



PIERCE MILL ENTERTAINMENT & EDUCATION
JOURNALIST / WRITER / STORY COLLECTOR
CONSULTANT SEARCH ANNOUNCEMENT
USAID-Funded Project

Position: Journalist / Writer / Story Collector (field work)
Location: Hawassa, Ethiopia; Aroge Gebeya
Reporting to: Pierce Mill Entertainment & Education, Washington, DC (PM)
Purpose: Identify compelling & memorable stories that can be used for educational and entertaining media programs of life in the market.
Duration: Contract work, to be executed over 20 days between April and May, 2022. (Roughly 10 days in field and 10 days writing report).
Application Due Date: Applications are accepted on a rolling basis with the latest date being April 3, 2022.

INTRODUCTION TO THE *Feed the Future EatSafe* PROJECT and STORY SOURCING

USAID Feed the Future's *EatSafe* (Evidence and Action Towards Safe, Nutritious Food) program aims to generate evidence and knowledge of the potential of consumer demand for safe food in low- and middle-income countries (LMICs). The five-year program is funded by USAID and will be undertaken by a consortium led by the Global Alliance for Improved Nutrition (project is registered under number 2896 by the Federal Democratic Republic of Ethiopia Agency for Civil Society Organization). Additional partners on *EatSafe* include Pierce Mill Entertainment & Education (Pierce Mill, PM), Busara Center for Behavioral Economics, and the International Livestock Research Institute (ILRI).

PM is tasked with developing a media-based social and behavior change communications (SBCC) program for market consumers and vendors, and we will lead *Story Sourcing* to collect stories directly from consumers and vendors, which will be the foundation of these programs.

Stories are the core of PM and SBCC productions. For media to have impact on an audience, it must be context specific, resonate with them, and be based on ideas and themes that are culturally meaningful. An audience should identify with the characters—not necessarily by way of characteristics, but by way of identifiable actions. Using media for behavior change requires that the stories open up the audience's imagination to the possible. The discovery of these kinds of stories is at the heart of this project and this assignment.

Story sourcing is the semi-formal and journalistic practice of gathering stories directly from the audience of interest—in this case: market consumers and vendors. We are after anecdotes from daily life at the market to inform the writing and design of compelling and memorable media programs.

THE POSITION: Journalist / Writer / Story Collector

This project is appropriate for journalists, writers, and media producers, as their skill sets for uncovering stories are of high value to the process.

We'd like to engage a journalist and writer, intimately familiar with the market environment and the local community in Hawassa. You must be proficient in English and fluent in Amharic and comfortable talking with people in food markets and drawing out stories. Sidama speakers are encouraged to apply. You must demonstrate extensive prior journalistic and/or interviewing experience.

You will need to have existing access to a computer, phone with a working camera, and internet and be willing to undertake travel as needed to accomplish the scope of work.

SCOPE OF WORK

Your job will be to uncover scenes and situations that are typical of life in the community, and that also include conflict, theme, and/or emotion within them. These stories are stand-alone in and of themselves – the kind of anecdote one might tell a friend. As this is not a formal research study, the stories do not need to be gathered into a broader narrative, at least at this stage of the process. We're looking for vivid descriptions of various situations that people have been in, that could be used as a kernel of a new idea or scenario. The stories should have some connection with life in the marketplace.

You will be expected to:

- Participate in PM onboarding process
 - Become familiar with the summary of findings of the ethnographic study, literature review, survey, and other studies conducted by EatSafe partners, when available;
- Conduct background research on Hawassa, as needed;
- Work with PM to finalize the local Story Sourcing goals, process, interview questions;
- Work with PM to plan travel logistics;
- Conduct Story Sourcing, in Aroge Gebeya in Hawassa, including the interviews and post-interview documenting tasks within timeline;
- Take photos of the interviewees. Collect interview and photo consent forms. Voice record all interviews. Submit these items via Dropbox to PM on a rolling basis.
- Keep PM informed about progress of field work and any challenges or unexpected events.
- Draft a final write-up of the stories within the timeline. Share it with PM for feedback and refinement.
- Finalize write-up incorporating notes from PM.

DELIVERABLES

The Journalist will be expected to:

- Execute roughly 10 full days of Story Sourcing field work in the Aroge Gebeya market in Hawassa, Ethiopia, following the standards and goals defined by PM and the process defined jointly with PM.
- Deliver Final Write Up in format and with details specified by PM.

NOTE: Your stories will contribute to a report that PM will put together using all the stories collected. To see how that worked for EatSafe in Nigeria, please review [this March 2021 report](#).



TIMELINE

This project is estimated to take up to 20 days of work spread through April and May.

INSTRUCTIONS FOR RESPONDING

Please direct all inquiries and other communications to join@piercemillmedia.com.

You should be able to work at selected market in Hawassa. Please note that we are not able to contract with anyone employed by the Ethiopian government.

Interested applicants should prepare:

- (a) A two-paragraph expression of interest including reasons for interest in the task, qualifications, and prior experience with journalism, storytelling, and/or interviewing.
- (b) Estimated fee in USD for executing this Story Sourcing assignment. Please breakdown your budget by daily rate, not to exceed 20 days, and consider and include any transportation and travel and additional expenses as needed.
- (c) Brief CV highlighting recent and relevant experience.
- (d) Links to at least 3 published articles that *you authored* that demonstrate your writing and storytelling skills. These must be in English.
- (e) Your current location and language proficiency.
- (f) Two professional references (Name, title, organization, email, telephone number, description of your connection to the person/organization)

You should highlight any existing and prior relationship within the local community that would **enrich or ease** the assignment, for example a prior relationship with market administrators and/or local leaders (political, religious, community), partnerships with local universities and/or schools, relationships with other NGOs, relationships with local news media.

These documents should be sent to PM (join@piercemillmedia.com) no later than April 3, 2022; however, we will be reviewing applications on a rolling basis. Please use the subject line 'EatSafe Story Sourcing – Applicant Name' when responding.

ABOUT PIERCE MILL ENTERTAINMENT & EDUCATION

PM is an award winning, end-to-end media production house that creates social and behavior change media for some of the biggest NGOs, universities, and governments in the world, addressing some of the biggest challenges in the world.

We discover universally human stories in all kinds of locations—from factory floors to preschools, from the halls of government to remote villages. And from these stories, we create compelling shows, movies, documentaries, animations, live events, and interactive programs that aim to have positive social impact.

Working with an experienced team of program designers, media producers, and local creatives, we aim to make culturally relevant and globally significant media for targeted audiences and broader populations.

www.piercemillmedia.com