



REPUBLIC OF SOUTH SUDAN

**MINISTRY OF WATER RESOURCES AND IRRIGATION**

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Regional Climate Resilience Program for Eastern and Southern Africa (P180171) – Phase 1  
South Sudan

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**REQUEST FOR QUOTATION**

Airing of Radio Jingles on Flood Emergency Preparedness and Response

Date: 9<sup>th</sup> August 2024

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**1. Background**

South Sudan is currently facing a severe flood emergency due to prolonged high-water levels in major rivers and lakes, exacerbated by forecasts of above-average rainfall. These conditions pose significant risks to communities, including displacement, food insecurity, and the spread of waterborne diseases. Vulnerable populations, including women, children, and the elderly, are particularly at risk.

To mitigate the impact of flooding and enhance community resilience, it is crucial to raise awareness and provide timely information on flood emergency preparedness and response measures. Effective communication through radio, a widely accessible medium across South Sudan, is essential for reaching and informing a broad audience about safety protocols, evacuation procedures, and essential services during emergencies.

**2. Objectives**

- Raise public awareness about the imminent flood emergency in South Sudan.
- Educate communities on effective flood emergency preparedness measures and response actions.



- Facilitate the dissemination of critical information to minimize the impact of flooding on vulnerable populations.

### 3. Scope of Work

The project requires radio stations to perform the following tasks:

- **Airing of 5 radio jingles in 4 languages (English, Arabic, Nuer, and Dinka) nationwide.**

**Jingles Matrix:**

Jingle Number	Languages
<b>Jingle 1. Government Response</b>	English, Juba Arabic, Nuer, Dinka
<b>Jingle 2. Government Response</b>	English, Juba Arabic, Nuer, Dinka
<b>Jingle 3. Health and Safety</b>	English, Juba Arabic, Nuer, Dinka
<b>Jingle 4. Community Involvement</b>	English, Juba Arabic, Nuer, Dinka
<b>Jingle 5. Comprehensive Preparedness</b>	English, Juba Arabic, Nuer, Dinka

**Total Messages:** 20 (5 jingles x 4 languages)

### 4. Deliverables

**Airing of Jingles, Monitoring, and Reporting:**

- Morning before and after news
- Afternoon before and after news
- Evening before and after News
- Live presenter's mention
- On special programs where necessary
- Finalized airing schedules and frequency to ensure consistent and widespread coverage.
- Monitor the airing of jingles to ensure compliance with agreed schedules and frequency and gather initial feedback.
- Prepare regular reports on the reach and impact of the jingles, including audience feedback and engagement metrics.

### 5. Budget

The radio stations are required to submit a detailed budget proposal covering all aspects of airing, including:

- Airing costs (e.g., broadcasting fees, presenters' mention, logistics for coordination etc.).



## 6. Requirements

The selected radio stations should possess:

- Nationwide Coverage of the entire South Sudan.
- Proven experience in broadcasting public awareness campaigns, particularly in emergency response contexts.
- Capacity to reach diverse audiences across South Sudan.
- Capability to air the messages in English, Nuer, Dinka, and Simple Arabic ensuring effective communication with the target populations.

## 7. Proposal Submission

Interested radio stations will submit proposals including:

- Detailed work plan and timeline.
- Coverage details.
- Relevant experience and qualifications.
- Budget proposal with itemized costs.

## 8. Address for Submission and deadline

Your application should be addressed and delivered to: (by email [crfm.procurement@gmail.com](mailto:crfm.procurement@gmail.com) or by hand delivery) not later than Friday 16<sup>th</sup> August 2024 at 14:00hours

**The Project Coordinator (RCRP) Project Implementation Unit**  
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