

## Terms of References

on requirements of trainers for the piloting a series of workshops focused on the applications of Artificial Intelligence (AI) in journalism for media professionals in the Republic of Moldova.

### 1. Background of the project

With the rise of generative AI, the global information ecosystem is facing numerous challenges. These include the emergence of a new digital gap among newsrooms, where some can afford necessary technological investments while others lag behind; the rampant spread of disinformation; ethical concerns regarding the extent of automation and potential biases ingrained in AI, also leading to an erosion of public trust in journalism. Media need to strive to thoroughly understand the fundamentals of AI, analyze the latest developments and their implications, and leverage AI effectively.

To keep up with the changing media environment, DW Akademie in Moldova supports its partner organization, the Moldova School of Journalism, to create a series of interactive AI workshops tailored for local media professionals. These workshops aim to equip journalists with a thorough understanding of AI basics, its application in newsrooms, and the potential gains, challenges and pitfalls associated with its use, particularly in the context of the upcoming elections.

The overarching objective of the project (2023-2025) is to bolster the Media and Journalism Education in Moldova by developing the Moldova School of Journalism to become an innovation center for quality journalism and thereby strengthen the quality of reporting by independent media professionals. This will be achieved through the qualification of local trainers, the development of curricula tailored to specific needs, and the delivery of high-quality journalism education programs addressing the most pressing issues facing the media community. In the previous year, two training programs on podcasting and video storytelling have been successfully developed and implemented in Moldova.

### 2. Requested services

We are seeking for qualified trainers/experts to

- Design a series of hands-on workshops together with the partner organisation/local trainer and DW Akademie consultant on methodology on the following topics:

**AI applications in journalism** (automation of editorial processes, chatbots, voice and video)

**AI ethics** (regulation, bias in data, copyright law, opensource)

**AI and elections** (FIMI (Foreign Information Manipulation and Interference), AI and disinfo, DeepFake Detection, detecting and recognizing manipulation)

- Possibly identify other international experts contributing to narrow aspects of the workshops, where this is appropriate;
- Deliver online workshops (together with a local co-trainer and/or other AI-experts);
- Deliver feedback and training reports on the training to the DW Akademie management.

### **3. Profile of trainers**

The trainer shall have a record of:

- Profound AI-expertise, ideally training experience the above-mentioned topics.
- Advanced knowledge of training methodologies with a significant trainee-centered approach.
- Training skills experience, trainings skills experience in online environment would be an asset.
- English language skills.

### **4. Deliverables**

- Training matrix in consultation with the DW Akademie methodology expert
- 3 online workshops
- Supervision of applied exercises of the trainees (asynchronous tasks)
- Training report

### **5. Roles and responsibilities**

- The trainer provides the overall design of the workshops (incl. exercises for trainees) and delivers workshops in cooperation with the other AI-expert(s) and/or local trainer of the Moldova School of Journalism.
- DW Akademie methodology expert consults on the overall methodology of the trainings/trainee-centred training approach.
- The partner organisation provides the trainees to the trainings, as well as the logistical setup of each training.
- The local trainer provides and delivers the training content of the commissioned training unit(s).

### **6. Submission of offer**

The DW Akademie is seeking trainer(s) to provide 3 online workshops in May-July 2024. Each workshop shall comprise a trainer input, an assignment for trainees and feedback (three workshops' days in total plus preparation days).

Please submit your offer to Ms. Olena Ponomarenko at [olena.ponomarenko@dw.com](mailto:olena.ponomarenko@dw.com), at the latest by **8.04.2024**. An earlier application is also very much appreciated!

Please send in:

- A brief and precise (no more than 2 paragraphs) letter of intent, highlighting relevant experience in the training unit(s) you are offering your service for,

- Your CV, as well as
- Your rate card for the daily fee for preparation and delivery of training(s).

For any question of clarification regarding the scope of your offer and/or the requested service please contact Ms. Cristina Leva at [cristina.leva@dw.com](mailto:cristina.leva@dw.com) and/or Ms. Olena Ponomarenko at [olena.ponomarenko@dw.com](mailto:olena.ponomarenko@dw.com).