



Terms of Reference (TOR)

Request for Proposals (RFPs) from Reputable media firms to Develop, Produce and Distribute Public Awareness/campaign Radio Programming in English and Local Languages on Water hygiene and sanitation including producing fliers, stickers and posters

1. Organisation background

The Agency for Co-operation and Research in Development (ACORD) was founded in 1976 as a consortium of European and Canadian NGOs to provide its members the operational capacity to address poverty issues resulting from the drought in Sub Saharan Africa. ACORD has since then evolved into a pan-African organization working in common cause with people who are poor and have been denied their rights to understand, challenge and change the conditions that cause poverty and exclusion. ACORD is running field operations in 18 countries in Africa, as well as Pan African and international advocacy work.

ACORD's response to the challenges of Africa is firmly based on a belief that people themselves are the agents of change and actors of their own development. People's ability to take action on the causes of poverty is what will transform Africa's future. ACORD believes that people suffering under poverty, economic, social and political inequality are best placed to explore the root causes of injustice, identify strategies for solutions, and act upon them to bring about positive changes at local, national, regional, Pan African and international levels.

In doing this, ACORD draws on the trusting relationships it has developed with communities and local governments over the years and the deep understanding of the issues and grassroots perspectives on development challenges. ACORD particularly seeks to engage with the efforts of marginalized and excluded communities themselves to analyze and address root causes of exclusion and poverty in Africa and facilitate their participation in Africa-led social movements to bring about social justice and rights-based development.

2. about the project

ACORD received a 1 year emergency response project to be implemented in Jubek and Terekeka states. This project is known as Central Equatoria Emergency Response Project. The project is funded by HEKs and her back donor Swiss Solidarity. The overall purpose of the project is to improve the living conditions of 4'626 IDPs, returnees and host -communities' households in Central Equatoria through access to water and sanitation and voucher for food and basic needs items.

The project has three core outcome areas;

Outcome 1: Improved access to water, sanitation and hygiene of 900 IDPs, returnees and host communities' households in Jubek State (Nyokuron west, Nyokuron east, Mouna block 3, Lologo Bomas in Rajaf Payam; and Morsak, Sindiru and Luwala bomas in Lobonok payam in Lobonok county) and Terekeka state (Legeri, Yeki and Mangalla central bomas in North Mangalla Payam; and Branga, Buju and Langi bomas in Terekeka central payam).

Outcome 2: Improved access to food for 2'910 IDP, returnees and host community households in Rajaf and Lobonok Payam in Jubek state; and Terekeka central and North Mangalla Payams in Terekeka State.

Outcome 3: Reduced further vulnerability of 816 IDPs, returnees' households and their host communities in Rajaf (Jubek state) and North Mangalla (Terekeka state) through voucher provision for basic needs items.

A. Project Description

ACORD Communication and WASH office is seeking to produce a series of radio programmes in varying formats and languages with the aim of distributing the recordings to selected radio outlets around Juba in South Sudan.

Radio is the medium of choice for reaching the rural areas and the general public, where the majority of South Sudanese live. Radio overcomes barriers of distance, illiteracy and language diversity better than any other mediums.

The radio programming is aimed at improving public awareness on hygiene and sanitation in South Sudan largely but particularly in the project areas of Jubek and Terekeka states. Radio targets for these programmes include, but are not limited to, Eye Radio, Bakhita FM, South Sudan Radio (Radio Juba) and Capital FM

The programming created during the course of this consultancy will consist of multiple formats including, dramas, public service announcements and jingles/songs. A consultancy firm will be hired to develop, produce and distribute the radio recordings. The recordings will be distributed to a targeted number of radio outlets across Juba. IEC materials such fliers, stickers and posters will also be produced. This task/assignment is expected to take only 2 weeks from the date of contract signing.

B. Scope of Work

This consultancy will involve the creation of a total of ten (10) radio recordings, which will be independently produced and distributed. The radio production is expected to be located in Juba. The firm will be responsible for pre-production, talent recruitment, concepts, script writing, translation, proof reading, editing, distribution and airing fees, and final transfer of recordings on flash drives and/or DVDs. These recordings will include four (4) radio dramas, three (3) Public

Service Announcement, and three (3) jingles/songs. Each radio segment will be no longer than 2 minutes in duration. The radio programming languages will include English, Juba Arabic and Bari. The firm will work closely with ACORD Communication Officer who will provide content from which the scripts will be developed. The firm will be required to design and produce fliers, stickers and posters carrying hygiene and sanitation campaign messages; five (5) fliers, five (5) Stickers and five (5) Posters.

