



United Nations  
Educational, Scientific and  
Cultural Organization

Organisation  
des Nations Unies  
pour l'éducation,  
la science et la culture

Organización  
de las Naciones Unidas  
para la Educación,  
la Ciencia y la Cultura

Организация  
Объединенных Наций по  
вопросам образования,  
науки и культуры

منظمة الأمم المتحدة  
للتربية والعلم والثقافة

联合国教育、  
科学及文化组织

Communication and Information Sector  
Division of Freedom of Expression and Media Development  
**Section for Media Development and Society**

## Call for Proposals

### Terms of Reference

**UNESCO is looking for an Individual Specialist to draft a handbook on portrayals of men and masculinities in the media**

Under the supervision of the Chief of Section for Media Development and Society, the Individual Specialist shall:

*Draft a handbook to sensitize and guide media professionals regarding the portrayal of men and masculinities in the media.*

Concepts and norms of masculinity are inseparable from their representation in the media (whether broadcasted or printed), to which everyone of all genders are exposed while growing up.

The Individual Specialist will help media editorial desks tackle gender representations in their content, with a special focus on avoiding stereotypical or “narrow” representations of manhood and masculinities, including in relation to fatherhood, friendship and leadership, and other portrayals linked to behaviors such as violence against women, children and other men.

#### Specific objectives:

The handbook will consider representation of men and boys in news media, sports broadcasting, advertisement, entertainment and social media. It will help media transmit an inclusive conception of masculinity, comprising those who do not conform to prevailing stereotypes, and raise awareness among media editorial desks and media professionals at large, that such entrenched perceptions may be detrimental to both the individual and to society.

#### Target audience:

The handbook will encourage and accompany journalists and media professionals to purvey diverse representations of men and masculinities to their audience (viewers/listeners/readers).

More specifically, the Individual Specialist shall produce a handbook for media professionals, including advertisers, broadcasters, camerapersons, editors,



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journalists and reporters, media regulators, news analysts, news anchors, reporters, script writers, photographers, producers etc.

### Content:

The manual may address, but is not limited to, the following issues:

1. Relevant questions around the portrayal of men, manhood and masculinities;
2. Underlying structures and dominating views;
3. Social and cultural assumptions and prejudices;
4. Manifold and intersecting representations of men, considering factors such as age, origin, religion, sexuality, social roles, occupation and socio-economic status;
5. Choice of stories to cover and protagonists; angles shown and opinions heard; images and clips in print, broadcast and online; non-stereotypical representations of underrepresented facets of masculinity including paternity, non-competitive intra-male relationships and other social contexts, empathy, solidarity, etc.;
6. Importance of language and choice of images (include examples and case studies);
7. Tips; 'dos and don'ts'; practical advice, e.g. how to neutralize the language of interviewees;
8. Checklist adapted for specific use of different media professionals, e.g. important points to remember when reporting or covering a story;
9. Useful tools for the newsroom:
  - i) Ideas that work ("good practice"); ideas worth trying, points to avoid; individual low-cost, effective actions in various situations, including internally in news rooms and editorial boards in the face of opposing media culture, policies and practices;
  - ii) Handling social media and public interaction;
  - iii) Monitoring and evaluating progress; setting targets for programs and policy implementation; measuring and monitoring audience reactions to new angles and portrayals;
  - iv) Celebrating success; prizes and awards; helping print media and broadcasters to broaden their horizons;
  - v) Additional accessible resources: literature; websites to explore; useful information.

Other innovative, relevant angles, specific approaches and points of consideration are welcome, as is suggestions for and/or production of audio and/or audiovisual complementary content.

### Format and output:

The toolkit will be written in Proficient English or French (excellent knowledge of the language is required – including grammar, spelling and punctuation). The approach and content must be generic while allowing for further contextualization, and include the five geographical regions of UNESCO: Africa, Arab States, Asia and the Pacific, Europe and North America and Latin America and the Caribbean. The handbook will use gender-neutral language and be based on state of the art theory and research on gender and communication. The work shall comprise approximately 90 standard pages (320 words per page), be written in a style targeting media professionals and in consideration of media professionals' working rhythm and conditions. The output will be used in hands-on training and should therefore contain concrete tips and recommendations, be accessible and applicable.



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UNESCO will decide on a timeline including deadline for the final draft together with the Individual Specialist.

#### Selection criteria:

The below criteria will be considered during proposal assessment:

- Relevance of the proposed approach
- Feasibility (in time)
- Expertise in Media, Gender and Masculinities
- Experience/expertise in handbook design / pedagogy or writing skills
- Competitive fee

UNESCO may request up to three rounds of revision of the final draft.

#### Expression of interest:

Your written submission should comprise:

- (a) an up-to-date curriculum vitae;
- (b) the handbook outline, no longer than 1000 words, explaining your tactics and the type of content you would include to ensure media professionals worldwide apply your guidelines. It may contain a very draft table of contents and any element or angle you wish to suggest to UNESCO;
- (d) your fee for the assignment, expressed as an overall lump-sum in euros.

Only proposals containing (a), (b), and (c) will be examined. UNESCO places great emphasis on ensuring that the objectives of the work assignment, as described in the Terms of Reference, are met. Accordingly, in evaluating the proposals for the assignment, attention will focus primarily on the technical elements. From those proposals deemed suitable in terms of the demand expressed in the Terms of Reference, UNESCO shall select the proposal that offers the Organization best value for money.

Please send your proposal to [masprojects@unesco.org](mailto:masprojects@unesco.org) no later than **6 pm** (Paris time) on **28 October 2019**. Any additional information you may request will be sent to you as soon as possible. However, any delay in providing such information will not be considered a reason for extending the date for submission of your proposal.

It is the individual's responsibility to ensure that the proposal is received on or before the deadline.

Only short-listed proposals will receive a written reply.

Kindly note that until the selection of contractor is made and the contract is formally signed by UNESCO, the Organization has not undertaken any commitment, whether oral or written to you or other prospective contractors.

Information on UNESCO's action for gender equality in media is available at <https://en.unesco.org/themes/media-diversity-and-gender-equality>

UNESCO has also developed [Gender-sensitive Indicators for Media](#) (GSIM) to measure gender awareness and portrayal within media organizations (e.g. working conditions), with particular emphasis on editorial content. The GSIM have been applied by governments and national regulatory authorities, media organizations, journalists unions and associations, journalism schools and other similar entities. The GSIM set the basis for gender equality in media operations and editorial content.



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Every year, we also organize the “[Women Make the News](#)” campaign. UNESCO also promotes [Gender Equality in Sports Media](#).