

## Section IV- Terms of Reference

### *Support Jubaland Radio Campaign on Women's Access to Information*

#### **Introduction:**

The Somalia Stabilization Initiative (SSI), locally known as 'Dalbile' aims to support Somalia's political transition to a stable federal state. The program provides stabilization assistance to communities in newly recovered areas and connects those communities to their nascent state and local governments.

The Jubaland Ministry of Women, Family Affairs and Human Rights was established in March 2013 with a mandate to combat Gender Based Violence as well as Human Rights abuses in Jubaland. The Ministry, due to limited resources, cannot reach all women in the regions of Jubaland or pay regular visits to inform the women of services available to them but instead tries to galvanize support around key events throughout the year. The Ministry has identified the need to leverage radio communications to address the deficit of information awareness of Somali women living in rural areas of Gobweyn, Bula Gaduud, Yoontoy, Baardheere, Afmadow and Baar. The Ministry will assist rural women in understanding what government services are available to them through a four months radio campaign of 16 weekly episodes partnering primarily with Radio Kismayo, which SSI has invested in Afmadow and Baardhere.

SSI would like to seek service provider for the development of 16 radio shows to be broadcast through radio channels in Jubaland. The expected output from this consultancy services is production of simple yet effective and easy to understand advocacy and awareness materials in the form of radio shows covering government services available and issues of concern for rural women in Jubaland State of Somalia.

#### **Scope of Work**

SSI intends to engage a qualified service provider to carry out develop the radio campaign in Jubaland. Under the direct supervision of SSI staff, the consulting firm will be required to develop content for the radio campaign aimed to raise awareness on government services available to women in Jubaland including a preparatory phase, content development phase, promotion phase, content dissemination phase, as well as the organization and monitoring of radio listening clubs in targeted locations.

#### **Phase 1: Preparatory Phase**

- The Service provider shall organize preparatory meetings with the JSS Ministry of Women and coordinate meetings with the respective target stakeholders from other lines Ministries
- The service provider shall consult with local radio stakeholders
- In close collaboration with the Ministry of Women, the service provider shall identify the format and structure of radios shows incorporating storytelling as well as elements of interactivity

- The service provider shall identify key messages and themes to be used in the radio campaign
- The service provider shall identify and engage a group of local experts, entertainment personalities to intervene on the radio show and enrich the content of the discussions with their expertise with information or analysis.
- Prior to developing content, the service provider will acknowledge and be informed of messaging restrictions linked to Dalbile funding rules and regulations

**Deliverables:**

- Work plan
- List of radio campaign themes
- List of radio stations
- Outline of the format and structure of the radio shows for 16 episodes
- List of guest experts, entertainment personalities to intervene on the radio show

**Phase 2: Content Development**

- The service provider shall conduct pre-production planning, scripting, recording, editing and mastering of radio content for 16 radio programmes on government services available and issues of concern for women in Gobweyn, Bula Gaduud, Yoontoy, Baardheere, Afmadow and Baar in close coordination with the JSS Ministry of Women
  - o The radio content should focus on local services related to women's health, access to education, administration, security, local affairs and sports and cultural life
  - o The service provider shall also develop inclusive content in languages spoken by minority groups and will include social and cultural issues of concern for women. The tone adopted by the campaign should be inclusive and avoid increasing barriers.
- The service provider shall propose innovative means of developing awareness materials keeping the female audience in focus of information dissemination
- The service provider shall design and develop the materials in a comprehensive manner ready for airing
- The service provider shall review the materials through the gender lens in order to ensure women's engagement
- The service provider commits to submit deliverables in bulk equating to one month of radio production (4 episodes) per submission. All materials will be subject to SSI/OTI approval.
- The service provider commits to test content on a small sample of women to collect insights
- The service provider shall commit to quality delivery of products within the quoted prices

**Deliverables:**

- Design, layout and work plans
- Draft messages or radio scripts for approval
- Radio scripts in bulk (1-month worth of radio programming or 4 episodes per month) per submission.
- Broadcast schedule
- High quality behind the scenes (BTS) photographs

- Audience tests results

### **Phase 3: Radio and Social Media Promotion**

- The service provider shall promote the radio programmes at least 3 weeks before its broadcast to raise awareness among listeners. The promotion will be ongoing until the last episode of the radio campaign.
- The service provider shall utilize radio (primarily Radio Kismayo) to promote the programme through small teasers broadcast during prime time at least three weeks before the broadcast of the campaign
- The service provider shall leverage radio's social media channels as well as government's social media pages to promote the radio shows through social media publications before and during the campaign.

#### **Deliverables:**

- Scripts for radio teasers
- Drafts of social media publications
- Broadcast schedule and certificates for the promotion material
- Social media verification data

### **Phase 4: Content dissemination and monitoring of impact on listening clubs in Gobweyn, Bula Gaduud, Yoontoy, Baardheere, Afmadow and Baar**

- The service provider shall inform local authorities prior to the beginning of activities
- The service provider shall find an appropriate space and time to organize listening clubs in the following locations: Gobweyn, Bula Gaduud, Yoontoy, Baardheere, Afmadow and Baar
- In partnership with the Ministry of Women, the service provider shall monitor listening groups. In accordance with SSI the selected consulting firm will cover a percentage of listening clubs in the respective locations
- The service provider shall leverage existing structures and the Ministry of Women's network to mobilize women and organize and socialize weekly listening clubs
- The service provider shall capture content of discussion during listening groups

#### **Deliverables:**

- High quality photos
- GPS coordinates
- Attendance sheets
- Broadcast certificates for all sixteen radio shows
- Reports per location capturing content of discussions of listening clubs
- Final awardee report including successes, challenges and recommendations

Summary of deliverables:

**Phase 1:**

- Work plan
- List of radio campaign themes
- Outline of the format and structure of the radio shows for 16 episodes
- List of guest experts, entertainment personalities to intervene on the radio show

**Phase 2:**

- Design, layout and work plans
- Radio scripts in bulk (1-month worth of radio programming or 4 episodes per month) per submission.
- Broadcast schedule
- High quality behind the scenes (BTS) photographs
- Audience tests results

**Phase 3:**

- Scripts for radio teasers
- Drafts of social media publications
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**Phase 4:**

- High quality photos
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**Desired Skills & Competencies:**

- a) Experience with the JSS Government
- b) Demonstrate experience in working directly with women in the region
- c) Demonstrate experience in conducting radio media campaigns

The following documents should be submitted;

- Profile of Implementing Partner
- Technical and financial proposal

- Technical proposal should include security and risk mitigation plan, M&E plan, radio plan, methodology highlighted how the activity will be implemented and work plan
- Experience in similar activities (radio and media campaigns)
- License/Registration certificate from Jubaland
- CVs of key personnel to be involved in the proposed activities demonstrating relevant advance experience in such fields.