

SECTION IV: TERMS OF REFERENCE

Media and Communication Support Services to Strengthen Local Radio in

- a) South West State of Somalia (SWS) and**
- b) Jubbaland State of Somalia (JSS)**

Background:

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.

In order to support SSI/Dalbile’s Sub-Objective 2.1 “To increase citizens’ trust and confidence in their government,” SSI/Dalbile seeks to engage a media and/or strategic communications firm to expand the broadcast capacity and reach of state run Radio Kismayo and Radio South West State through equipment support, as well as improve radio staff capacity in management policies and development of effective radio programming that appeals to citizens through basic media training and ongoing mentorship/ on the job training.

Problem Statement/ Rational:

The Somali government has made significant political progress towards state formation. Among the newly formed states are the administrations of South West State of Somalia (SWS) and Jubbaland State of Somalia (JSS). Although both these states have made significant progress, the government lacks the capacity to effectively communicate with their constituents to inform communities about their work and raise awareness around key issues, like peace and stability. Limited interaction and communication between citizens and government limits the government’s capacity to be responsive and accountable to citizens. Furthermore, more than two decades of conflict left communities– particularly those, from newly recovered areas – isolated and skeptical of government capacity to provide them with services. As a result communities are less likely to support government and a more susceptible to Al-Shabaab’s influence. A lack of public confidence in government can derail stability. Utilizing media is one of the most effective tools to improve communication between citizens and government, build confidence in government, connect communities, and create understanding around key issues.

The Ministry of Information and Social Awareness in SWS and Ministry of Information, Communications and Technology in JSS are mandated to manage all matters related to public awareness and information dissemination. Both states have established affiliated state run radio stations (Radio Kismayo in JSS and Radio SWS in SWS) that work closely with the local administration to promote peace, conflict management and strengthen social cohesion through radio dialogue and awareness campaigns. Despite this progress, the government affiliated stations still faces significant challenges and barriers facilitating government communication with the public. In JSS, Radio Kismayo went off air in November 2016 due to technical failures and currently the station continues to go off and on air sporadically. In SWS, Radio SWS was recently established in April 2016, however radio staff have limited skills to effectively carry out their important functions or manage the radio facilities.

Generally radio is still considered the most dominant media in Somalia and is a crucial source of information for a vast proportion of the population. It is an extremely important tool for information supporting engagement between citizens and government, as well as, for strengthening community

relations and identity. Many communities in both JSS and SWS live in districts considered “dark areas” where FM radio coverage does not reach, including areas formerly and currently under al-Shabaab control, such as many parts of Gedo Region, Lower and Middle Jubba Regions in JSS and Bay and Bakool Regions in SWS. There is a need to build the role of media, specifically radio to reach these dark areas and fill the critical gap of engagement and interaction between citizens and government.

SSI/Dalbile supported comprehensive assessments of both radio stations in late 2016, which identified a number of gaps, including equipment and infrastructural needs, training needs, as well as that the stations lack proper policies, systems, strategies procedures in place to;

- a.) Manage the station’s resources, financial, human, information, etc.
- b.) Produce better programming,
- c.) Attract more resources for sustainability
- d.) Create good stakeholders’ relationships, networking and partnership.

In light of the above, SSI will partner with a media firm to work with Radio Kismayo and Radio SWS to strengthen their management and editorial capacity, as well equipment support to improve their programming and extend their coverage. This support is expected to strengthen the capacity of the state radio and its staff, which will build government- community engagement, help to cultivate institutional best practices, journalistic integrity and quality, and improvements in the creative facilities of its programming.

Scope of Work

The media firm will implement the following components, which can take place simultaneously:

Component One: Equipment Support and Rehabilitation Work

1- Support the provision of equipment to expand the coverage of Radio SWS and Radio Kismayo

- a.) Based on the assessment conducted, work with SSI/Dalbile procurement unit to further provide specifications for the equipment required (if needed),
- b.) Recommend eligible and qualified vendors to supply the Radio Kismayo and SWS with the materials, such as transmitters, regulators, and accessories (SSI/Dalbile will provide consultant with assessments already conducted on the radio station).
- c.) Review the specifications/catalogues of the final list of radio equipment SSI/Dalbile has received and confirm they are up to the standard requirements before the final delivery takes place.
- d.) Oversee the installation of equipment and do final acceptance testing.
- e.) Train radio staff on the use and maintenance of the equipment and any other components.
- f.) Ask and review the required manuals related to operation and maintenance for each equipment or hardware acquired through the contractor, including, but not limited to: system diagrams, communications manuals, cable layout, and complete and separate list of all user-installable parts and supplies, including all part numbers and source locations.

Note: Above does not cover the supply and installation of the Radio Equipment – such service is covered under a separate RFP. The Firm who is awarded this project, subject of this RFP, will not be considered eligible to participate in the RFP for the supply/installation of the required Radio Equipment.

