

# Baseline Study of Arab Reporters for Investigative Journalism

## Terms of reference

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### Programme background

ARIJ has been operating for ten years since 2005, with activities commencing in 2006. ARIJ was established as an organisation to create and spread an institutionalised and formalised culture of investigative journalism (IJ) in the Arab region. Since its inception it has set out to train journalists, create investigative units in media houses, establish innovative platforms to support IJ, initiate investigative journalism courses in universities, and support and mentor journalists who want to learn and produce investigative stories.

ARIJ helps journalists working in print, radio, TV and on-line media in Jordan, Syria, Lebanon, Egypt, Iraq, Bahrain, Palestine, Yemen and Tunisia.

Mission Statement:

The mission of ARIJ is to enhance excellence in investigative journalism, which is essential in a free society and remains key to ensure transparency, accountability and a diversity of views and opinions based on documented facts, research and multi-sources.

We accomplish this by:

- Providing training, resources and a community of support to investigative journalists.
- Promoting high professional standards.
- Providing training on data encryption to protect journalists' sources and files.
- Ensuring the future of ARIJ as a partner for several national investigative journalism chapters.
- Introducing new platforms for research and publication.

The programme is implemented with IMS, OSF, and Sida as basket donors and Norwegian Embassy in Amman as donor on a TV activity. The overall management of the programme is undertaken by a team operating out of ARIJ headquarters in Amman and concentrates on support and training to journalists from the whole region, a conference, a University programme, and a website which in the future will carry investigative stories including stories too controversial for mainstream media

### Objectives and scope of the baseline study

This baseline study looks into measuring, and in turn, conceptualising, the impact of ARIJ's activity after ten years of operation for the year 2015. To ensure that ARIJ's

work continues to address the identified needs, and in turn be able to monitor and assess its progress and effectiveness during its operation in the following years, a baseline study is required. This study will in turn inform IMS and its partners on what needs to be achieved or addressed in the near future to ensure the continuation and success of ARIJ.

**Overall objective:**

To ensure that the operation of ARIJ continues to achieve its aims by spreading a culture of Arab investigative journalism that ultimately leads to some form of impact, be it policy change, social development, or advancing excellence in journalism.

**Aim of the study:**

Inform strategic direction of new IMS programme, and provide evidence needed to then monitor and evaluate the progress of ARIJ. The study will primarily be a tool so progress can be monitored starting 1 January until 31<sup>st</sup> December 2015. It will develop tables in order to measure the development of the following Key Performance Indicators (KPIs):

Key Performance Indicators	
	<b>Training</b>
1	Number of training courses
2	Number of training hours
3	Number of trainees who underwent ARIJ training
4	Number of trainees who had produced investigative reports post attendance of training
5	Average, minimum and maximum time spent by headquarters post training completion
6	Number of Arab trainers and their training hours versus number of international trainers and their training hours
7	Number of Universities using ARIJ Curriculum
	<b>Impact</b>
8	Number of journalists out of total trained journalists who continued to produce more than one investigation
9	Percentage of female journalists out of total trained journalists who continued to produce more than one investigation

10	Number of journalists trained by ARIJ who have got leading positions in media and communication field such as editor
11	Regional impact → number of investigative stories published in regional media trained by ARIJ
12	International impact → number of investigative stories published in international media trained by ARIJ
13	Average salaries in US dollars of Journalists who have been trained
14	Number of stories that have caused reaction at a law maker level
	<b>Cost</b>
15	Project funding versus core funding
16	Cost per investigation for print
17	Cost per investigation for multimedia
18	Cost per trained journalist for basic training courses
19	Cost per trained journalist for advanced training courses
20	Number of investigative stories per 10,000 US dollars in funding

\* The performance will be measured in figures and percentages in order to see if targets are reached and outline the development in the above areas.

As part of the baseline study an evaluation report will seek to address the following areas:

Systematically assess and categorise various forms of *impact* that journalists have managed to achieve through their investigations, including tracking the impact training has had on their personal development and careers as investigative journalists. This is guided by the following questions:

a) *Impact of training on journalists:*

- Have journalists that ARIJ has trained benefited from the training and to what extent?
- Have the journalists trained by ARIJ gone on to conduct independent investigations, and to what extent?
- Have the trained journalists advanced their careers as a result of the training?

- Are the trained/participating journalists promoting/expanding the IJ culture in the Arab region in other ways, e.g. – training, mentoring, forming formal or informal networks with other Arab journalists? Have the alumni journalists collaborated with colleagues across national or regional borders?
- Has the focus of any ongoing investigations been more challenging, requiring more advanced skills/methods, and/or instigated greater impact? (Sign of higher level of practice/professionalism)
- Have the alumni journalists applied /competed for scholarships or awards and have they won any? (This is an indicator of excellence in journalism.)

