

Terms of Reference (ToR) for the Priority Radio Stations' Capacity Building & Strengthening to support BBC Media Action's "Life in Lulu Series 7 and 8" radio drama

1. Background to the organization

BBC Media Action was founded in 1999 as an international development charity. In the UK, BBC Media Action is registered in England & Wales under charity number 1076235 and company number 3521587. In South Sudan, BBC Media Action is registered with RRC as a Non-Governmental Organization that uses Media for Development (M4D). BBC Media Action uses media and communication to reduce poverty and promote human rights in developing countries. We partner with civil society, local media, and governments to: (i) Produce creative programmes based on robust research in multi-media formats that inform and engage audiences around key development issues and (ii) Strengthen the media sector through building professional capacity and infrastructure.

2. Background to the Project

Life in Lulu is a project funded by the Norwegian Ministry of Foreign Affairs (NMFA) with a contribution from Global Affairs Canada (GAC). This project will promote peaceful coexistence, tolerance, and stability among South Sudanese by affecting audience knowledge, attitudes, and behaviours around topics such as the importance of involving women and young people in conflict resolution and decision making, practising tolerance, and taking actions that support a peaceful South Sudan. Our capacity approach to strengthening partner radio stations will continue to help them improve the way they serve their audiences: by improving their editorial and production skills and supporting them to facilitate inclusive community discussion on the themes raised in the radio drama.

3. Purpose of the ToR

This TOR is aimed at skills development and strengthening of five new stations and support stations to produce own content that promotes peace and social cohesion. It is noticeable that most local radio stations continue to lack funding to buy equipment, make repairs and pay their staff sufficiently, they often cannot broadcast, or sometimes shut down altogether. BBC Media Action would like to continue to build on what it started last season and conduct intensive training with five new radio stations in Upper Nile, Jonglei, Lakes and Western Equatoria, focusing on increasing their sustainability through building management practices, technical and equipment management and developing monetising strategies.

4. Applications from radio stations in project locations

To the above background and purpose of this terms of reference, BBC Media Action is seeking to receive applications from local radio stations (community radios, commercial radios, and faith-based radio stations) within the states of Upper Nile, Jonglei, Lakes, Central and Western Equatoria.

Criteria for selection of local radio stations for Capacity building & strengthening:

- a) Applicants should be local radio stations mainly community radio stations, commercial radio station and faith-based radio station which are currently operational and broadcasting in the geographical areas of Upper Nile, Jonglei, Lakes and Western Equatoria.
- b) Applicant stations should be willing to produce and broadcast content related to non-violence ways of dispute/conflict resolution, peace and or promoting peaceful coexistence, tolerance, and stability among the communities in the state.
- c) Applicant stations should be registered with the relevant local or national authorities.
- d) Applicant stations should not be affiliated with the government or any other political organisations.
- e) Applicant stations should be willing to submit to a due diligence process and undergo a needs assessment.
- f) Applicant stations should be able to demonstrate how the radio station will sustain its operations for the lifespan of the project (initially 12 months). You will be required to provide details of your finances as part of the due diligence process.
- g) Applicant stations should be open to feedback about organisational structure and recruitment / HR processes. They should be willing to make changes if these structures and processes are not deemed to be gender-sensitive and inclusive.
- h) Applicant stations should be willing to sign up to BBC Media Action's code of conduct and safeguarding policies. They must be committed to devising and implementing a safeguarding policy of their own if this is not yet in place.

5. Duration of partnership

The initial duration of the capacity building partnership will be for 12 months with the possibility of 6 months extension to continue with mentorship if funding allows.

6. Expressions of interest

The radio stations interested in capacity building and strengthening partnership with BBC Media Action to support the implementation of the Life in Lulu series 7 & 8 project in the locations mentioned above, should submit their expression of interest to recruitment@ss.bbcmmediaaction.org by Friday the 22nd of May 2021.

Please include an application letter detailing why you should be considered for this commission, plus donor audit records for previous work wherever possible. Suitable stations will then be invited for a creative discussion with the Life in Lulu team to talk through the project and their interest in more detail. Include the following in your expression of interest letter:

- a) Details of the name, location and reach of your radio station.
- b) Details of your funding and affiliations. Are you part of a network or independent? Where does your funding come from?
- c) Why your station should be considered for capacity building partnership on this project.
- d) How your station meets the selection criteria. Please refer to section 5 above and address each criterion in order.
- e) How the capacity-building partnership will benefit your radio station
- f) How the capacity-building partnership will benefit your community

In addition to your application letter, you should also attach your station's registration documents and Tax identification certificate with relevant local and national authorities.

Email your submission to recruitment@ss.bbcmmediaaction.org by Friday the 22nd of May 2021.