

2016 United Nations Broadcaster Study

*Department Public Information
News and Media Division*

Terms of Reference



Review of the United Nations Department of Public Information's partnerships with Radio and
Television Broadcasters

I. Purpose

The purpose of the review is to analyse the partnerships between DPI and its partner broadcasting stations using programmes produced by UN Radio and UNTV, identify opportunities for improvement and gather statistics about partner's multiplying impacts on potential audiences.

The data collected will help address the request by the Committee on Information in its report of its 38th Session (A/71/21):

[...] "63. Also welcomes the ongoing efforts being made by the Department of Public Information to disseminate programmes directly to broadcasting stations all over the world in the six official languages, with the addition of Portuguese and Kiswahili as well as other languages where possible, and in this regard requests the Secretary-General to include in his upcoming report to the Committee on Information detailed information about such partnerships with broadcasting stations as well as statistics about their multiplying impacts on potential audiences; "[...]

The objective of this study is to examine a selection of current broadcasting partner stations in order to 1) determine the perceived a) quality, b) usefulness of our TV and Radio products; 2) begin to a) identify our partner "pain-points", b) collect suggestions towards enhancing our products to better fit our partner audience needs; as well as 3) gather statistics about partner's multiplying impacts on potential audiences.

II. Scope

The primary focus of the review is 1) collecting direct feedback from partner broadcasting stations via structured interviews regarding a) the range and frequency of UN TV and Radio products usage, b) the various platforms of dissemination utilized, c) the partners' overall opinion of UN Radio and UNTV programmes; and 2) collecting secondary feedback the stations may have received from their respective audiences, as well as any available information on audience reach.

The study will elicit information about whether UN Radio and TV can more effectively meet the needs of these clients in terms of product quality, length, timeliness and method of delivery.

The study will target selected clients currently receiving UN Radio and TV productions. The selection criteria will reflect the geographical and linguistic diversity of DPI's partner broadcast stations. The review will focus on UN Radio's weekday news programmes, reports and features and UNTV's UN in Action and 21st Century.

III. Background

UNTV produces a 26-minute monthly magazine programme, *21st Century*, which is distributed to stations electronically. UNTV ceased distribution by DVD in September 2016. Produced in English, and co-produced in French and Chinese (with TV5 Monde and Oriental Financial Pudong Channel, respectively), it consists of 2-3 stories per programme. A second, natural sound-only "international track" allows for adaptation into local languages, and the modular format permits broadcasters to replace the host and/or use segments only.

UNTV also produces *UN in Action*, a series of short features – 33 a year – that is made available in Arabic, Chinese, English, French, Russian and Spanish.

UN Radio produces weekday news programmes in the six UN official languages (Arabic, Chinese, English, French, Russian and Spanish). Two 5-minute daily news programmes are produced in Portuguese (for Portuguese-speaking Africa and for Brazil). A daily news bulletin of 6 minutes and a weekly feature story is produced in Kiswahili. All eight languages (Arabic, Chinese, English, French, Russian, Spanish, Kiswahili and Portuguese) make individual stories available for download in broadcast-quality .mp3 format from the UN Radio website. In addition, selected UN Radio stories are compiled and adapted weekly into programmes in Bangla, Hindi and Urdu.

A database of clients maintained by UN DPI NMD Partnerships Unit staff contains 901 radio stations (for all languages) in 137 countries, and 172 television stations in 70 countries.

IV. Issues

- How do partner broadcasting stations perceive the state of the partnership, i.e. communication with UN Units, access to information, etc?
- How often is each broadcaster airing our Radio and/ or TV programs on average each month?
- Do broadcasters have their own estimates of their audience reach (and on what basis is that estimate reached)? What are the estimates?
- What audience feedback have broadcasters received from their respective audiences?
- How do partner broadcasting stations rate UN Radio and/or UNTV programmes in:

- technical quality
- format and/or length
- substance
- delivery method
- timeliness

V. Methodology

Using the clients list from the Salesforce database and any updates the database requires, a sample of clients will be selected to be contacted and interviewed. The selection criteria will be guided by the Evaluation and Communication Research Unit (ECRU).

