



Project „Effective protection of and rapid support to media“

Contract No.: 2023/453-002

Terms of reference (TOR) for media promotional campaign

- I. POSITION:** Media investigative outlets from Bosnia and Herzegovina, with a capacity and experience in production investigative articles, podcasts, interviews, infographics, videos and banners
- II. PLACE:** Bosnia and Herzegovina
- III. PROJECT REFERENCE:** Effective protection of and rapid support to media.
- IV. PROJECT DURATION:** 18 months
- V. TASK & DURATION:**

Association Umbrella in cooperation with Association Center for Media Development and Analysis is looking for investigative media outlets to produce and publish 14 articles, a banner, 2 interviews, 4 videos, 2 podcasts, and 7 infographics over a six-month period (February to July 2025).

VI. BACKGROUND

The media landscape in BiH is characterized by several things, such as the insufficient transparency of media ownership and media financing, a large number of media in a very small market, the disorganization of the online media space, and the disarrangement of the legal framework for media work. Public broadcasters are constantly on the verge of collapse, without sufficient financial resources for the production and broadcasting of programs, and are under political pressure regarding the way in which the members of the management boards, and subsequently the editors, are elected. Private media also face financial challenges and are mostly beholden to a political party. This state of affairs on the media scene has consequently led to a decline in the quality of media content and a very poor professional position of journalists in Bosnia and Herzegovina. Most journalists work without a contract or with poor working conditions, minimal wages, which makes them even more vulnerable to various influences.

Associations of journalists and other civil society organizations that promote professional/ethical standards operate with very limited human and financial resources but are active in condemning cases of violence against journalists or other forms of intimidation and pressure. There has been an increase in derogatory statements and slander by politicians aimed at the media, which publicly

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undermines trust in journalistic reporting and the safety of journalists. Threats and attacks on journalists increased, especially in RS.

The media sector also plays an important role when it comes to political dialogue related to the European path, and media independence aims to promote and protect democracy too. Together with civil society, the media can advocate and put pressure on the authorities to protect civil actors, journalists, ensure that perpetrators are brought to justice and respond effectively to violations against journalists.

Independent media in Bosnia and Herzegovina face various problems, especially in the light of changes in legislation in the Republic of Srpska and attempts to stifle public speech, freedom of association and freedom of action. It is evident that recently the media, especially those that have the honor of being called independent, are in a very uncertain and complicated situation, which is the result of a long-term systemic narrowing of the free space for the free flow of information.

On the one hand, independent media are trying to stand up to political, economic and other power centers that are trying in different ways to prevent free voices from speaking in the name of the people and for the people from revealing all malpractice related to the flow of public money. In an effort to stifle any possible criticism, public authorities use various means, and media workers in BiH face verbal and physical attacks, denial of the right to free access to information, they are very often the target of harassment, threats, pressure by supporters political parties in power can enter your editorial office, your house, approach you on the street and physically attack you, knock down the servers of your portals, etc. because you have been characterized as a foreign mercenary and a traitor.

Journalists are constantly exposed, because they continuously report on embezzlement and various abuses of public money. On the other hand, independent media are being exhausted by lengthy court proceedings, SLAPP lawsuits, politically-made judgments with which they try to scare them and stop them, which is in fact a strategic attempt to financially exhaust and eventually close the media. Even without these attempts by the government, independent media are in a very difficult financial situation because the state has not developed a mechanism to support independent journalism in BiH but they give money to eligible media houses (which report positively on all the government's activities) without any clearly defined criteria.

VII. ABOUT THE PROJECT:

The Overall objective of the project "Effective protection of and rapid support to media" is to enhance conducive legal and political environment for civil society and media actors, which promotes pluralism, fundamental freedoms and rights, resilience against undue pressure, and strengthens their role in the EU-related reforms. The intervention logic implies that safe and conducive legal and political environment is pre-condition for independent journalistic work and media pluralism, that enable independent media to voice concerns, influence policies, monitor decision-makers and hold them accountable, and that enables investigative media to research the various important topics of public interest (corruption, abuses of power, organized crime, etc.)

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Specific objectives of the project are:

- to Empower civil society organizations that are active in the news media landscape and independent media outlets, journalists, content producers, to promote pluralism, fundamental freedoms and rights, with a focus on the freedom of media and expression;
- to Strengthen capacities of independent investigative media to produce professional journalistic content and operate without interference and pressure in a safe environment, including through an online toolkit for a practical and rapid support in threatening or violent situations;
- to Foster participatory democracy by advocating for the effective inclusion of civic actors and the media in decision-making, not only as independent watchdogs, and promote importance of their partnerships and networks to achieve more integrated and collective advocacy efforts; and
- to Raise awareness on the need for pluralism, fundamental freedoms, and participatory democracy, as the basic preconditions of any modern, democratic society, that aspires to join EU.

VIII. OBJECTIVE OF THE MEDIA CAMPAIGN:

A communication objective of here proposed CVP is to raise public awareness and foster broad social engagement on the importance of media freedom and journalist safety in BiH while effectively communicating the role of EU in supporting reforms that safeguards these rights.

The campaign seeks to create an informed and engaged public which advocates freedom of expression, and demands institutional accountability for attacks on journalist.

