



IOM Terms of Reference for Tracking and Monitoring of Sudanese Media Coverage of Migration

April 2017

INTERNATIONAL ORGANIZATION FOR MIGRATION (IOM) SUDAN

Sudan has been an Observer State of IOM since 1993, becoming a full member of IOM in 1998. IOM Sudan opened an office in Khartoum in 2000, with activities focused on resettlement of refugees in collaboration with UNHCR. In 2002, IOM Sudan extended its activities to include direct assistance to Internally Displaced Persons (IDPs) and preparation for IDP return and reintegration. Since 2004 IOM's activities have increased to include: displacement and returnee tracking and monitoring, vulnerability assessments: community stabilization; durable solutions for IDPs in areas of high return; assistance to Sudanese migrants stranded abroad; assisted voluntary return and reintegration of Sudanese migrants; and specific assistance for the return of highly qualified Sudanese to contribute to the development of their country. Additionally, IOM services now cover the area of migration information, research, data collection and assisting in the development of national capacities in migration management, including in the regional and international context. IOM Sudan currently has six field offices in: South Kordofan, West Kordofan, Abyei Area, North Darfur, South Darfur and West Darfur. In September 19th 2016 at a High-Level Meeting on Refugees and Migrants, upon a formal signature Agreement between UN Secretary General Ban-Ki Moon and IOM Director General William Lacy Swing IOM became a related Migration agency of the United Nations System.

Rationale of the Assignment

In 2015, IOM commissioned a media monitoring and tracking exercise from August to September 2015. The findings of the monitoring created a foundation to inform media engagement and areas where Sudanese public opinion towards migration need to be positively influenced. The 2015 media monitoring report noted limited knowledge of the basic migration terminologies, negative and derogatory language use, media content was mainly news coverage; as well as a notable absence of migrant perspectives. Consequently the media monitoring report recommended raising awareness of Sudanese media on migration issues that can address the weaknesses of media coverage.

In 2016, IOM Sudan focused its communication work on offering positive migration messages, highlighting the valuable contribution of migrants to the socio-economic development of Sudan while encouraging community resilience to xenophobia as well as social cohesion. Thereby, IOM Sudan aims to humanize the securitized and negatively charged migration discourse in Sudan. In order to have a balanced and informational narrative around migration, it is important to have a more systemized relationship with local and national media actors who can play a crucial role in increasing awareness as well as in informing public opinion.

Therefore, to effectively address negative public opinion and increase awareness on migration, IOM proactively improved its relationship with the media through two media forums held in 2016. The two media forums collectively gathered over 30 Sudanese journalists working in print, TV, radio and social media with key influence on public opinion. Topics in the forums included media technical skills trainings (social media use and ethical reporting) as well as orientation on migration terminologies. The media



coverage of the forum participants of 2016 are an integral part of this media monitoring exercise as stated below.

Purpose of the Assignment

The objective of the second media monitoring exercise is to follow up on the progress of these findings and recommendations as well as to identify how Sudanese media portray migration related issues within the country, in the region and in the world at large. In specific, IOM aims to monitor media coverage done by the participants of IOM Sudan's 2016 May and October media forums; to assess the terminologies used as well as quality, framing and quantity of content; and explore ways to improve these forums and the organization's media engagement approach.

The exercise aims to comprehensively analyze local media reporting on:

- a) Migrants in Sudan;
- b) Sudanese migrants abroad;
- c) Government of Sudan migration management policies and frameworks

This is done with a view to inform future IOM migration outreach and awareness raising activities as well as to support the development of capacity building initiatives to strengthen Sudanese media reporting on migration. Ultimately, the findings of media monitoring assignment in combination with IOM's migration sensitive journalism training through its regular media forums; will improve the media's ability to provide balanced and objective reporting on migration issues in the context of Sudan and support in informing the organization on how government migration policies and frameworks are being relayed. This in turn will also encourage community resilience to xenophobia, social cohesion among migrant and host communities; as well as inform government partners such as the NCCT in improving their informational role with the public.

