

TERMS OF REFERENCE FOR RESEARCH ON INDEPENDENT DIGITAL MEDIA HOUSES: ANALYZING GAPS, OPPORTUNITIES, AND CHALLENGES FACED BY INDEPENDENT MEDIA HOUSES.

BACKGROUND

Africa Uncensored with support from ForumCIV under the Wajibu Wetu program are implementing a 3 year project: "Journalism for democracy,' with the goal to enhance inclusive governance, empowerment, and resilience of communities towards the realization of human rights.

The project outcomes include the following:

- Enhanced use of investigative journalism as a tool for enhanced community participation in decision-making processes.
- Increased capacity of digital media platforms to amplify community voices and report on human rights and democracy.

The research is geared towards realizing the second outcome of Increased capacity of digital media platforms to amplify community voices and report on human rights and democracy.

About Africa Uncensored

Africa Uncensored is an independent media house set up by Kenya's finest investigative journalists. Our goal is to investigate, expose and empower hence show Africa as it really is. Africa's story is often a disjointed summary of facts (and fiction) that don't do this continent justice. Yet there is so much to say and show about Africa. We believe that the power of investigative and in-depth journalism can be used to hold up a mirror to Africa and show it what it really is. We will expose wrongdoing by the powerful and shine a light on the things that truly matter to the people of this continent. Our editorial policy is, simply, The Truth.

Africa Uncensored seeks to commission an independent research firm to conduct a comprehensive context analysis on the challenges, gaps, and opportunities faced by independent media houses. The research aims to provide strategic

direction to Africa Uncensored and other digital houses regarding the future of journalism in Kenya.

Objective: The objective of this research is to analyze and understand the specific challenges, gaps, and opportunities that independent digital media houses encounter due to digital disruptions. The research findings will serve as a basis for developing effective strategies to address these challenges and capitalize on emerging opportunities.

Scope of Work: The research firm will be responsible for the following:

- Conduct a thorough analysis of the current digital media landscape in Kenya, with a specific focus on independent media houses.
- Identify and examine the challenges faced by independent media houses in adapting to digital disruptions, including changes in audience behavior, revenue models, content distribution, and technological advancements.
- Identify the gaps and opportunities that exist within the digital media space, particularly for independent media houses, and recommend strategies to bridge these gaps and capitalize on the opportunities.
- Conduct in-depth interviews and surveys with key stakeholders, including journalists, media professionals, industry experts, and policymakers, to gather qualitative and quantitative data.
- Analyze relevant industry reports, case studies, and existing literature on digital media disruptions and their impact on independent media houses.
- Provide actionable recommendations and a strategic roadmap for Africa Uncensored and other digital media houses to navigate the future of journalism in Kenya effectively.

Deliverables: The research firm will be expected to deliver the following:

- A comprehensive research report detailing the findings of the context analysis, including an executive summary, methodology, data analysis, and recommendations.
- A presentation summarizing the research findings and recommendations for Africa Uncensored and other digital media houses.
- An infographic or visual representation highlighting the key insights and recommendations.
- **Timeline:** The research project is expected to be completed by November 30th 2023. The timeline should include milestones for data collection, analysis, report writing, and presentation.
- **Qualifications and Experience:** Interested research firms should possess the following qualifications and experience:
- Proven experience in conducting research related to media, journalism, and digital disruptions.

- Demonstrated expertise in qualitative and quantitative research methods, including data collection and analysis.
- Familiarity with the Kenyan media landscape and the challenges faced by independent media houses.
- Strong analytical and report writing skills.
- Ability to work independently and meet deadlines.

Interested research firms are invited to submit an Expression of Interest (EoI) by 20th July 2023. The EoI should include the following:

- Company profile, including a description of previous research projects conducted in the media or digital space.
- A response to the ToR in the form of technical proposal of maximum seven (7) pages outlining proposed methodology to be used. The methodology must be alive to the contextual limitations faced by independent media houses.
- Timeline for project completion, including key milestones.
- Proposed budget, including a breakdown of costs.
- Relevant references or client testimonials.

Selection Process: The selection of the research firm will be based on the evaluation of the submitted EoIs. Shortlisted firms may be invited for an interview or further clarification of their proposals. The final selection will be made based on the strength of the proposal, qualifications, experience, and budget.

Confidentiality: All information provided by the research firms in their EoIs will be treated as confidential and used solely for the purpose of evaluating the proposals.

Contact Information: For further inquiries or to submit an Expression of Interest, please contact: Catherine@africauncensored.net

Note: Africa Uncensored reserves the right to reject any or all proposals received without providing any reason. The organization also reserves the right to modify or cancel this Call for ToR at any time without incurring any liability.