. This will be achieved through a renewed sponsorship of themed categories of the influential CBU Media Awards with the aim of creating an enabling environment where the gamut of child rights issues is opened for discussion across the various countries served by UNICEF ECA and Belize. The flagship intervention will be sponsorship of child rights themed categories in the Caribbean Media Awards 2025 (UNICEF Belize) and 2026 (UNICEF ECA and UNICEF Belize).
6. The agreed categories for the CMAs are:
 - a. UNICEF Belize – 36th and 37th CMA
 - i. Child Rights Champion: Investigative Reporting Story – Television
 - ii. Child Rights Champion: Elimination of Violence Against Children – Television
 - iii. Child Rights Champion: Children who Inspire Story – Television
 - b. UNICEF ECA – 37th CMA
 - i. Best item on a children’s rights issue – Television
 - ii. Best item on a children’s rights issue – Print

- iii. Best item on a children's rights issue – Digital (including podcasts)
- 7. The aim of the partnership is to broaden and deepen both coverage of child rights issues and the sensibilities of journalists themselves to include these considerations in topics that are already regularly covered. A key aim is to move beyond simply featuring UNICEF events and initiatives surrounding news pegs, as important as this may be, and leverage the power of the media to promote shared child-centred values and interests, working in partnership as champions for children and the advancement of their rights.
- 8. **Capacity-building exercises for media content producers** will link child rights experts and media trainers with media practitioners to examine best practice.
- 9. Areas to be explored will include ethical reporting on children (such as anonymity, sympathetic interviewing techniques, maintaining their dignity in all circumstances and at all costs), giving space for children to become the subjects of media content rather than objects; exploring traditionally child-centric issues such as an education system that mirrors their wants and needs, as well as addressing the impact on children of larger social and economic tides that affect them profoundly such as climate change. The increase in mental health issues among children and young people could also be a focus.

Capacity-building Activity

- 10. A part of the project strategy is a capacity-building event for legacy and new media practitioners in the twelve (12) countries and territories of the Eastern Caribbean included in the UNICEF ECA jurisdiction interested in submitting entries for the themed categories being supported by the UNICEF ECA Office.
- 11. UNICEF ECA and the CBU will partner to present a webinar in the fourth quarter of 2025 prior to the Call for Entries for the 37th CMA due to be issued in November 2025.
- 12. To optimise participation by media professionals within UNICEF ECA's jurisdiction, the event will take place at 10.30 AM AST, on Wednesday, November 5, 2025. The planned duration is

approximately seventy-five (75) minutes. (See Running Order at Annex I)

13. The CBU Secretariat requires part-time, contracted assistance to carry out tasks associated with the capacity-building activity.
14. The CBU is seeking to engage a Training Consultant under a contract for services.

SCOPE OF WORK:

15. The critical capacity-building element of the project would be designed to give participants a grounding in key issues concerning child-related reporting as found in the UNICEF-USAID-OECS-CBU-ACM Handbook “Our Children, Our Media” (See Annex)
16. Issues to explore would include principles of reporting on children and children’s issues, guidelines for interviewing, treating children with respect and sensitivity, being creative while avoiding sensationalism and giving children a voice as they are, at the same time, protected.
17. Reporting directly to the Secretary General, and working closely with Ms Joan Tull, Partnerships Officer (Advocacy), UNICEF ECA, who is the main focal point of the UNICEF ECA, the Training Consultant will conduct the following tasks:

PREPARATION OF TRAINING MATERIALS

- a. With direct guidance from the focal point of the UNICEF ECA, the Training Consultant will produce:
 - i. A training module to be delivered to a hybrid (in-person/Zoom) workshop for Eastern Caribbean legacy and new media professionals to be conducted on November 5, 2025 (See running order attached)
 - ii. Supporting materials for use by workshop participants before, during or after the workshop event, as necessary

DELIVERY OF TRAINING

- b. Following production of the training materials as stated at 5 a above, deliver the module at the hybrid workshops on the date as stated

WORKSHOP REPORT

- c. Under the guidance of the main focal point, the Training Consultant will contribute to the summary report to be produced by CBU's Secretariat of the workshop.

OTHER RELEVANT DUTIES

- d. Provide other services, within the respective field of responsibility and competence, on an ad-hoc basis if needed and as requested by the CBU Secretariat. These additional duties may be the subject of further discussion re additional payment. However, any additional payment **must be mutually agreed**, recorded in writing, and signed by the CBU and the Training Consultant, and that additional agreement must be annexed to this Letter of Agreement.

QUALIFICATIONS:

- 18. Qualifications required are:
 - a. Bachelor's degree or higher in a relevant area
 - b. Five (5) years of experience in delivery of training in media and/ or communications at the professional/ tertiary level
 - c. Five (5) years of experience in course and training materials development in media and/ or communications at the professional/ tertiary level
 - d. Experience in development projects for national, regional or international development partners, state bodies or non-state actors in the Caribbean
 - e. Understanding of and experience in results-based management
 - f. High level of integrity and accountability for results
 - g. Good analytical and reporting skills.

- h. Excellent English language skills, both written and verbal
- i. Demonstrable skills in using information technology including MS Office, Internet, social media).

REMUNERATION

- 19. The Consultant will be paid a flat fee to be communicated after submission of expression of interest.