Scope of Assignment

The media monitoring and tracking assignment is expected to:

- Monitor key national media outlets comprising of: print, radio, TV and online media for comprehensive mention of migrants and migration in various contexts
- Analyze how all content is framed and positioned as well as its regularity, type and tone
- Analyze the language and terminologies used
- Identify media outlets that tend to report on migration (both positive and negative) and those who don't do so at all
- Identify how IOM's quarterly media forum participants from May and October 2016 are covering migration, in order to assess the effectiveness of the forum and areas of improvement (recommendations to be outlined under this consultancy)
- Monitor all references made to IOM with clear indications on types of reference (investigative reports, news as well as accuracy of information being relayed)
- If possible, identify journalists that cover migration (excluding quarterly media forum participants and with emphasis on those who are critical of migration)
- Identify how migration governance is portrayed and how media coverage can be improved



- Provide industry standard analytics of the outcome of the monitoring

The assignment also includes monitoring elements of the language, terminologies and labels used to describe the migration crisis and the way in which the media narrative is developed and communicated. The consultancy includes monitoring and analysis of the media accounts of the migration debate in Sudan, the Sudanese migrants in the diaspora, labor relations and the social and political perspective relayed through the media portrayal of migration in various contexts.

Deliverables

Under the guidance and supervision of the assigned IOM Communication Officer, the Media Monitoring Firm shall provide a full **Media Monitoring Analytical and Evidence based Report (at least 20 pages)** covering summaries and technical analysis with the following information on migration related media content: (All relevant evidence based documents will be annexed to the final report)

- **Date:** date of publishing or broadcasting of media content.
- **Type** of media content: news, news report, talk show, investigative reporting, etc.
- **Volume** and place of publishing for newspapers and airtime per minute for radio and TV materials
- **Source:** names of the speakers at the program, source of material - individual or entity, Sudanese or foreigner, NGO, civil society, individuals, foreign press, Sudanese journalists, etc.
- **The general tendency and tone** of the media coverage (portrayal of events): positive, negative, suggests sinister motivation or just purely informative.
- **Differential treatment/ tone dependent on migrants' countries of origin**
- **Classification** of the material subject of the media coverage: refugees, migrants, Sudanese expats, foreign workers (with a clear distinction between various countries of origin e.g. Syrians, Ethiopians, South Sudanese), human trafficking, human smuggling, etc.
- **Place and nature** of the events plus any other remarks considered relevant by the monitor.
- **Familiarity and correct understanding** of migration terminologies

The issues of migrants and refugees intended for monitoring should come under the below categories:

1. **Human trafficking:** (transnational criminal gangs deliver the migrants to other gangs to use them for domestic servitude and other degrading jobs).
2. **Human smuggling:** (the importation of migrants from a country into another country in exchange for money).
3. **Migrants and refugees:** (issues of migrants and refugees in general whether Sudanese citizens in the diaspora or foreign migrants and refugees staying in Sudan).
4. **Illegal crossing** into the borders of another country
5. **Foreign workers:** (in restaurants, tea sellers, domestic servants, etc.).
6. **Trafficking of women and children:** (for prostitution and sexual exploitation).
7. **Human organ trade:** (across the borders not domestically).
8. **Social Issues related to migrants in Sudan** (e.g. reported crimes)
9. **Media understanding of the role of Government of Sudan in migration management** (policies, laws and procedures etc.)
10. **Forced labor**
11. **Presence of foreigners** in general
12. **Economic concerns related to migration**

Methodology



The Assignment must use several reliable and evidence based methodologies to monitor the media coverage involving migrants and refugees including media content analysis and the monitoring of the necessary quantitative and qualitative indicators as well as analysis of the media reporting in terms of trends, labels and language used.

