

UNICEF Moldova

TERMS OF REFERENCE

National Institutional Consultancy

Media Monitoring Agency to support UNICEF Moldova in assessing coverage of child rights issues

Duration: October-December 2017

Location: Chisinau

1. Background

UNICEF is the leading children's organization, which promotes and advocates for the realization of children's rights worldwide and in the Republic of Moldova. In order to achieve its objectives, UNICEF works with Government, civil society, media and other partners to address issues of all children in the country and improve their lives.

In order to actively engage media in promotion of child rights, UNICEF periodically commissions an assessment of media's reporting on child rights. Through this assessment, UNICEF is better informed on children's issues most covered by the media, accuracy of coverage of these issues and can arrange appropriate capacity building for the media.

2. Purpose of the institutional consultancy

In order to position strategically and tactically UNICEF's knowledge leadership on children's issues, UNICEF is eliciting the services of a qualified company to provide content analysis of child rights reporting by Moldovan media outlets, by looking at qualitative data in a quantitative manner.

3. Objectives of the consultancy

The objectives of this consultancy is to provide an assessment of mass media outlets reporting on child rights issues for the period October – November 2017 (2 months).

4. Details of how the work should be delivered

To achieve the above-mentioned objective, the media monitoring company will:

- Compile a list of main media outlets for monitoring: at least 5 TV stations and at least 10 main internet news portals.
- Conduct a content analysis of media materials published by the specified outlets during October - November 2017 using as units of analysis a set of predefined key-words.
- Provide a media report with a breakdown of media materials by 1) media channel 2) thematic area (education, child protection, health, etc.).
- Provide two key indicators for the requested period: 1) the total number of media materials on children's issues; 2) the percentage of media materials that emphasize promotion/realization of child rights.

5. Delivery dates

The company will provide the content analysis report by 15 December 2017.

6. Performance indicators for evaluation of results

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in ToR;
- Compliance with the established deadlines for submission of deliverables;
- Quality of work;
- Demonstration of high standards of work with UNICEF and with counterparts.

7. Qualifications and experience

- At least 3 years of experience in media monitoring, including compiling quantitative analyses of media landscape; prior positive experience of working with UN Agencies will be an asset.
- Ability to work under time pressure and be flexible enough to adjust to UNICEF needs and expectations.

8. Financial Proposal

The financial proposal shall indicate total lump sum amount, in MDL, without VAT, as well as a detailed breakdown of budget items. Payments will be based upon delivery of the services specified in the TOR.

9. Evaluation criteria for selection

Interested companies will submit a detailed Quotation, along with a short description of the proposed methodology. Samples of at least one previous similar assessments must be presented along with the financial proposal. The applicant which will offer the lowest-priced compliant offer will be selected.

10. Definition of supervision arrangements

The company will work in close cooperation with UNICEF Communication Section and will be directly supervised and evaluated by the UNICEF Communication Officer.

11. Support provided by UNICEF

UNICEF will provide strategic guidance for providing the media monitoring services and the list of key words to be used as units of analysis.