

Terms of reference

Launching MOOCs in Russian: Journalism in a Pandemic: Covering COVID-19 Now and in the Future and
Covering the COVID-19 vaccine: What journalists need to know.

Deadline: 7 October 2021, 18:00 Almaty time

I) Rationale and overarching goal

As the novel coronavirus has reached nearly every country on earth, there has also been mass circulation of falsehoods that have spread as fast as the virus itself. These lies have helped pave the path for the infection, and they have sewn mayhem in how societies are responding to the pandemic.

The World Health Organization has described - as a "second disease" accompanying the COVID-19 pandemic - an "infodemic", which is "an overabundance of information – some accurate and some not – that makes it hard for people to find trustworthy sources and reliable guidance when they need it". Journalism is key to supplying credible information within the wider "infodemic", and to combating the myths and rumours. Without it, false content can run rampant. Falsehoods in circulation can be categorized as both disinformation (produced and shared with malicious motivation), and misinformation, when these lies are spread without bad intentions. But in the context of COVID-19, the effects of both can be equally deadly.¹

UNESCO Chair's Knight Center for Journalism in the Americas at the University of Texas at Austin ("UT Knight Center"), in partnership with UNESCO, United Nations Development Programme (UNDP) and the World Health Organization (WHO), has created two MOOCs on the best practices in covering the COVID-19 pandemic and vaccination efforts. UNESCO has guided the production of Russian versions of the two courses with the support of the European Union.

Link to Agenda 2030

Entitled "#CoronavirusFacts: Addressing the 'Disinfodemic' on COVID-19 in conflict-prone environments", the project aims to strengthen citizens' resilience to COVID-related disinformation and thus contribute to the achievement of the SDG target 16.10.

Specifically, it works towards the following outcomes:

Media professionally and effectively share lifesaving information and debunk disinformation on COVID-19 in conflict-prone environments;

Citizens make-evidence based decisions about their health, as well as critically engage to prevent the COVID-19 'disinfodemic' and its impact on peace and stability.

II) Assignment:

Within the overall objective, under the overall authority of the Director of UNESCO Almaty and the direct supervision of the National Professional Officer, UNESCO Almaty, the contractor will lead and coordinate the following activities:

An online promotional campaign will help attract journalists' attention to the courses and ensure wider dissemination of this important information in the Russian-language media. The campaign will feature the following activities:

¹ Journalism, press freedom and COVID-19. Issue brief in the UNESCO series: World Trends in Freedom of Expression and Media Development. France, 2020

1. Additional course content: a 90-second promotional video featuring the course translator and tailored for multiple social media platforms and an additional course activity — a 15-minute video interview with a Russian-speaking guest expert for a regional perspective on COVID-19, subtitled in English;

2. A project landing page showcasing the two courses and additional educational resources for journalists covering COVID in Russian from UNESCO and other organizations;

3. Media coverage of the launch: publishing two op-eds in Russian media to support the launch of the courses, written by the translator;

4. Social media campaign to support the launch of the course: targeted ads on Facebook and Instagram featuring original visual content based on the two courses;

5. Online launch event in the form of a webinar with chief course instructor Maryn McKenna and other Western and Russian guest speakers, available in English and Russian;

6. Instagram post competition on COVID-19 vaccination (in Russian), to coincide with the launch of the MOOCs: a contest of original visual content (Instagram posts), to be judged by a panel of experts on COVID-19, vaccination, science journalism and social media, with prizes.

7. Report on campaign.

III) Deliverables

To submit to UNESCO Almaty translated materials according to the following schedule:

3.1 promotional videos, interviews, coverage, online launches and social media press releases.

3.2 Based on feedback from UNESCO, make necessary changes, if needed, within 7 days of request.

3.3 A campaign report accompanied by a press release in Russian and English, video files and visual materials.

Suggested timeline and activities

Period	Activity

IV) Budget

Please indicate budget in US dollars according to the budget form [Link](#).

Please send the form (in Russian and English) to Karpov Sergey at s.karpov@unesco.org with subject "CoronavirusFacts 2021 call" **not later than 7th of October, 2021 before 18:00 Almaty time.**