All media outlets should be monitored regularly by a team with proven expertise in media monitoring as well as familiarity of key terminologies of migration and the concepts of human trafficking, people smuggling and migrants' rights.

Timeframe

- The media monitoring should cover September 2016 to February 2017 (6 Months)
- Upon signature of the Agreement with the Media Monitoring Firm, the monitoring exercise should be completed within 6 weeks.
- Submission and review of the first draft media monitoring report will be done in 4 weeks.
- Final submission after addressing IOM's review comments of the draft, should take no more than 2 weeks.

Suggested Media to be monitored *(below can be amended upon agreement with IOM)*

Neutral Sudanese monitors and experts will map and identify the space, airtime and content quality devoted targeting various audiences to by up to 40 print and broadcast media outlets. In the final media monitoring report, there should be a clear indication of each media outlet's audience demographics and geographic reach, background information on neutrality of outlet, any political affiliations and ownership.

Print Media

There are some 20 daily newspapers in Sudan which cover political, humanitarian, social and economic developments. The key suggested printed media to be monitored should include: Akhbar Alyoum, Akhir Lahza, Al Ayam, Al Ahram Al Yom, Al Intibaha, Al Jareeda, Al Mijhar Alsiasi, Al Ray Alaam, Al Sahafa, As Sayha, Al Sudani, Al-taghyeer, Alyoum-altali, Al Watan, Alwan, Altayar, Al Wifaq, Almustagilla, Al Dar and Sudan Vision.

Television

- **Sudan National TV:** owned by government. It produces news, society, economy and entertainment programs.
- **Blue National TV:** joint investment between government and private sector. It produces news, society, economy and entertainment programmes.
- **Al Shurooq TV:** private TV station owned by businessmen affiliated to the ruling party.
- **Sudan 24 TV:** private TV station owned by businessmen affiliated to the ruling party.

Radio

- **Omdurman National Radio:** the oldest in Sudan, founded in 1940. The station produces news, social, economy and entertainment programmes.
- **Khartoum FM**
- There are other radios stations based in other states across the country besides specialized and general FM radios in Khartoum State and should be selected by the monitors upon agreement with IOM.



Online Media

- **Sudan Tribune:** provides news and analysis in Arabic and English.
- **Sudanese Online:** provides news and analysis in Arabic.
- **Alrakoba:** provides news and analysis in Arabic.
- **Hurriyat:** provides news and analysis in Arabic.
- **Altaghyeer** (electronic)

New Agencies

- **Sudanese News Agency:** Has correspondents in most states. Produces news in Arabic, English and French.
- **Sudanese Media Centre:** has correspondents in most states. Produces news in Arabic and English.

Required Information for Submission

- Profile indicating all proven relevant past experience from similar projects, as well as the contact details (email and telephone number) of at least three similar media monitoring reports;

Language: All materials submitted should be in English (with annexes of samples of media coverage evidence in Arabic when applicable)

The financial proposal must be expressed as an all-inclusive lump sum amount in SDG, presented in the following template:

- Unit cost (SDG)
- Professional fee;
- Detailed breakdown of costs

Note

The information in the breakdown of the offered lump sum amount provided by the Media Monitoring Firm will be used as the basis for determining best value for money, and as reference for any amendments of the contract;

The agreed contract amount will remain fixed regardless of any factors causing an increase in the cost of any of the components in the breakdown that are not directly attributable to IOM.

- IOM will pay the Media Monitoring Firm an initial 30% on submission of the first draft report of total fees in SDGs and the remaining fees upon satisfactory submission of all assignment deliverables

Performance Standards

The Media Monitoring Firm undertakes to perform the services with the highest standards of professional and ethical competence and integrity.

Ownership of the materials:



International Organization for Migration (IOM)
The UN Migration Agency

- All materials prepared by the Media Monitoring Firm during the course of this contract remain the property of IOM including ALL raw materials taken during the course of the contract.