

## *UNAIDS Brasil*

### **Terms of Reference**

**Project:** Media monitoring related to HIV to advance UNAIDS strategies in Brazil

### **Background:**

Brazil is a Fast-Track country and UCO/BRA has dedicated significant efforts to encourage an open societal debate on HIV-related issues and Zero Discrimination. To accomplish that, it is crucial that UNAIDS can monitor the media and the way it covers and debates such matters. Brazilian press has only recently started to recover from its decade-long silence on AIDS, especially in terms of covering the human and social side of the HIV epidemic. Studies have shown that from 2007 to 2013, major media outlets have very rarely dedicated headlines and front pages to this subject, including on World AIDS Day.

In the past few years, the advent of social media has not only given birth to new platforms and new ways of producing news—and fake news—content, but also generated significant transformations in newsrooms. In the midst of the exponential growth of social media and the false impression that every person connected to the internet is able to produce and disseminate news, journalism and news media as a whole have a very important role to play in the response to HIV.

Through ethical and objective curation of information, journalism has a moral obligation to provide the society with reliable and contextualized information so that citizens can participate more actively in social life in all its dimensions, especially when it comes to the empowerment of individuals for the realization of its rights as citizens.

To counter these facts, since 2014, UNAIDS office in Brazil has invested time and resources to promote impactful communications initiatives to encourage a public and open debate about HIV and discrimination in the country. Several concrete initiatives to engage mass and targeted audiences through traditional and digital news media have been implemented, proactively contributing to rekindling the national debate on HIV through the media, paving the way for a change in the paradigm that persists regarding the news media and HIV stigma and discrimination.

In order to monitor the impact of this strategy, in June 2015, UNAIDS office in Brazil started to gather Brazilian news in Portuguese to use it as an instrument to help build and adapt its key messages and campaigns on HIV prevention, treatment and zero discrimination. Media monitoring conducted until September 2018 indicates that the approach adopted by many media outlets towards HIV and AIDS has shown some improvement over the course of the past two years, but some barriers still need to be broken, especially in more traditional media such as TV and radio, where

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PROGRAMA CONJUNTO  
DAS NAÇÕES UNIDAS  
SOBRE O HIV/AIDS

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the ratio of positive to negative news was of 1.4 positive pieces of news to every negative one, whereas in print media it was 2.6 to 1, with negative peaks occurring mostly around key dates for HIV awareness, December 1 and Carnival.

Constant monitoring of media content is essential to provide UNAIDS with updated and relevant information for the development and implementation of its communication strategies, campaigns and joint activities in Brazil. It is also essential to allow UCO Brazil to follow-up and measure the impact of its messages, campaigns and activities, by consolidating vital information and intelligence that can certainly add value to UNAIDS general communications strategies, including for image building and for crisis prevention.

Therefore, UCO/BRA requests a competent consultant based in Brasilia, Brazil, to assist on the office's continuous monitoring of the way traditional media influencers is dealing—or not—with key HIV-related issues.

**Objective:** Considering the context behind the daily news monitoring process around HIV and Zero Discrimination, it is important that UCO/BRA can keep and improve its daily news-clipping, which has been developed since 2015. This service will be developed in close collaboration with the UNAIDS Country Office in Brazil, and it is expect to identify sensitive issues concerning HIV and AIDS and its possible implications regarding the national response.

**Final products:**

1. Monitor and produce daily news-clipping of HIV, human rights, key-populations, UN System and UNAIDS-related stories on traditional news media platforms.
2. Produce monthly data analysis of results obtained with the daily clipping.
3. Implement a strategy to automate search, organization and generation of graphics with the aim of improving the presentation relevant reports with key findings.
4. Mobilize students from different communications courses to develop and support the implementation of new strategies to improve the daily news-clipping results and content analysis in order to identify gaps and opportunities to adequately influence media outlets with tailor-made content.
5. Lead the efforts to create a research group to improve the analysis methods on HIV in close collaboration with partner universityties in Brazil.
6. A final technical report of all the activities carried out will be provided in the end of the contract.

**Time Frame:** Start: 1 January 2019

End: 30 June 2019

**Supervision:** The professional will work in close collaboration with the UNAIDS Country Director in Brazil

**Profile of the consultant:** University Degree in Social Communication,

Journalism, Public Relations or other related fields. Fluency in English.

Previous relevant experience in traditional and/or social media, governmental, non-governmental and/or United Nations System is desirable.

**Payment Methods:** The payment will be processed on a monthly basis against monthly technical report