2- Support rehabilitation work

- a.) Based on the assessment conducted, identify any rehabilitation works for the radio station buildings and studio space.
- b.) In coordination with SSI/Dalbile Lead Engineer, subcontract a consultant/Engineer to:
 - i. Prepare designs and Bills of quantities (BOQs) and technical specifications required to be followed during implementation of the project.
 - ii. Oversee the rehabilitations works to ensure they are as per the developed requirements.

Note: Above does not cover the works of rehabilitation– such service is covered under a separate RFP. The Firm who is awarded this project, subject of this RFP, will not be considered eligible to participate in the RFP for the rehabilitation works for the radio stations.

Component two: Training and Capacity Building Support

1- Support with the design, development, and implementation of radio policies, systems, strategies:

- a.) Liaise with the SWS and JSS Ministry of Information and State Radios to prioritize, design and develop SWS radio policies, systems, strategies, (i.e. official documents, radio by-laws, profile etc.) including but not limited to;
 - a) Regional radio financial management policy and accounting system manual; b) Human resource plan; c) Asset management policy. d) Resource mobilization policy and procedures; e) Public consultation and transparency; f) Position in dealing with competition. g) Documentation and knowledge management policy; h) Station operations protocols; i) Station management systems and procedures; j) Marketing, publicity and advertising strategy; k) Editorial policies.
- b.) Brief and train SWS radio staff and Ministry of Information on policies and processes developed.
- c.) Assess the impact of policy changes and make recommendations on their implementation.

2- Provision of journalist and basic media skills training:

- a.) Develop capacity training needs assessment for Radio SWS and Radio Kismayo staff/journalist

- b.) Develop curriculum for training and share for approval with Ministry and radio stations management, and SSI/ Dalbile Team to ensure it's aligned with program objectives.
- c.) Prepare and share the training schedule and materials with Ministry of Information and SSI/ Dalbile.
- d.) Carry out or facilitate required trainings in collaboration with the Ministry of Information.
- e.) Support the development of radio station work plans that inform production of local content and broadcasting schedule (ex/ radio programs that promote flow of information down, and engagement with communities/government).
- f.) The trainings may be opened up to include other private stations' journalist.(NOTE: SSI/Dalbile already supported a short term technical expert to conduct a training needs assessment and short five day training of 25 journalist of Radio SWS, Radio Baidoa, and Radio Warsan. Further training may be included if deemed necessary.)

3- Provide ongoing mentorship and on the job training:

- a.) Conduct periodic check-ins with radio stations, ideally on a monthly basis, to assess ongoing training needs, advice on radio progress and staff member competencies, and implementation of policies development.
- b.) Guide staff on career development and conduct necessary follow on training
- c.) Mentor and provide on the job training to the radio staff to strengthen their editorial skills and produce engaging content;
- d.) Follow up with work plans developed and local content generation. Provide further support where necessary.

Target outputs and deliverables:

Results of the services are expected to be as follows:

- Initial inception report, including work plan, proposed trainings and policies to be developed and shared with Ministry, radio station management and SSI/Dalbile
- Establish minimum eight radio policies, systems, and processes for Radio SWS and Radio Kismayo as informed by the assessment;
- Advise the Ministry and radio stations on policies developed and action plan to operationalize;
- Carry out or facilitate minimum four basic media and journalism trainings in collaboration with Radio SWS, Radio Kismayo, and Ministry of Information as informed by the needs assessment;
- Providing on-the-job training and mentorship for radio staff and other Ministry officials to gain and expand their capacity to undertake their roles;
- Support the development of minimum two radio programs, including talk shows, PSAs, and drama shows that promote interaction between government
- Interim and Final Reporting (including training agendas, topics, methodology, and any materials used).

Requirements

- Extensive experience in media and strategic communications support ;
- Demonstrated experience in conducting similar media training / and or journalistic related work in Somalia (including policy development, training journalist on media and journalism techniques, and mentorship/ on the job training)
- Good understanding of the Somali, South West State, and Jubbaland media landscape;
- Excellent communication and training skills.
- Ability to work in Kismayo and Baidoa with staff on the ground to conduct training and support to radio station;
- Ability to work under extreme pressure, in difficult conditions while maintaining security awareness;
- Flexibility and ability to work effectively and harmoniously with colleagues from varied cultures and professional backgrounds;
- Fluency in Somali and English is required.

Proposed Duration:

The proposed assignment should have duration of approximately six to nine months. This includes the period of supporting provision of equipment and rehabilitation works, designing and developing policies and systems, training on journalist and basic media skills, and providing ongoing mentorship and on the job training.

Important Note:

Proposals for Radio Kismayo and Radio SWS should be submitted separately. Each should have its own technical and financial proposals.