South Sudan Baseline Survey on Community Media Sustainability

Background
A major area of UNESCO’s action is the support for sustainable community media, especially radio, as an alternative to commercial and public media, in particular for underserved and marginalized groups. These media are especially critical given their independence, not-for-profit nature, and governance by and service to the communities they represent. In some of the most isolated and least developed parts of the world (including areas where UNESCO places its strongest priority), they provide the only means to access information and exercise freedom of expression where these critical human rights may otherwise be completely absent.

Action in this area focuses on the encouragement of supportive regulatory policies and capacity building for duty bearers to actively promote the development of community media, as well as the promotion of national and regional cooperation and knowledge sharing between community media. It draws from the experience of UNESCO as the only UN actor working to help Member States achieve a diverse mix of public, private and community media by advising and building capacities for supportive community media policies.

Objectives of the baseline survey
- Determine the current state of community media legislation in the country.
- Establish the existence of state support measures for community media.
- Collect and analyze data;
- Identify benchmarks to achieve at the end of the project.
- Establish clear steps for legislative improvement and/or support to community media from the state in each country.

Scope and focus
The research should determine the current legislative situation, and/or the promotion of the development of community media by the state. UNESCO has elaborated detailed steps for improvement, on seven areas of community media sustainability, namely each of the chapters covered in the UNESCO Policy Series on Community Media Sustainability:
- The formal legislative recognition of community media as third sector;
- The compliance of the sector with the definition of community media;
- The licensing systems;
- The reservation of spectrum for community media;
- The existence of public funding supporting the sector;
- The existence of funding through private sector:
- The digital transitions and distribution of broadcast.
For more details, we kindly invite you to consult the publication available by clicking on the following link: [https://en.unesco.org/community-media-sustainability/policy-series](https://en.unesco.org/community-media-sustainability/policy-series).

**More specifically, the Contractor will:**

1. Design relevant questionnaire and survey methodology using a combination of methods to include qualitative and quantitative data collection methods
   - Test the questionnaire
   - Assemble the survey team(s)
   - Collect information from secondary sources
   - Carry out the survey:
     - Identify key informants that may form a representative sample(s) of the duty-bearers to participate in all stages of the baseline survey
2. Supervise the implementation of the methodology in collaboration with radio staff and the Advisor for Communication and Information of UNESCO Office in Juba
3. Clearly articulate guidelines for the duty-bearers and UNESCO explaining the implementation strategy of the baseline survey and providing flexible options that ensure implementation of the methodology can be carried out under differing local contexts
4. Deliver technical advice and guidance throughout the baseline survey implementation to all survey teams and duty-bearers
   - design and set up the database environment:
     - set up relevant database programme
     - check data gathering procedures are implemented smoothly
     - cross-examine data using combined methods (qualitative and quantitative ones)
   - enter data
     - compile and prepare results for data capture
     - enter data per radio per country
   - validate, process data
5. Prepare a technical report: recommend benchmarks in each of the area presented in the UNESCO Policy Series on Community Media Sustainability.

**Target group**

Duty-bearers in relevant governmental institutions / authorities
Methodology

A combination of different methods for collecting data is recommended for the design of the baseline methodology.
- Desktop review: analysis of available documents and material
- Direct observation
- Participant observation
- Structured and semi-structured interviews with relevant duty-bearers
- Key informant interviews
- Online surveys

Reporting

A report explaining the methodology to be used and the composition of the survey team(s) will be submitted to UNESCO Office in Juba on or before 15 February 2019. The final report will be submitted on or before 15 March 2019. It will include the coded results of the survey and its analysis in a document structured by country and by indicator. The report should contain a table of contents, summary of key findings, narrative description of the assessment process and methodology implementation, supporting charts, diagrams, tables, glossary, annexes. It will be 30 or more A4 pages, structured by variable, and formatted in English.

Key findings and recommendations will be explained in full, separately from the body of the report. All data, where relevant, is to be disaggregated by gender.

Raw data/material gathered during the research (such as audio and video recordings, data non-structured, drawings, etc) will also be submitted to UNESCO.

Methods used to gather the information and sampling procedures will be clearly described and a copy of the questionnaire/s will be presented.

All material will be submitted in both paper and electronic form, including visual material.

Expected Deliverables

1. Methodology report and database structure submitted to UNESCO Juba Office
2. Raw data/material gathered during the research (such as audio and video recordings, non-structured data, drawings, etc) submitted to UNESCO Juba Office
3. Final report and database Programme submitted to UNESCO Juba Office

How to Submit

Submit your expression of interest justifying why you would be the best firm to conduct the survey and Brief proposal highlighting methodology and budget to conduct the 2 months survey.

Submit via; j.recruitment@unesco.org by 03 February 2019, 12:00PM