



Request for Quotation

Analysis of Media Content in Central Asia

- Description of Services Requested:** Meridian International Center (Meridian) is seeking consultancy support to conduct media analysis based on media content published by working journalists who participated in U.S. Department of State-funded reporting tours between September 2022 and June 2023.

Background: Meridian International Center implements the Central Asia Media Exchange (CAMEX) Program which is funded by the U.S. Department of State. The CAMEX award funds multiple programs, including a 10-day reporting tour on various topics for working journalists from Central Asia. These media professionals meet and interview U.S. subject matter experts, journalists, government officials, and representatives of civil society and file stories during their reporting tour as working journalists. The reporting tour titled “*Environmental Issues in the U.S.*” took place from September 20 to October 1, 2022. A cohort of 10 journalists and media professionals from Kazakhstan, the Kyrgyz Republic, Tajikistan, Turkmenistan, and Uzbekistan traveled to Denver, (Colorado), Evansville (Indiana), and Pittsburgh (Pennsylvania) to examine how environmental issues are addressed at the national and local levels.

Another reporting tour titled “*Energy Security in the U.S.*” will take place from May 28 to June 7, 2023. The journalists are expected to produce related media content during and after the reporting tours.

Scope of Services: A Firm or an Individual will be responsible for conducting media analysis to assess the impact, relevance, effectiveness, audience profile, and the reach of the media content published between September 20, 2022, and June 16, 2023, by media professionals who took part in the above-mentioned reporting tours.

- Technical and/or Functional Requirements**

A Firm or an Individual should possess:

- Proven experience with qualitative and quantitative M&E data collection and analysis methods
- Proven experience in media analysis, as well as evaluating and analyzing social media presence
- Ability to research, interpret information, and analyze media markets
- Capacity to review and analyze media content in Kazakh, Kyrgyz, Russian, Tajik, Uzbek, and Turkmen languages
- Knowledge and understanding of the regional context
- Strong writing and communication skills
- Fluency in English and Russian

- Deliverables and Timing**

Selected Firm or an Individual will be provided with all relevant project documentation and information related to the project. Deliverables and payment schedule:

Deliverable	Due Date	Percentage of the Contract Amount
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Inception report	By June 2, 2023	10%
First draft report	By June 16, 2023	40%
Final report	By June 29, 2023	50%

Meridian anticipates 26 working days to complete the services under this contract. Meridian estimates work to begin on/after May 24, 2023. The services under this contract must be performed until June 29, 2023. The draft and final reports should be presented in English and be no longer than 20 pages (excluding annexes). The report should contain a one-page executive summary of core findings.

4. Fees and Expenses

Payment for this project will be disbursed based on the schedule listed in the Deliverables and Timing section (see above).

5. Awarding the Quote

Meridian will select the winning submission based on the following criteria:

- Competitiveness of the quote provided
- Demonstrated ability to meet the technical and functional requirements specified in this RFQ, which also includes knowledge and understanding of the regional context
- Demonstrated relevant prior experience and past performance
- Knowledge of international media programs
- Quality of proposed management and possible staff

Any questions regarding this RFQ should be submitted to CAMEXtours@meridian.org by May 17, 2023, 11:59 PM EST. Deadline for submissions is **11:59 PM EST on May 21, 2023**.

Submission Package: Interested applicants should provide a statement of interest not to exceed three pages outlining the methodological approach for the described scope, description of skills required for the media analysis, as well as examples of previous relevant experience or/and work. The statement should also include a quote inclusive of all fees and possible expenses to complete the services listed above, and proposed staff resumes.

6. General Terms

- Your quote must remain valid for a period not less than 90 days after the deadline for submission.
- The services under these terms of reference must be concluded by/on June 29, 2023.
- Meridian reserves the right to accept or reject any quotations, cancel the bidding process and to reject all quotations at any time prior to the award of the contract.