

## **Terms of Reference (TOR)**

### **For**

### **Developing, Production and Airing of Radio PSA**

#### **Products;**

1. Drama PSA on COVID-19

#### **Introduction**

CISP is implementing SHF funded project Increased access to quality education and support services for the wellbeing of boys and girls with a focus on IDPs and host communities in the Galgaduud region of Galmudug state. The Action overall objective is to Ensure COVID-19 pandemic and crises affected children and youth in IDP camps and host communities in Cadaado and Dhuusamareeb districts in Galmudug state, Somalia will have access to critical lifesaving education in a protected environment to mitigate the impact of the COVID-19 outbreak on their education.

One of the strategy that will be used in creating awareness and reaching out to various stakeholders in the community will be use of radio campaigns. It is for this reason that CISP is seeking radio services of a competent agency to support in creating awareness on array of girls education with focus on enrolment and retentions in schools, child safety, protection and well-being messages targeting various community members on their role/contribution in keeping children safe. The campaigns will also be used to address identified factors of exclusion that exposes children to risks.

Radio is therefore pivotal in awareness generation and campaign as such the Action utilizes radio as a key component of its behaviour change Campaign. The Action also plans to utilize the radio pre-recorded messages to ignite discussions with listeners group in the remote villages without radio reach and also air the messages using loud speakers mounted on a vehicle as a strategy to reach communities in the far remote areas without radio reach.

#### **Purpose & Scope of the radio communication**

The main purpose for the radio communication is to pass behaviour change & advocacy information messages to the wider community; targeting those that play key role in keeping children safe and protected including parents, community and religious leaders and policy makers among others to seek increased commitment and support in ensuring safety and protection of all children in the community during the COVID-19 pandemic.

To this effect CISP would like to engage a local radio station to disseminate well defined behaviour change focused messages in local language to prompt action that supports children's safety

and protection from exposure to COVID-19 both at schools in the communities to large, as well as ensure children are supported to access their rights, including right to education in the action target areas in Galgaduud.

### **Justification**

Radio reaches people more than any other communication tool and hence taps into the power of oral tradition. It reaches both literate and illiterate audiences with messages in their own language and can address a range of issues. It is repeated at least five times a week to reach people who may have missed the first broadcast and it is also aired on prime time just before the international news (VOA & BBC). The radio will use three main platforms to pass messages and ignite discussions through radio PSA

The BCC message scripts will be developed through a participatory process involving the schools Girls' Leadership Network members, Boys Leadership Network members, Child Protection Committees (CPC), CECs and other allies within the community such as the religious leaders among others.

- Radio Spots (PSA) is a powerful way of reaching audience who have no time to listen to long drama and live show messages it is 1 minute short and grabs the listeners' attention by offering solutions to issues and this helps the listener to pay attention

### **Focus of radio messaging**

The specific messages will be developed through a community-led process in which the girls themselves will play a key role. The nuance of messaging will depend on the particular context, such as urban, rural, IDP camps and the particular target group. The messages will generally be built around the following areas:

- Child rights & responsibilities, safety and protection - Key protection and safety risks that children face at

school and home through exposure to COVID-19

- Key protection and safety risks that children face at home and in the community
- The role of school and teachers as key duty bearers in providing factual messages on COVID-19
- The role of parents as key duty bearers in providing rights and ensuring protection of all children
- The role of community at large in promoting safety and protection of all children - Children as agents of their own safety and protection

### **Scope of Work & key deliverables**

The selected radio station is expected to:

- Broadcast radio Public Service Announcement (PSA), which the scripts will be produced by CISP education team in collaboration with Galmudug MoECHE and education cluster
- Submit recorded PSA message, MP3s & Log sheets to CISP education team for review.
- The field office will assign key project officer(s) to listen to the daily radio message broadcasts and verification of monthly log sheets.

### **Timeline**

- 3 Months Radio PSA on prime time, just before local and international news (5 days per week x 4 weeks per month for 3 months). Total airing of 60 times during the 3 months period

### **Radio Qualification**

- Wide coverage in Galgaduud and mostly covers all regions and with good listenership/audience.
- Good quality equipment and Trained & qualified professionals; radio producers, script writers & Managers.
- Experience in broadcasting development programs; Education, Human rights, Health etc.
- Qualified experts in leading discussion & opinion shows (Balancing Guest speakers discussions & opinions

and caller-phone in sessions with the audience.

- Qualified experience in drama production & sufficient voices for drama acting.
- Commitment to airing the messages on time & inviting key guest speakers as per the script guidance.
- Has good experience in collecting audience data is an advantage.

### **Intellectual property & Logos**

All related documentation & recorded messages to this assignment shall remain the sole and exclusive property of CISP. The Logos on the documents e.g. the scripts shall not be whatsoever used in any other deliberation other than this agreement scope.