The interviews will be conducted by the Radio Section and TV Section respectively. The structured interview format will ensure that data collected will be standard across languages and interviewers. The interviewers will fill out a structured questionnaire per interview. The interviewers will record and produce transcripts of the interviews, translated into English, and submit to NMD's Partnerships Unit by 15 November 2016.

VI. Responsibilities of the Consultant

The consultant will:

Compile all interviews carried out by the News and Media Division;

Create a structured database¹ with all the results, using the questionnaires and transcripts provided;

Analyse the results, draft a final report with analysis, findings, conclusions and recommendations, as well as an executive summary of the results. The consultant will be expected to deliver a thorough analysis of the issues raised in Section IV, incorporating qualitative analysis derived from the interviews, as well as expert knowledge of the reality and trends on the ground, supported and illustrated by quantitative and qualitative analyses derived from all the data collected.

VII. Evaluation Schedule and deliverables

1. **September – Mid-October 2016:** Terms of Reference finalized and approved; Questionnaire finalized and approved; List of clients to be contacted compiled and approved

¹ Database: For this study, the database shall be in an Excel spreadsheet format.

2. **Mid- to late October 2016:** NMD/DPI conducts interviews with selected clients
3. **Early November 2016:** NMD prepares transcripts of structured interviews
4. **Mid-November 2016:** NMD/DPI provides questionnaires and translated transcripts to external consultant
5. **Late November 2016 (no later than 30 November 2016):** External consultant submits preliminary draft report and database for review; NMD provides comments and enquiries to consultant for revision and final report
6. **On or before 11 December 2016:** NMD provides external consultant with feedback for preparation of final report
7. **On or before 18 December 2016:** External consultant submits final report, along with a database with all information collected in a format agreed by ECRU, and annex with compiled transcripts. The consultant will also present results/findings to DPI (in person or remotely, TBD). The results will be delivered to DPI in an in-person (or remote) live presentation made by the selected consultant/team of consultants at a time to be determined by DPI, followed by a discussion on the main findings, recommendations and trends ahead. Power Point presentation will be made available to DPI.

The compiled translated transcripts of interviews provided by NMD will be included as an annex to the final report. This material will be submitted about a week before the live presentation.

VII. Resources

An external consultant will be hired. The NMD Partnerships Unit team will collect the questionnaires and translated transcripts from respective NMD colleagues and supply them to the consultant. The consultant will report to the Chief of NMD's Partnerships Unit.

Professional requirements:

The study will be conducted by an external consultant who is suitably qualified to undertake evaluations/market research of this scope and subject matter. The ideal candidate will have:

Minimum Requirements

- Graduate or postgraduate degree in social sciences, journalism, communications or equivalent;
- Solid evaluation or market research experience including qualitative and quantitative analysis and report writing;
- At least 7 years of professional experience in the areas of evaluation, market research or communications;
- Excellent empirical research skills with the ability to analyse and interpret qualitative and quantitative data from a range of sources, including interview scripts and questionnaires;
- Fluency in English, both written and spoken;
- Excellent report writing skills.

Desirable Requirements

- An understanding of, or previous experience in broadcasting products and programmes for radio and/or TV.

Candidates intending to submit an expression of interest must supply the following information:

1. A description of how their skills, qualifications and experience are relevant to the requirements of this assignment
2. A list of previous evaluations that are relevant to the context and subject matter of this assignment.
3. A copy of the candidate's curriculum vitae (which must include information about the qualifications held by the candidate).
4. The names of two referees who are able to be contacted.

**Please send expressions of interest via email to waruru@un.org by ~~28 October 2016~~
4 November 2016 [deadline extended].**

VIII. Payment Schedule

It is envisaged that the selected consultant will receive 100% upon acceptance of the final report and delivery of the presentation, as a lumpsum.

The deadline for deliverables is 18 December 2016. Should the project not be completed by then, the UN Department of Public Information reserves the right to charge a penalty for every additional week required to complete the project.

VIII. Intended Use/Next Steps

The main recipients of the conclusions and recommendations developed by this study will be DPI News and Media Division's (NMD) UN Radio and UN TV producers and distributors, as well as NMD's senior management.

The results will also be used to inform the United Nations Committee on Information through the Secretary General's annual report to the General Assembly.

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