

Terms of Reference (ToR) for co-production partnership

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 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 which 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

These Terms of Reference (ToR) relate to a new project for BBC Media Action, funded by Global Affairs Canada. The end-goal of the four-year initiative is that women and girls are empowered to make their own decisions regarding their sexual, reproduction health and rights (SRHR) in a more peaceful environment.

To this end, BBC Media Action is producing a new factual radio programme, aimed at both men and women, to challenge attitudes and shifts behaviours around SRHR. This programme will be produced and presented by BBC Media Action presenters, working in collaboration with local partner stations. It will be broadcast in Simple Arabic, Dinka and Zande.

In addition: we will feature story lines related to SRHR in our on-going radio drama, Life in Lulu - and we will be developing audio and visual content to use in community mobilization exercises with adolescents in schools and youth groups. Throughout the project, we will be working with civil society organizations, community-based organizations and local radio partners – to provide training on gender sensitivity and increase the capacity of local media to produce gender-sensitive content.

The aim is to contribute to long-term social and behaviour change by increasing knowledge, shaping positive attitudes and practices, and by challenging unhelpful norms in order to support women's and girls' agency and decision-making power.



3. Purpose of this ToR

This ToR is aimed at identifying potential radio station with whom to partner for this project. This is a station we will train, support and mentor to produce gender-sensitive content related to the six focus areas of this project (see below).

We will build the capacity of this station to produce content related to SRHR and work with staff at this station to produce material which can run in the BBC Media Action show, which will be broadcast on their own station and on other broadcast partners.

4. Details of the co-production relationship

We will select one station to broadcast in Simple Arabic. This will be our co-production and capacity building partner – although we expect a higher number of stations to work with us as broadcast partners.

This partner station will be assigned a BBC Media Action producer who will work with a small team of programme makers at that station. Those taking part in this training programme will be recruited from amongst existing station staff through a fair selection process.

The designated BBC Media Action producer will make several visits to their co-production partner station during the course of the year and also support the team remotely.

Staff will learn editorial guidelines and principles related to producing content on SRHR. They will learn about SRHR itself, so they have a better understanding of the subject area. They will also learn practical production techniques. They will research, set up, record and produce radio material together with their assigned BBC Media Action producer – who will offer on-the-job training and mentoring. In time, BBC producers and trainers will build the capacity of station staff so they can produce their own content for inclusion in the BBC Media Action show.

The station will also receive guidance and support at a managerial level – to consider recruitment and organizational structures and to evaluate these against guidelines on gender sensitivity. They will receive detailed training on safeguarding and be expected to devise and follow their own safeguarding policies, with support from BBC Media Action.

In addition to ongoing training, the co-production partner station will receive logistical support when their staff are working with BBC Media Action producers or working on content for inclusion in the BBC Media Action show. The level of support required will be agreed following a needs assessment by the BBC Media Action training coordinator. This support may include – but is not limited to – airtime; a financial contribution towards generator, fuel and internet costs; equipment.

5. Criteria for co-production partner station

- a) Applicants should be local radio stations within Juba which are currently operational and their broadcast language include Simple Arabic.
- b) Applicant stations should be willing to produce and broadcast content related to all six of the focus areas for this project:
 1. Early marriage, including early pregnancy
 2. Gender-based violence, focusing especially on violence against women and girls
 3. Family planning, including contraception
 4. Sexually transmitted infections, including HIV and AIDS
 5. Adolescence, including puberty, menstrual hygiene and contraception
 6. Power dynamics in relationships between men and women, especially couples
- c) Applicant stations should be registered with the relevant local or national authorities.
- d) Applicant stations should not be affiliated to government or any other political organisations.
- e) Applicant stations should be willing to submit to a due diligence process and 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.
- 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.

6. Duration of partnership

The initial duration of the co-production partnership will be for a period of 12 months.

7. Expressions of interest

Stations interested in becoming co-production partners on this project should apply in writing to Recruitment@ss.bbcmmediaaction.org. The expression of interest should cover the following points:

- Details of the name and reach of your radio station
- Details of your funding and affiliations. Are you part of a network or independent? Where does your funding come from?
- Why your station should be considered as a co-production partner on this project
- How your station meets the selection criteria? Please refer to section 5 above and address each criterion in order
- How the co-production partnership will benefit your radio station?
- How the co-production partnership will benefit your community?

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

The deadline for expressions of interest is 5pm on Tuesday 6 April 2021.

