



## **A NATIONAL PORTRAIT OF JOURNALISTS**

### **Terms of Reference for Country Researcher**

#### **BACKGROUND**

The African Centre for Media Excellence (ACME) is a Kampala-based independent, non-profit media support organisation that is committed to excellence in journalism and mass communication in Africa. ACME's main goal is to support the media to become more effective platforms for the provision of information on public affairs, tools for monitoring official power, and forums for vibrant public debate.

ACME received funding from the National Endowment for Democracy (NED) to implement a project titled Enhancing Media Capacity for Inclusive Development, which, among others, focuses on expanding the knowledge base on journalism and media in Kenya, Tanzania, and Uganda. One of the activities under this project is research that profiles journalists in Kenya, Tanzania, and Uganda. ACME finalised the research in Uganda in 2021 and is now rolling out the same in Kenya and Tanzania.

Although a lot has been written about the intersection of journalism/media and public affairs in Kenya, Tanzania, and Uganda, not much has been written about the people who work in journalism save for the threats they usually work under.

The media cannot play the roles that democracy requires of them if journalists do not have the wherewithal, knowledge, skills, and freedom required to investigate all matters of public concern (Mwesige 2004). It is therefore important to have a sense of the news people in Kenya, Tanzania, and Uganda.

#### **PROJECT OBJECTIVE**

To profile the journalists in Kenya, Tanzania, and Uganda and explore their demographics, role perceptions, professional attitudes and beliefs, and major threats to their freedom to do their work.

#### **SCOPE OF THE ASSIGNMENT**

The country researcher will undertake the following activities:

- i. Hire research assistants to assist in data collection.
- ii. Adapt Uganda's methodology to suit your country's context.
- iii. Train the research assistants.
- iv. Conduct desk research.
- v. Collect a scientific sample of journalists in your country based on a representative sampling frame.

- vi. Conduct the nationwide survey of journalists in your country (Collect, enter, and analyse data).
- vii. Produce a draft report that profiles the country's journalists.
- viii. Work with ACME to organise a public validation meeting to discuss the project report findings in the country. The purpose of the meeting is to share the research findings and collect feedback which will be incorporated in the final report.
- ix. Support the dissemination of the final report.

## **DURATION OF RESEARCH**

The research report should be completed and ready for dissemination within 60 days from the date of signing the contract.

## **COMPENSATION**

We have estimated that the national researcher will spend a maximum 10 person days on the project working with a team of research assistants that he or she will compensate.

## **QUALIFICATION OF THE COUNTRY RESEARCHER**

- ✓ Must have an advanced degree in journalism and/or mass communication.
- ✓ Must be familiar with the media landscape in the country, and eastern Africa in general.
- ✓ Must be conversant with social science research methods, and must have conducted research on the media before.
- ✓ Must be ready to work with minimum supervision.

## **REQUIREMENTS**

Interested national researchers should submit a short expression of interest and a proposed work plan for the research to [mwesige@acme-ug.org](mailto:mwesige@acme-ug.org) not later than Monday 13 June. They should also indicate their daily rate and expected person days to be spent on the project.