Section 3: Terms of Reference (TOR)

Joint Media Monitoring Service for UN agencies

1. Background

The UN family in Moldova conducts a number of press and media activities, either in a joint way, thanks to the coordination role played by the UN Communication Group, or independently on initiative of the single agencies.
Until end 2015, media monitoring was conducted on the basis of separate contracts established by individual agencies.
Since 2016, the UN resident coordinator office is seeking to establish a joint contract covering different agencies' activities as well as joint UN activities.

Media monitoring shall help the UN family to be aware of:
1. The media coverage of UN's activities in Moldova;
2. What UN issues and themes are most likely to be picked up by the media;
3. Accuracy of coverage of specific issues pertaining to democracy, human rights, inclusive development, climate change and disasters resilience;
4. How enhanced coverage of an issue helps foster solutions for that issue, especially by empowering social actors and individuals affected by it.

2. Period of media monitoring:
January – December 2018

3. Objectives and scope of service:

General objective:

The United Nations seeks a company to provide media monitoring services to the UN agencies in Moldova.

Specific objectives:

· Monitor Moldovan media for stories (in Romanian, Russian and English) featuring the UN, both proactive (initiated by the media outlet) and reactive (in response to a UN press release);
· Provide daily media monitoring reports for UN on issues reflected in the national and local (including Gagauzia and transnistrian region) newspapers, TV channels and on-line media in Moldova;
· For each press release issued by the UN or a UN agency, provide a report on its media take-up;
· Upon request, provide more detailed reports on specific events or topics of special interest to UN;
Categorize the clips according to: i) media channel, i.e. Print/Newspaper, Radio, TV, and Web ii) Thematic Area, i.e. children, refugees, local development etc., iii) area: national/regional/local
· For each story, capture and record the title, media source (radio, TV, Internet, etc.), thematic area, author (person reporting the story), organization being quoted, date of story, name of specific media, etc.
· Once a month and at the end of the year, analyze the overall media coverage and provide recommendations to better target messages and increase outreach (e.g. significant gaps in media coverage, key features of the most successful/less successful press releases etc.).

4. Deliverables and timeframe:

Name of contributor	UNDP Country Office
Key words*	*Romanian:* UN, ONU, Organizaţia Naţiunilor Unite, Obiectivele de Dezvoltare Durabilă, Dafina Gercheva *English:* United Nations, Sustainable Development Goals *Russian:* ООН, Организация Объединенных Наций, Цели в области устойчивого развития
Type of monitoring	Image
Quantitative report : Online and Central media (print + TV + Radio)	Yes
Frequency of quantitative reports	Daily Monthly Yearly Per event / campaign
Special requirements (local or regional media)	Local & regional media inclusive
Media analysis	Yes
Frequency of media analysis	Monthly and yearly
Period of monitoring	All 2018
Contact person: email	laura.bohantova@undp.org

Name of contributor	UN Resident Coordinator Office
Key words*	*Romanian:* UN, ONU, Organizaţia Naţiunilor Unite, Obiectivele de

	Dezvoltare Durabilă, Dafina Gercheva *English:* United Nations, Sustainable Development Goals *Russian:* ООН, Организация Объединенных Наций, Цели в области устойчивого развития
Type of monitoring	Image
Quantitative report : Online and Central media (print + TV + Radio)	Yes
Frequency of quantitative reports	Daily Monthly Yearly Per event / campaign
Special requirements (local or regional media)	Local & regional media inclusive
Media analysis	Yes
Frequency of media analysis	Monthly and yearly
Period of monitoring	All 2018
Contact person: email	laura.bohantova@undp.org

Name of contributor	***UNICEF***
Key words*	*English/Romanian:* UNICEF, Desiree Jongsma, *Russian:* ЮНИСЕФ, Детский Фонд ООН
Type of monitoring	Image
Quantitative report : Online and Central media (print + TV +	Yes

Radio)	
Frequency of quantitative reports	Monthly Yearly Per event / campaign
Special requirements (local or regional media)	Local & regional media inclusive
Media analysis	Yes
Frequency of media analysis	Monthly and yearly
Period of monitoring	All 2018
Contact person: email	amunteanu@unicef.org

