



ZIMBABWE MEDIA COMMISSION

CALL FOR CONSULTANCY SERVICES:

The Zimbabwe Media Commission is seeking for the services of a highly motivated and qualified individual/company for the following:

TYPE OF CONTRACT: External Contract

PROJECT TITLE: **DIGITAL MEDIA GOVERNANCE POLICY**

DURATION: (approximate) 1 month

DATE OF ISSUE: 1 November 2023

DEADLINE FOR SUBMISSIONS: 10 November 2023

1. Background

The Zimbabwe Media Commission (ZMC) is established by section 248 of the Constitution. Section 249 of the same Constitution provides for the functions of the Commission. The ZMC's mandate is guided by its two enabling legal instruments. The Freedom of Information Act (FOIA) [Chapter 10:33] provides a framework for the realization of the provisions of Section 62 of the Constitution which gives citizens the right to access information held by public entities for the purposes of promoting transparency and accountability and for the protection of a right. The Zimbabwe Media Commission Act [Chapter 10:35] reiterates the functions of the Commission established by section 249 of the Constitution. The Act provides for the promotion and protection of freedom of expression and the media guaranteed in section 61 of the Constitution. The Act also empowers the Commission to institute investigations and enquiries into any conduct likely to threaten freedom of expression and of the media.

2. Objectives

The essence of this project is to determine what constitutes the digital media platforms within the media industry in Zimbabwe, and the challenges and opportunities for developing an effective regulatory framework. The research should come up with a robust draft digital media policy document that will

help shape an Act to regulate the same. This consultancy has to outline the need for digital media policy and regulation, its benefits, and the challenges involved in implementing it. The consultancy is expected to inform the Commission through the final product on the current trends within digital media platforms regulation and how they relate to other jurisdictions.

Rapid developments in the Information and Communication Technology (ICT) sector have brought with them the phenomenon of Convergence, it is therefore important to develop a policy paper to guide on the use of the disruptive technologies. There is need to harness the good that comes with these technological advancements to the benefit of the citizenry hence the need for governance of such platforms.

There is also need for the policy to deal with issues related to the role of digital media in covering the information gap that has been created by the urban centric nature of print media as well as its sustainability.

Concerns have been raised on the falling standards in the media industry and a lot of this has been attributed to the influence of digital media. The policy should give guidance on how convergence can be handled in a manner which promotes freedom of expression and access to media platforms while also ensuring that there is a framework for handling breeches of standards and ethics.

3. The Consultant

The consultant shall be responsible for coming up with a digital media policy draft covering all the important issues.

4. Research Framework

Information gathering should include desk research, interviews and any other techniques that can be used to gather information.

5. Target Groups

The target groups that will constitute the core informants of the policy include the following:

- Mass media services (registered or not registered);
- Government Departments;
- Education training institutions;
- Film industry players;
- Production houses;

- Marketing agencies;
- Media organisations in the civic sector;
- Media consumers;
- Online content creators;
- Students in the media field; and
- Any relevant organisations and individuals.
- Media industry associations

6. Research Outcomes

The research should be able to come up with a practicable digital media policy document that entails:

- A clear and nationally accepted definition of what constitutes digital media platforms;
- Gaps in the legal provisions dealing with digital platforms within the media;
- Proposals on the applicable regulatory framework

7. Outputs

The expected outputs include the following:

- A digital media governance policy paper. The policy is expected to inform and shape future legal interventions in digital media governance.

8. Estimated time of Research and Report Compilation

The duration of the contract is one (1) month from the date of engagement.

9. Deliverables.

The consultant shall deliver two bound copies of the policy document together with a soft copy of the same.

10. Supervision

The consultant will work under the supervision of the Manager Research, Training and Development.

e. Application:

Interested individuals should send their submission to the following email addresses not later than 10 November 2023.

shoniwatp@gmail.com

zmcaccreditation@gmail.com

N.B ONLY SHORTLISTED CANDIDATES WILL BE CONTACTED.