

# Media Foundation for West Africa (MFWA)

## Terms of Reference – Analysis of Ethical Standards and Professionalism Across Media Platforms in Guiné-Bissau

Project Title	Promote and Protect Democracy by Safeguarding Freedom of Opinion and Expression and Combating Mis/Disinformation in Guiné-Bissau.
Project Location	Guiné-Bissau
Project Duration	18 months
Project Funder	European Union

### 1. Background:

The Media Foundation for West Africa (MFWA) is a regional, independent, non-partisan, non-governmental organisation that works to promote freedom of expression and media development across West Africa. In the last 27 years, the MFWA has worked with both governmental and non-governmental stakeholders and partners at the national, regional and international levels to contribute to improving the media and freedom of expression landscape in West Africa. More details about the MFWA can be found on our website [www.mfwa.org](http://www.mfwa.org).

The MFWA, together with two other consortium partners – Reporters sans Frontières, and Fondation Hirondelle, have been awarded a grant by the European Union for 18months media sector support project in Guiné-Bissau. The project is titled: ***Promote and Protect Democracy by Safeguarding Freedom of Opinion and Expression and Combating Mis/Disinformation in Guiné-Bissau*** and has an overall objective of *enhancing media ethics, journalist safety, and media independence by strengthening self-regulatory frameworks; strengthening journalists' capacities, and by promoting awareness among young people and the public of the opportunities offered by the media and the risks of mis/disinformation*

In the end, we seek to have the following broad outcomes:

- a. Enhanced responsible and secure media environment through adherence to self-regulatory media ethical standards
- b. Enhanced safety and security of journalists through the development and implementation of model safety policies and strengthened partnerships with international and regional networks
- c. Strengthened capacities of journalists and public interest media organisations from civil society in the fields of media freedom and freedom of expression, mis/disinformation and hate speech.
- d. Improved CSO and public awareness, particularly among young people, about media opportunities and the dangers of mis/disinformation through media and information literacy initiatives and widespread media campaigns

### 2. Purpose of the Assignment

The primary objective of this assignment is to provide an empirical basis for assessing journalists' compliance with ethical standards in Guinea-Bissau while also serving as a self-regulatory mechanism to enhance professional journalism. Through a systematic review of media content, the assignment will evaluate adherence to established media ethics and professional standards, identifying areas for improvement. Ultimately, this process aims to strengthen ethical journalism practices and contribute to the safety and security of journalists in their work.

### **3. Scope of Work**

The consultant will:

- Conduct a desk review of existing media laws, ethical codes, and previous research
- Develop an evaluation framework based on the Guiné-Bissau media ethical code for the purpose of collecting data
- Monitor selected media platforms including print, broadcast, and online media in Guiné-Bissau.
- Conduct and submit reports on a quarterly assessment of ethical standards and professionalism across the selected media platforms.
- Analyse compliance with established media ethics and professional journalism standards.
- Identify cases of ethical violations, including mis/disinformation, bias, hate speech, and privacy breaches.
- Highlight and document instances of high-quality and ethical journalism.
- Produce detailed quarterly reports on media adherence to ethical standards, with recommendations for improvement.
- Present key findings at quarterly stakeholder forums, engaging journalists, editors, media owners, regulatory bodies, and civil society organizations.
- Produce a final report with an analysis of the ethical trends over the different quarters monitored.

### **4. Methodology**

The specific details of the study's design and methodology will be discussed and agreed upon with the project implementation team at the start of the consultancy. However, in general, the study will involve the development of an evaluation framework for data collection and the use of various data-gathering methods, including a desk review of existing media laws, ethical codes, and previous research. It will also include the monitoring of selected media platforms using the structured evaluation framework. A content analysis of the media content gathered through the monitoring exercise will be conducted to assess ethical trends over different quarters. The findings will serve as the basis for engagements with key stakeholders, such as journalists, editors, and regulatory bodies, to promote ethical journalism practices. The assignment will be carried out in person in Guiné-Bissau, in coordination with the Project Coordinator and under the supervision of the Project Manager.

### **5. Deliverables**

The consultant will be expected to produce the following:

- Evaluation framework and other data collection tools including names and categories of media platforms selected.
- Quarterly media ethics reports with comprehensive analysis of ethical compliance, violations, trends, and recommendations.
- Presentation of key findings presented to media stakeholders.
- Final media ethics report with comparative trend analysis and a summary of ethical standards across the entire monitoring period.

### **6. Consultant's Profile**

The consultant should meet the following criteria:

- Advanced degree in Journalism, Communication and Media Studies, Social Science or a related field.

- Proven experience in media monitoring, journalism research, or content analysis.
- Strong understanding of media ethics, freedom of expression, and professional journalism standards.
- Familiarity with the media landscape in Guiné-Bissau is a strong advantage.
- Ability to work independently and meet deadlines.
- Excellent analytical and report-writing skills.
- Proficiency in Portuguese and a working knowledge of English.

## **7. Timeframe & Duration**

The consultancy is for one year with the possibility of renewal. The consultant will deliver three (3) quarterly reports and participate in three (3) forums to disseminate the findings among media stakeholders. The tentative effective date for implementation including media monitoring/data collection is April 2025.

## **8. Application Process**

Interested qualified consultants should submit:

- Expression of Interest (EOI) outlining relevant expertise and approach.
- Curriculum Vitae (CV) detailing qualifications and experience.
- Technical Proposal, including proposed methodology for conducting the analysis and sample reports.
- Financial Proposal detailing consultancy fees.

All applications should be sent to [applications@mfw.org](mailto:applications@mfw.org) with a copy to [daniel@mfw.org](mailto:daniel@mfw.org) on or before **Sunday, March 16, 2025**. However, applications will be reviewed on a rolling basis, and the process may close once a suitable candidate is selected.

## **9. Budget & Payment Terms**

The consultant should provide a daily rate in their financial proposal. MFWA will cover operational costs (e.g., travel for stakeholder engagements). Payment arrangements will be finalised with the selected consultant.

## **10. Terms & Conditions**

- The consultant will work under the supervision of the MFWA project team.
- All intellectual property rights of the reports will belong to MFWA.
- Confidentiality of all data and findings must be maintained.