

## TERMS OF REFERENCE

### Selection of an Expert for **Media Monitoring**

within the project “Media Watchdog: Monitoring for Ethical Reporting on Human Rights Violations” – Montenegro

Reference number: NDICI-THE-NEAR/2023/448-097/CEDEM/W/02



# Media Watchdog

Media Watchdog - Monitoring for  
Ethical Reporting on Human Rights Violations



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## 1. BACKGROUND INFORMATION

The project titled “Media Watchdog: Monitoring for Ethical Reporting on Human Rights Violations” is developed with the overall objective to promote and foster accurate and ethical reporting on human rights violations in the media by exposing dis- and misinformation, holding media outlets accountable for inaccurate reporting, and providing training and support to media professionals. This overall objective will be reached through two specific objectives being: 1) to establish a monitoring and evaluation system to track the accuracy and ethics of media reporting on human rights violations, as well as processing cases of inaccurate and unethical reporting, and to use this data to hold media outlets accountable and advocate for improved reporting practices; and 2) to improve skills, knowledge and capacities of media professionals in terms of reporting on human rights violations, through developing and implementing a comprehensive training program, as well as establishing and promoting cooperation between media professionals and judiciary representatives.

The key stakeholder groups involved in the Action include media professionals, media outlets, judiciary representatives, students of journalism and legal sciences, and the general public in Montenegro. Consultations were held with these stakeholder groups to gather their perspectives, insights, and needs related to media reporting, human rights, and access to justice.

The expected outcomes of the Action are as follows:

- O1) Monitoring of the accuracy and ethics of media reporting on human rights violations, as well as processing cases of inaccurate and unethical reporting conducted;
- O2) A training program for media professionals on reporting on human rights violations developed and implemented, and
- O3) A culture of collaboration and mutual support between media professionals and judiciary representatives in terms of reporting accurately and ethically on human rights violations fostered.

## 2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

### 2.1. Overall objective

The aim of the call is to engage media monitor who will be responsible for a monitoring of media portals to identify inaccurate, unverified, imported information that violates the ethical code of journalists in terms of reporting on human rights violations.

## SCOPE OF THE WORK

### 2.2. General

The purpose of this contract is to engage an expert who will detect and expose dis- and misinformation in media, promote accurate and ethical reporting on human rights issues, raise awareness among the public and media professionals about human rights violations, and hold media outlets accountable for inaccurate reporting;

After the period envisaged for the monitoring, a report on the findings of the monitoring, highlighting instances of inaccurate and unverified information, as well as ethical violations in terms of reporting on human rights violations will be written.

### 2.3. Specific Activities

The Media Monitor will:

- (1) **Media monitor** – Monitoring of media portals to identify inaccurate, unverified, imported information that violates the ethical code of journalists in terms of reporting on human rights violations
- (2) **Promote accurate and ethical reporting** – Promote accurate and ethical reporting on human rights issues, raise awareness among the public and media professionals about human rights violation.
- (3) **Prepare report on the findings of the monitoring** – After the period envisaged for the monitoring, a report on the findings of the monitoring, highlighting instances of inaccurate and unverified information, as well as ethical violations in terms of reporting on human rights violations will be written.

## 2.4. Methodology

The methodological approach must align with standard practices in media monitoring and analysis. The proposed methodology includes, but is not limited to:

- Conducting a comprehensive review of social media performance metrics.
- Preparing a Media Report with recommendations for improvement.
- Presenting findings and proposed strategies to the Project Management Team and general public.

## 3. LOGISTICS AND TIMING

### 3.1. Location

Montenegro

### 3.2. Start date and period of implementation

The assignment is expected to last [specify duration, e.g. 16 months] from 1<sup>st</sup> July 2024 to 31<sup>st</sup> October 2025, The expert will work on a freelance/honoraria basis, with a flexible schedule agreed upon with the project team.

Payments for the deliverables will be made in monthly instalments, upon the completion of each engagement period, and will be subject to a quality review, approval, and acceptance by the project manager.

## 4. REQUIREMENTS

### 4.1. Media monitor must fulfil the following requirements:

#### Media monitor Competencies, Experience, and Skill Requirements

- A university degree in the project related field. MA would be considered a strong asset.

The ideal candidate should possess:

- At least **5 years of experience in project management/journalism** (preferably in the context of EU projects, NGOs, or international organizations).
- Previous assignments in the role of **relevant senior expert positions** would be considered as an asset.
- Understanding of **EU communication policies and visibility guidelines**.
- Excellent writing and editing skills in **English and Montenegrin**.

- Ability to work independently and **manage multiple tasks under tight deadlines.**

### Personal qualifications:

- Ability to deliver when working under pressure and within changing circumstances;
- Demonstrates strong oral and written communication skills;
- Proven capacity to produce reports;
- Displays capacity to provide experienced advice on best practices
- Evidence of ability to express ideas clearly, to work independently and in team;
- Ability to summarize and systematize complex information;
- Focuses on results and responds positively to feedback.

### Language:

- Fluency in English and Montenegrin language.

### 4.2. Application Procedure:

Qualified and interested candidates are asked to submit their applications by electronic post to the address: [info@cedem.me](mailto:info@cedem.me), as well as by ordinary post or hand delivery to:

Centar za demokratiju i ljudska prava (CEDEM)  
Bulevar Džordža Vašingtona 92,  
81000 Podgorica, Montenegro

including:

- Curriculum Vitae (PDF format) with relevant min 3 experiences and qualifications;
- Financial offer – lump sum

The subject of the email should be: CEDEM\_ToR for Media Monitor - \_candidate's name.  
The applicant must include a financial offer together with all other requested documents, taking into consideration the objectives of the assignment, the tasks to be performed and deliverables requested. Please note that the financial offer must include all costs with the maximum limit of: up to EUR 6.400,00 (gross total for 16 months).

Deadline for submission the offers is 25<sup>th</sup> June 2024.

The contract will be awarded to the tender offering best price / quality ratio in accordance with the principles of transparency and fair competition and taking care to avoid any conflict of interest.