**b) Impact of investigations:**

- What is the focus/themes that published investigative stories have revealed and called for?
- What has been the reaction of the general public to the investigative story?
- Has there been any form of reaction from those in power, both in the region and internationally, to achieve change?
- Has there been any actual change to the issue investigated? Has there been an attempt to address it?
- How effective has the investigative story been in leading to change?
- Was a follow up initiated by the journalist to report on what happened/changed or didn't – a year or so after the initial investigative report was published?

**Scope and Methodology:**

The study will entail the following:

1. Accessing secondary and already compiled data from ARIJ.
2. Conducting a survey of ARIJ's trained investigative journalists to track their development, in addition to the impact their investigations has had. This includes collecting their bios/cvs.
3. Interviewing ARIJ journalists, trainers and administrators.
4. Accessing other sources.

**Output**

The Study will produce the following outputs:

- Prepare the survey questions and methodology.
- Ensure coordination with ARIJ this especially relates to conducting a survey of ARIJ's trained investigative journalists.
- An evaluation report of max 25 pages.
- Present draft findings for IMS and partners' response.

- Present final report by 1<sup>st</sup> February 2016.

The study will enable ARIJ to follow up on its objectives and enable the organisation, its partners and its donors to monitor the progress in light of lessons learned from the programme to date.

In order to achieve this, the study will:

- 1) Identify and verify how far the programme has come to date in achieving its intended outcomes in the programme's main areas of intervention: Impact of investigations, more efficiency, capacity building, outreach, University implementation
- 2) Critically assess the strategies and media development methodology ARIJ has used in MENA region, as well as ARIJ management of the programme.

The programme's priorities, approach and intended results are described in the programme documents, together with some baseline information for the relevant result indicators and the review that was conducted in 2014 by external consultants. These programme documents, together with ARIJ policies and overall strategic framework, provide the basis for the study, the scope of which is as follows:

The study will be expected to design an appropriate methodology, and to present this methodology for IMS' and ARIJ in the inception note, which will be approved by IMS. However, IMS envisages the review being structured as follows:

**Step 1** - Desk review and inception note: The team reviews available programme documents, reports, monitoring and evaluation information and research and, on the basis of this, submits an inception note to IMS, in which the review team explains its proposed methodology, work plan and budget for approval by IMS.

**Step 2** – Fieldwork will take place in Jordan,.

**Step 3** – Analysis: The team analyses the information gathered and prepares their draft report.

**Step 4** – The review team submits their draft report to IMS and ARIJ The team then meets with IMS and Sida to present, discuss and clarify their findings and recommendations.

**Step 5** – The review team finalises their report and submits it to ARIJ and its donors.

## **The programme's results**

The team will assess the programme's outcome-level results to date and the extent to which the programme contributed to these results. Within the time and with the resources available, the study team will seek to independently verify evidence of these results and the programme's contribution to them provided by ARIJ and how progress can be measured from January 2016.

The study shall provide

#### IMS with recommendations on:

- how to appraise the programme in relation to the programme's outcome and objective;
- how to support changes (if needed) towards higher degree of effectiveness and relevance of the program

#### ARIJ with recommendations on:

- how to monitor progress and verification of indicators
- how to strengthen its strategic approach, methods, organisational set up and systems in order to enhance the relevance, sustainability, effectiveness and efficiency of the programme
- opportunities for further learning from the findings of the study.

## **Time schedule and Reporting**

The study assignment is expected to be conducted during November and December with fieldwork completed during December 2015.

A draft report is to be submitted to IMS no later than 20 November, the subsequent presentation and discussion of the team's findings will be scheduled as soon after this date as is possible.

A final report is to be submitted to IMS no later than two weeks after this meeting.

## **Resources**

The review team shall present to IMS a proposed budget as part of their inception note. A minimum of 10 working days shall be spent in Jordan. The assignment is expected to demand four to five consultant weeks in total.

## **Review team experience and qualifications**

Bids should include a list of team members and a summary of their relevant experience and expertise, as well as the CV's of each team member.

1. Members of the review team should have demonstrable experience and expertise in media development. Additional experience and expertise in participatory research and / or participatory development processes would be an advantage.
2. At least one member of the team should have experience and expertise related to Investigative Journalism.
3. Team members involved in the gathering and analysis of information in Jordan, as well as the discussion of findings with partners and stakeholders in Iraq should be fluent in both spoken and written Arabic.
4. Team members involved in writing and presenting the final report should also be fluent in written and spoken English.

Bidding teams should include a list of references (including contact person and contact details)

Bids should be submitted to IMS no later than 7 November 2015.

## **Key Documents**

ARIJ will facilitate the team's access to key documentation such as programme documents, previous evaluation and review reports, progress reports and specific project documentation. A complete list of relevant documentation – including relevant media products - will be elaborated by IMS.