The specific communication goals are:

- to raise public awareness, which includes informing the public about the vital role of freedom of expression and media freedoms, and raising public awareness about the challenges and risks that are journalists faced in their work, including attacks and intimidation;
- to foster broader understanding of media freedom issues, and encourage active participation in demanding freedom of expression and media rights, including advocating for safe environment for journalist and better institutional response to attacks and intimidation of journalists
- to promote EU standards of media freedom and communicating the EU support and ongoing reforms to protect media freedom in BiH.

IX. TASK & DURATION:

Umbrella and CRMA are looking for media outlets to produce produce and publish 14 articles, a banner, 2 interviews, 4 videos, 2 podcasts, and 7 infographics over a six-month period (February to July 2025) on media platforms and social. After the end of the media campaign, the media outlets are obliged to submit a report on the results of the media campaign.

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X. SCOPE OF WORK:

The scope of work encompasses strengthening the capacity and role of investigative media and journalists by enhancing the legal and political environment, producing professional journalistic content, developing online tools to support journalists in crisis situations, raising public awareness about the importance of media freedom and journalist protection, improving the visibility of independent media, and creating resources for content exchange among media outlets through a shared database.

The media outlets are responsible for productions of media content, publication on media platforms and social networks securing project and organisation's visibility. All tasks and duties of media outlets derive from CRMA/Umbrella contract with European Union, which are also reflected in communication and promotional plan that is approved by Delegation of European Union in Bosnia and Herzegovina. Its purpose is to maximise visibility of organisation efforts and actions related to project media outlets and social media as well as other relevant tools.

The selected media outlets will be responsible for producing and disseminating the following media content:

- **Investigative Articles:** In-depth research and reporting on issues of public concern.
- **Podcasts:** Audio content featuring expert opinions, discussions, and interviews.
- **Interviews:** Engaging conversations with key stakeholders and experts.
- **Infographics:** Visually appealing data-driven content for better comprehension.
- **Videos:** Short documentaries, reports, or explainers on critical topics.
- **Banners:** Digital graphics to promote key messages across media platforms.

The approximate deadlines for this engagement that must be met, and around which the engaged media outlets and the responsible person in the UBA/CRMA will subsequently agree, are:

Date	Scope of the work
2 nd February-12 th February 2025	TOR and selection of media outlets
12 th February – 1 st July 2025	Production and publishing media contents
31 st July 2025	Final report: Results of campaign, evidence (analytics, reports of audience measurement)

XI. COPYRIGHT:

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The content of the information obtained during the engagement of the entity is subject to protection and is owned by Association "Umbrella". Use of such content, in whole or in part, by third parties without the permission of the owner is not permitted. The use of information is possible and justified only if such use is an integral part of the project activities being implemented.

XII. REPORTING:

The media outlets will prepare reports of audience measurement according to the scope of the TOR and agreed with the CRMA/UBA Project manager, as well as in accordance to the present time plan.

XIII. BID VALUE AND PAYMENT:

The maximum budget for the campaign is 9.000 EUR, within which 30 media contents will be produced at a price of 300 EUR (without VAT) as follows:

LOT	Media contents	Price
LOT 1	1 article+1 interview	600 EUR
LOT 2	1 article+1 interview	600 EUR
LOT 3	1 article+1 podcast+1 infographic	900 EUR
LOT 4	1 article+1 podcast+1 infographic	900 EUR
LOT 5	1 article+1 video+1 infographic	900 EUR
LOT 6	1 article+1 video+1 infographic	900 EUR
LOT 7	1 article+1 video+1 banner	900 EUR
LOT 8	1 article+1 video	600 EUR
LOT 9	2 articles	600 EUR
LOT 10	2 articles+1 infographic	900 EUR
LOT 11	1 article+1 infographic	600 EUR
LOT 12	1 article+1 infographic	600 EUR
		TOTAL 9.000 EUR

XIV. QUALIFICATIONS AND REQUIREMENTS:

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- ✓ Non-state investigative media outlets of any form (web portal, blog, Radio station, TV station, newspaper) that are not owned, not financed, not managed, not influenced, nor editorially controlled by government(s).

The eligibility criteria include demonstrated experience in technical areas relevant to the award focus i.e.

- ✓ proven track record of investigative reporting
- ✓ proven track record of significant portion of production original content
- ✓ production of in-depth and investigative long-tail features
- ✓ production on content in line with investigative journalism methodology
- ✓ adhering to professional standards and quality criteria of investigative journalism
- ✓ demonstrating a commitment to editorial independence
- ✓ the media outlet is registered as a legal entity in Bosnia and Herzegovina (proven by copies of registration documents: registration decision, registration certificate (ID number), statute)
- ✓ ability to reach and engage diverse audiences through various distribution channels.

XV. Application Process

Interested media outlets should submit a proposal including:

- Organizational profile and relevant experience.
- Portfolio of previous investigative work.
- Timeline for deliverables.
- Proven by copies of registration documents
- An offer with a clearly stated lot for which the media is applying

Applications should be submitted to email info@uba.ba by February 11 2025.

XVI. Evaluation of Proposals

A selection committee assesses proposals based on:

- Quality and relevance of the proposed content
- Innovative approaches to investigative journalism
- Ability to reach target audiences through various media formats
- Technical capabilities, including experience with multimedia content (articles, podcasts, videos, infographics)
- Financial and logistical feasibility of the proposed plan

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