



Terms of reference for the call "Expert on the drafting of the communication strategy for the NGO "Durmish Aslano"

The call is open from 02.10.2023 to 10.10.2023

<u>Organization</u>	<u>Durmish Aslano</u>
<u>Objectives</u>	<u>Development and consolidation of the public communication capacity of the NGO "Durmish Aslano"</u>

1. Information about the organization

NGO "Durmish Aslano" was founded in 1969, it functioned as a cultural-artistic society until 1999. Immediately after the last conflict in Kosovo, the activities have resumed. In 2001, it was registered as an NGO, with the aim of representing the interests of the Roma community and improving their position in Kosovar Society. There have been a number of activities and projects in the education of young people from the Roma, Ashkali and Egyptian communities, with supplementary classes and learning centers. It has been and is a priority center for the promotion of Roman culture, tradition and language, it has done this in the theatrical form. Durmish Aslano has two departments under his umbrella, radio "Romano Avazo" and the Roma Theater "Nexhip Menekshe". Durmish Aslano is part of the network of cultural organizations, the network of youth organizations, citizens and has strategic partnerships with several organizations. Radio "Romano Avazo" is a non-commercial radio, opened in 2007, which deals with sensitive topics to promote the problems of the Roma community, as well as debates on common issues that directly affect the politics of Roma, Ashkali and Egyptian communities. In addition, Romano Avazo is the main source of information of the Roma community and plays the role of a bridge between the relevant actors, the community and relevant intuitions. It deals with debate shows in annual series ie. 48 shows with 12 themes, where all relevant actors are included, with the aim of first-hand information and promotion of the ideal part. Romano Teatro "Nexhip Menekshe" was formed in 1989

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by the intellectuals of the Roma community in the Municipality of Prizren. Since 2001, it has been operating under the umbrella of the NGO "Durmish Aslano". Protection of the Romani language.

Prizren is the epicenter of cultural activities, the Roma community in a true cohesion is a decisive shareholder in the cultural mosaic and the promotion of ethnic and civic values. Basically, the sensitivity of healthy media information, from the source to the target, is a discourse where "Durmish Aslano", specifically the "Romano Avazo" media department, is deepening in the media framework as a result of deficits in many spheres. Cultural documentation is the most important part that "Durmish Aslano" is dealing with. DPA continues to promote the language, culture and cultural heritage of the Roma community, as well as media, youth and gender roles are components assigned to it as an integral part of its operation.

Durmish Aslano's continuous advocacy in the media dimension for local and central policies, raising the priority of the Roma community in our society, has also made it possible to attract the attention of donors to the Roma media, socio-economic and cultural problems, etc. The mission of Durmish Aslanos is: "To help the process of full integration of the Roma community, through the development and implementation of the most advanced democratic practices and concepts, by raising and strengthening the capacities of the relevant actors", who with the various activities is acclimatizing it in accordance with the organization's objectives and strategy.

2. Project information

Within the project ***"RoMedia and YouthLink: Preparing and raising the Roma community in the media and Empowering young people from the Roma, Ashkali and Egyptian communities" supported by the American Embassy based in Pristina***, our proposal aims to frame the activities in two spheres related to the participation of the Roma, Ashkali and Egyptian communities in the municipality of Prizren. Our aim is to promote the emancipation of the youth of these communities in various fields, including media and labor justice. For this purpose, we will instrument the "Romano Avazo" radio as a tool that will help promote these goals by organizing thematic shows, debates and advertisements, as well as discussing with the relevant institutions regarding the perspective of Roma, Ashkali and Egyptians regarding labor law. . We will also organize specific direct activities with the youth of these communities, such as training in various fields such as media, culture, politics, organizations, institutions, advocacy, cyber protection, environmental protection, as well as two youth camps in two cohesions different. Radio "Romano Avazo" will serve as the primary and only contact of minority communities, bringing information on the needs of these communities and helping to improve social dialogue and labor rights. The radio shows will be trained with an appropriate question pattern and the recommendations and conclusions drawn from the debates will be fed into a published paper as a form of research. During

direct meetings with members of the Roma, Ashkali and Egyptian communities, recommendations will be made to the relevant institutions. Media and youth will also have a comprehensive conceptual link.

3. The objective

The objective of public communication is to create a built and lasting relationship with the organization's audience or public. These objectives are important to help the organization influence public opinion, support its goals and mission, and mobilize active public participation. Through deep knowledge and awareness of the audience, the organization can influence its views and actions, ensuring a strong bond built on trust.

To achieve these objectives, the organization can use communication tools and channels appropriate for the specific audience, including social media, website, meetings and public events, and promotional materials. Through these public communication efforts, the organization can improve its influence and create a closer and more fruitful collaboration with the audience to fulfill its goals.

4. Time frame

The work should start on 10.10.2023, until 16.10.2023

5. The application procedure

- CV
- A letter of interest;
- Methodology;
- Work plan and implementation deadlines
- Similar documents proving work in this field
- Gross financial offer
- The offer must be sent electronically to the email address d.asllano69@gmail.com
- The application deadline is September 10 at 4:00 p.m.
- Any offer sent after the above deadline will not be considered
- Only people who qualify in the narrow circle will be contacted