



Promoting Free, Responsible and Accountable Media

CONSULTANCY FOR MEDIA MONITORING SERVICES

Background

Rwanda Media Commission is the Media Self-Regulatory Body in Rwanda instructed by the law N°02/2013 of 08/02/2013 regulating Media in Rwanda and is mandated to protect journalists, regulate their conduct and the daily functioning of media and advocate for media freedom in Rwanda.

In particular the body enforces the journalist's code of ethics, acts as the primary and the highest adjudicator of complaints against the media, and represents the broader interests of journalists to ensure that they operate ethically, including protection of their professional rights while protecting the public from any form of media abuse to promote responsibility and accountability.

Given this mandate, RMC is seeking to outsource a competent national company to conduct media monitoring services on its behalf.

1. Purpose

The purpose of this consultancy is to:

- Coordinate media content monitoring activities conducted on various key trends and patterns within the media industry and publishing monitoring reports;

- Monitor media outlets performance based on established performance indicators drawn from the Code of Ethics and publish periodic media performance reports;
- Develop and disseminate policy briefs basing on the published monitoring and research reports;
- Organize and coordinate scientific meetings, workshops, stakeholders forums, regional conventions to discuss issues in the media as highlighted by the various reports as a strategy to advancing free media , professionalism and accountability;
- Coordinate stakeholders engagement to promote professionalism basing on the observed professional gaps and challenges in accordance to the trends and patterns of media content monitored;
- Effectively manage and optimize the use of RMC's monitoring equipments;
- Conduct regular and private conversation with individual media outlets (Managers/Editors) on issues regarding the breach of the Code of Ethics subject to the findings of the monitoring and research established;
- Undertake pro-active journalists hearings basing on their monitored conduct and performance to help them improve and deter them from any conduct that may be judged to be unethical;
- Develop and implement planned capacity building activities to professionalize the monitoring and research team through trainings, coaching, technical support, exposure to best practices through study tours, etc;
- Identify, procure and make use of monitoring, research and statistics analysis software that are up to date to support the development of quality and reliable media content monitoring reports;
- Any other activities convenient to it in line with the objective of this activity of RMC

