

Request for Proposals: Media Landscape Analysis, MDI Assessment - Jordan

ATTACHMENT A

1. Background

2014-2017 UNESCO implements the EU-funded project ‘Support to Media in Jordan’ aiming for increased freedom, independence and professionalism for the Jordanian media.

The project builds on a Media Strategy adopted by the Government of Jordan in 2011, and its action plan. The project will be implemented in close cooperation with the media community in Jordan, including state and non-state media on all platforms; journalism training institutions and media development organisations.

In order to further understand the contemporary Jordanian media landscape, and design activities to further develop the same, an analysis of the media situation based on [UNESCO’s Media Development Indicators \(MDIs\)](#) will be carried out.

The MDIs were developed with a view to defining a framework within which the media can best contribute to, and benefit from, good governance and democratic development.

The MDIs look at five aspects of the media environment:

- System of regulation
- Plurality and diversity of media
- Media as a platform for democratic discourse
- Professional capacity building
- Infrastructural capacity

Taken as a whole, they provide an aspirational picture of the media ecology to be constructed in order to ensure freedom of expression, pluralism and diversity of the media. They can therefore serve as an important tool for guiding the efforts of actors working in the area of media development, including policy makers.

The Jordanian MDI analysis will be complemented with a comparative analysis of best Public Service Broadcasting (PSB) practices in selected EU countries and the contemporary practice in Jordan

The MDI study in Jordan, and the comparative PSB analysis, will form the basis for a review of the implementation of the Government’s Action Plan for the Media

Strategy, leading to a revised Action Plan agreed by the media stakeholders. This will inform the designing of the capacity building activities in the project.

2. Expected results of the assignment

2.1 Outcome of the assignment

The Jordanian Government, the media community, UNESCO, national and international media development organisations are informed on the contemporary media situation in Jordan; where potential gaps in relation to the MDIs and best international practices have been identified, and have agreed on an action plan for how to further increase freedom, independence and professionalism in the media sector.

2.2 Outputs of the assignment

- Analytical MDI report and evidence-based recommendations on media development produced and submitted in English
- A comparative analysis looking at best Public Service Broadcasting practices in selected EU countries and the contemporary practice in Jordan produced and submitted in English
- The reports presented to, and discussed with, stakeholders in up to 8 workshops facilitated by UNESCO
- The reports presented and discussed with five working groups defining activities for the Action Plan, facilitated by UNESCO. The working groups will suggest revisions to the Media Strategy in selected areas such as Journalism Education, Media Regulation and Public Service Broadcasting.
- An updated Action Plan for the implementation of the Media Strategy produced in English as a result of the above

3. Methodology

The partner is expected to include a detailed methodology and a time line for the assignment in its proposal, based on, but not limited to, the following expected activities:

- Identify a Team Leader for the two studies
- Identify a team of 3 Jordanian researchers, including the Team Leader, for the MDI study
- Together with UNESCO identify an international MDI research expert with previous experience of MDI studies to advise and assist the national team
- Together with UNESCO identify an international consultant for the comparative PSB EU-analysis. This consultant will work independently

from the MDI team but under the leadership of the Team Leader.

- Desk study of recent (2-3 years) studies on Jordanian media
- Set up an Advisory Committee representing a variety of actors involved in media development to secure broad ownership of the studies
- Organize a two-day MDI training with the research team, if required, with UNESCO expertise
- Organize an initial workshop to launch the studies
- Broad consultation with local media organizations, media houses, professional associations, academics, government representatives and NGOs in order to gather information on all aspects of the media situation in Jordan
- Identify potential sources to provide a basis for verifying the MDIs
- Quantitative and qualitative collection of data
- Analysis of data
- Based on data identify gaps to be addressed
- Drafting the MDI report on the basis of the information gathered, in close consultation with UNESCO and the Advisory Committee.
- Organize a national conference during which stakeholders representing both the Government, the media sector, academia and civil society will discuss the draft MDI report
- Analytical MDI report and evidence-based recommendations on media development produced and submitted in English
- A comparative analysis looking at best PSB practices in selected EU countries and the contemporary practice in Jordan produced and submitted in English
- The final reports presented to, and discussed with, stakeholders from different parts of Jordan in 8 workshops facilitated by UNESCO
- The final reports presented and discussed with five working groups defining activities for the Action Plan, facilitated by UNESCO
- An updated Action Plan for the implementation of the Media Strategy produced in English as the result of the above consultations

4. Time frame

The assignment is expected to start not later than 1 January 2015 and be concluded not later than 31 July 2015. The contract will be issued in 2014 and the preparations could start immediately after that.

5. Roles and responsibilities of UNESCO and the partner

UNESCO Office in Amman will:

- Provide suggestions on approaches for the development of the assessment;
- Suggest researchers for the assignments;
- Approve the research team, the MDI expert, the EU study researcher and the Team Leader;
- Regularly monitor the effective and timely implementation of the contract tasks;
- Review the draft reports making suggestions and requesting revisions where necessary;
- Translate and publish the reports in Arabic and English;
- Disseminate the reports;
- Facilitate the 8 workshops and 5 working groups where the reports will be presented;
- Be part of the Advisory Committee

The contractor will:

- Implement the tasks according to the agreed methodology and an agreed work plan, in regular consultation and coordination with the UNESCO Amman Office;
- Ensure that reporting requirements are met to the highest standards;
- Ensure that the expected outcome and outputs are delivered within deadline

Reporting Requirement

For the MDI analysis see the following examples from Palestine and Tunisia for reference on length, style and content:

- The report from Palestine: <http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/assessment-of-media-development-in-palestine/>
- The report from Tunisia: <http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/assessment-of-media-development-in-tunisia/>

For the PSB comparative analysis a maximum of 20 pages is expected. Reference can be made to the MDI analysis to avoid duplication and overlap.

6. Qualifications and experience of the partner team

- Broad knowledge of the Jordanian media landscape;
- Strong network of national contacts in the media;
- Excellent knowledge of international legal standards and good practices pertaining to media;
- Research team with proven experience in media research, verified with CVs;
- Proven track record of similar assignments through concrete project examples;
- Access to regional and international networks in the field of media development;
- Availability to carry out field visits in Jordan during the contract period as necessary;
- Experience in facilitating dialogue between partners with diverse positions;
- The team should within itself have excellent communication skills in Arabic and English as well as excellent writing and reporting skills in English. However not all team members need to be Arabic speaking;
- Experience in handling external funding for similar assignments;
- Previous working experience with UNESCO is an added value