Name of contributor	***UNDP EDMITE Project***
Key words*	Romanian: Comisia Electorala Centrala, alegeri, proces electoral, alegători Russian: Центральная избирательная комиссия, избиратели
Type of monitoring	content-wise (links and clippings)
Quantitative report : Online and Central media (print + TV + Radio)	Yes
Frequency of quantitative reports	Monthly Yearly
Special requirements (local or regional media)	Local & regional media inclusive
Media analysis	Yes
Frequency of media analysis	Monthly Yearly
Period of monitoring	All 2018

Contact person: email	eva.bounegru@undp.org

Name of contributor	*UN Women*
Key words*	*Romanian:* UN Women, Entitatea Națiunilor Unite pentru Egalitate de Gen și Abilitarea Femeilor, Ulziisuren Jamsran, Asya Varbanova, GirlsGoIT, bugetarea sensibilă la gen; *Russian:* ООН Женщины, Структура Организации Объединённых Наций по вопросам гендерного равенства и расширения прав и возможностей женщин, Ульзиисурен Жамсран, Ася Варбанова, гендерно-чувствительное бюджетирование;
Type of monitoring	Image
Quantitative report : Online and Central media (print + TV + Radio)	Yes
Frequency of quantitative reports	Monthly Yearly
Special requirements (local or regional media)	Local & regional media inclusive
Media analysis	Yes
Frequency of media analysis	Daily Monthly Yearly Per event / campaign
Period of monitoring	All 2018
Contact person: email	marina.vatav@unwomen.org victoria.puiu@unwomen.org

Name of contributor	*UNDP Energy and Biomass Project*
Key words*	*Romanian:* Proiectul Energie şi Biomasă, energie regenerabilă, biomasă, pelete, brichete, biocombustibil, energia verde, deşeuri agricole, Energel, Sun Dă-I Fest, Moldova Eco-Energetică, bioenergie, cazane; *Russian:* проект «Энергия и биомасса», возобновляемые источники энергии, биомасса, брикеты, пелеты, биотопливо, зелёная энергия, сельскохозяйственные отходы, биоэнергия, котлы;
Type of monitoring	Image
Quantitative report : Online and Central media (print + TV + Radio)	Yes
Frequency of quantitative reports	Monthly Per event / campaign
Special requirements (local or regional media)	Local & regional media inclusive
Media analysis	Yes
Frequency of media analysis	Quarterly; One comprehensive analytical report for the period January 2015 - July 2018
Period of monitoring	January - July 2018
Contact person: email	ina.zglavuta@undp.org

* Key words may be subject to frequent modifications.

Monthly and yearly reports will include an analysis of the media coverage:
·   What issues/subjects that concern UN are more and less reflected by the media.
·   How is UN reflected in media: positive/neutral/negative context.
·   Analysis of pro-active (interviews, analyses) vs reactive (publishing the issues media releases) approaches of media outlets.
·   A classification of media sources in relation to UN: friendly, neutral, negative.

5.   General experience required for the company:

·　　　At least 5 years of experience in media monitoring;
·　　　User friendly format of data delivery packages;
·　　　High coverage and quality of previous media monitoring services;
·　　　Experience in UN projects and/or development issues;
·　　　Demonstrated capacity of permanent data storage;
·　　　Flexibility in responding to the needs of the contracting agency. i.e. special reports, at request, including on short notice, to report on coverage of special events, media.

6. Performance indicators

The performance of work will be appreciated based on following indicators:
·　　　Quality and quantity of work;
·　　　Compliance with the established deadline for submission of the draft and final report;
·　　　Demonstration of good cooperation with UN agencies as well as with national counterparts.

7.　　　Institutional arrangements

The company will work in close cooperation with the UN/UNDP Communications Analyst. The deliverables shall be approved by the contact person for each report. Payments are done upon approval of the received reports, Payment shall be divided per the following contributors (separate invoice will be needed):

Contributor	Schedule of payments
UNDP Country Office	Split between UNDP projects
UN RCO	Quarterly
UNICEF	Quarterly
UNDP EDMITE Project	Quarterly
UN Women	Quarterly
UNDP Energy and Biomass Project	Quarterly

The cost for image monitoring for UNDP Image shall be split via the UNDP projects that contribute (Energy and Biomass and EDMITE Project). This shall be reflected in the proposed financial offer.