TERMS OF REFERENCE

SENIOR EXPERT TO SUPPORT THE EDITORIAL TEAM OF JUSTICE SECTION
AT UKRAINIAN MEDIA UA:PBC

Background and Justification

A subsidiary of the France Médias Monde group, CFI actively promotes the development of the media in Africa, the Arab world and South-East Asia. The organisation has been granted by PRAVO-JUSTICE leading organization Expertise France the mission to implement activities related to media in order to support a better coverage by the media of justice related issues and justice reform in Ukraine.

In order to tackle the issue of confidence in the justice system and to improve Ukrainian's understanding of the under-going reforms in this sector, but also of justice issues in general, there is a need to work on four complementary aspects: journalists’ capacities in justice issues coverage; justice system actors’ capacities to communicate and work with media; networking and building bridges between media and the judiciary; supporting the production of quality journalistic contents.

In this context, CFI has set up a fund to support the production of different journalistic formats in all types of media (print, web, radio, television, web), aimed at journalists specializing in justice issues, but ultimately benefiting the media who wish to improve their capacity to cover justice and court-related issues. This fund gives the possibility to support the production of short formats, reporting on court news, but also longer special projects, which help to root the culture of judicial journalism in the media landscape.

Within the framework of the Pravo project, CFI is supporting the creation of a specific "Justice" department within the newsroom of the Ukrainian public channel UA:PBC (multimedia newsroom combining television, radio and web). The public broadcasting sector is engaged in a process of specialisation of its journalists and this is the first "Justice" service (by extension police/justice) ever created in a Ukrainian media.

CFI wishes to support the drafting of UA:PBC and the specific service that will take charge of the production and dissemination of written and audiovisual content on justice reform, justice-related issues and trials. A core group of four young journalists specialising in justice has been identified and they are currently undergoing training with CFI. In January 2021, UA:PBC will externally recruit a journalist to become head of the justice department, which will be the cornerstone of the project.

This new "Justice" service will produce improved journalistic content on justice, which will borrow from the genre of the court chronicle, on television, radio, but also on the website and social networks of a channel undergoing digital transition.

CFI’s intervention takes place in a context where justice reform is the number one political reform in Ukraine, a country marked by a dysfunctional judiciary and a high level of corruption. As a result, justice and the courts are at the heart of the events shaking the country, and judicial reform and the fight against corruption is the number one expectation of the population. The Ukrainian media are only just beginning to take this dimension into
account in their editorial organisation and the Pravo programme wishes to contribute to better judicial information in the country, for the benefit of the population and those subject to trial.

**Objectives**

In order to support the launch of the UA:PBC editorial justice service, CFI is looking for an expert with a senior journalistic profile: editor, writer, specialised in judicial and police information. The expert journalist will have to justify prior management experience, either as head of a "Justice" department or as editor-in-chief of a television, radio or digital media. The expert must therefore have experience in terms of team management, but also in setting up the appropriate structure for dealing with judicial and police information (from miscellaneous facts to trial coverage).

Ideally, the expert will have experience of transitioning from a traditional media to a digital platform, requiring written, video or sound formats. The expert will bring added value in the design of new innovative formats (video, social networks, podcasts, etc).

The role of the expert will be to assist the UA:PBC editorial staff to set up a functional organisation on issues of factual diversity and justice, to strengthen the capacities of the editorial team and to help the beneficiary media to design and produce high quality contents (production of articles, sound and video, editorial policy, management and structure of the team, definition of formats and programmes, distribution...).

**Target Groups / Beneficiaries**

- Ukrainian journalists working for the Ukrainian public broadcaster UA:PBC: a group of 4/5 editors, a head of department, and on some management aspects the editor-in-chief
- Le public du site internet, des chaînes de télévision et de radio du groupe UA:PBC, groupe audiovisuel public en pleine refonte, afin de lui redonner une mission de service public d’information

**Nature of service**

The selected senior expert will provide a consultancy to support UA:PBC in preparing productions on justice-related issues, through advice on team management, definition of formats and programmes, and training.

**Tasks**

- Assessment meeting between the expert and the UA:PBC team at their newsroom (with the presence of CFI’s team) or online, if the COVID-19 situation does not allow to meet face-to-face.
- Definition of the ideal approach to strengthen capacity, competences and the structure of the editorial team, develop the formats and programmes or series.
- In-house training of the expert to:
  - share the international popular and effective practices for a justice section;
  - develop an editorial policy and an adapted organisation in the service;
  - teach the journalists how to create formats and programmes, to manipulate the technical equipment in courts, advice on how to describe the stories, practical advice on team management.
- Support the editorial team to develop their own guidelines for justice-related productions.
Expected Outputs

▪ Editorial policy on justice related issues
▪ Completion of trainings for UA:PBC staff

Deliverables

▪ Report with assessments, proposals, recommendations under the tasks above;

Location and Duration

Kyiv or online (regarding to the COVID-19 situation), January-May 2021

Language

The mission will be performed in English. Depending on the linguistic abilities of the trainees, translation assistance may be provided.

Contacts

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