D. Expected Outputs and Deliverables

The Consultancy firm will deliver the following outputs:

- a) Implementation plan with expected dates for consultation meetings, script review, segment recording, approvals, and distribution/dissemination targets and fees.
- b) Scripts for ten (10) radio segments consisting of four (4) radio dramas/plays, three (3) Public Service Announcement , and three(3) jingles/songs. Each segment is no longer than 2 minutes in total run time.
- c) Translation of select segments into Juba Arabic and Bari.
- d) Ten (10) audio recordings of the short public service announcements, dramas/plays, and jingles/songs delivered on flash drive, external drive, and/or CD/DVDs branded.
- e) Identify correct talent for the project that will be in position to implement the task professionally.
- f) Distribution and airing fees of segments on 3 radio outlets (Eye radio, Bakhita FM, Capital FM and South Sudan Radio).
- g) Final report of the consultancy and list of recordings.

E. Task execution timelines

Activity/Outputs	Target Due Dates	Responsible Party
Consultancy firm hired	Week 28 July 2018	Communication Officer WASH Officer and Logistics
Inception meeting	Week 28 July 2018	Communication Office, WASH Officer, Logistics and Production firm/Consultant
Implementation plan due	Within 2 days of contract signing	Production firm/Consultant
Provision hygiene and sanitation content	Week 28 July 2018	Communication and WASH Officer, ACORD
Script writing and	Week 29 July 2018	Production firm/Consultant

approval		
Recordings , editing and distribution	Week 30 July 2018	Production firm/Consultant
A short report	Week 32 August 2018	Production firm/Consultant

F. Institutional Arrangement

The consultancy firm will report directly to ACORD Communication Officer, as the representative of the organization. The Communication Officer will directly oversee the production and approve the scripts and final recordings prior to distribution and dissemination with the help of the WASH Officer. The firm will be required to seek broadcast schedule from the radio station airing the messages and share with ACORD for easy monitoring even though the firm will equally undertake monitoring. A short report outlining the total recordings rendered, disseminated, and aired, and by which outlets, will be delivered by the firm to ACORD Communication Officer/ WASH Officer

G. Duration of the Work

The expected duration of the consultancy is two (2) weeks from the date of the start of the contract.

H. Location

The consultancy is based in Juba, South Sudan. The hired consultant firm will be required to meet periodically with the Communication Officer and the WASH Officer. A mechanism/procedure will be developed between the consultancy firm and ACORD to physically distribute the final recordings to target stations in various locations in Juba.

I. Qualifications

The successful consultancy firm hired for this project will possess at minimum:

- a) At least 5 years’ experience in their respective areas of expertise. Experience in developing and production of radio and community outreach programming is a must for the consultancy firm. The company/firms should have adequate experience of working in radio, music, and drama development, and community outreach programming on pertinent issues affecting local communities, and radio production for government, NGOs, and communities in conflict settings in particular. Evidence of this should be attached to the application.
- b) Experience developing public awareness products and radio programming in South Sudan in particular. Evidence of knowledge of the radio landscape in South Sudan should be attached to the application.
- c) Studio management and technical skills for studio and transmission equipment, digital audio editing, and file formatting/transferring.

- d) Multi-media skills appropriate for product development through radio, preferably community based radio.
- e) Knowledge of English and Juba Arabic language are required. Additional knowledge or translation ability in, Bari, or other local languages is an asset.
- f) Demonstrated ability to work with multi tribal societies.
- g) Creative skills for identifying core messages, interactive features, and compelling stories

Note: This task requires 2 lead consultants - a Production Manager, who will be the main liaison with ACORD for project planning, approvals, and dissemination; and a Senior Producer, who will be the focal point for technical, directing, and production skills. The talent team in all languages must include male and female voices.

J. Scope of Price Proposal and Schedule of Payments

Financial proposals should come in the form of a lump sum amount, which must be “all-inclusive”, and include a cost breakdown of each component of the project; the contract price is fixed regardless of changes in the cost components. Payment will be done through cheque only after successful completion of the assignment.

K. Individual Firm requirement

The following documents may be requested:

1. Technical Proposal
 - a. Cover letter: explaining why the firm is the most suitable for the work
 - b. Company profile including personal CV of two lead consultants (Production Manager, Senior Producer) and past experience on similar projects and 3 references
 - c. A sample script of a previous radio segment
 - d. A brief approach and methodology on how to conduct the assignment
 - e. Legal company documents of eligibility and qualifications.

2. Financial/Price Proposal in lump-sum offer with the cost breakdown

Deadline for proposal submission 17th July, 2108. However because of the urgency of the activity a suitable firm may be selected before the deadline.

Kindly send your submissions to the Country Director, ACORD South Sudan. P.o. Box 399, Juba-South Sudan. Or electronically at:

stephen.wani@acordinternational.org/wanis2007@yahoo.com/ladufamscoop@yahoo.com

Note: TOR can be discussed further with the firm and changes deemed necessary can be made.