

Section IV- Terms of Reference

Radio Programming Production Support For Radio South West and Radio Kismayo

Introduction

The Somalia Stabilization Initiative (SSI/Dalbile) contributes to stabilization efforts by countering the influence and presence of extremist organizations, reducing their ability to take root and recruit, and creating opportunities for government and local communities to reestablish control over their country. Dalbile, translated as “Nation Rising”, is the local Somali name for the program. As of June 2019, the program has implemented more than 200 activities across Jubaland (JSS) and South West State (SWS), as well as in Mogadishu.

In the past ten years, there has been a significant increase in radio broadcasting in Somalia. From the situation in 2009 when few private channels were operating and even the national state media of Radio Mogadishu was silent, there are now 63 different stations, several of them with transmitters in multiple locations within the country. In 2019, SSI commissioned a research report on Somali Media Mapping and Landscape Survey (MOG022) which confirmed that radio remains the dominant media in Somalia, making it the primary target for media improvement priorities. The report indicates that supporting the creation of programming can have a positive impact on the community and is a necessity for improving the quality and versatility of radio in Somalia. The report provides further recommendations, including the tailoring of content to target audiences, extending the reach of the media and establishing civic awareness programs that help listeners become more aware of biases and censorship within the media. The research goes on to make other recommendations, some of which have been provided by previous SSI activities, but more inclusive programming is a continuous need in Somali media.

In order to better facilitate on-air discussions, connect the government with communities in both rural and urban areas, and provide a feedback mechanism between communities and government, SSI seeks a radio programming production team to create a series of townhall-style radio programs that focus on local, regional and state issues, for broadcast on Radio South West and Radio Kismayo.

Purpose

The main purpose of the radio programming is to develop content aimed at increasing community-government engagement and provide a forum for information and dialogue that supports accountability and two-way exchanges between government and communities in South West State and Jubaland, including those in recently reclaimed and rural areas. Each program (24 total) will have different formats, themes and target audiences, but all will provide community-government engagement and be broadcast on Radio South West and/or Radio Kismayo.

Requirements

The production company will establish operations rapidly and efficiently in consultation with SSI to set-up preparatory work to research, develop and produce 24 professional, high-quality,

radio programs, each running for a broadcast half-hour. The programs will be produced simultaneously for both Radio South West and Radio Kismayo (12 programs each), and where there is relevance and synergy of content, up to four programs will be produced to overlap across both regions.

The programs will provide discussion and interaction between communities and government through studio interviews and among participants in the remote locations. When it is possible to link live from remote locations the interaction will also be between participants in the remote location and personnel in the studio.

The themes and topics for each program will be selected and developed by SSI in consultation with Radio South West and Radio Kismayo, in liaison with the production company. The project will have a strict 4-5 month implementation timeline.

In order to engage communities throughout the State, locations where some program content will be produced, will be in both rural and urban areas, and will be chosen as part of the theme and topic development by SSI, and Radio South West and Radio Kismayo, in liaison with the production company.

The production company will provide the necessary equipment to capture the location program contributions using high quality and appropriate equipment, to include microphones, wind shields, cables, stands, mixer(s), audio processing equipment and monitors, and will record the program contribution in high quality recording audio format. When the programs are linked live to the studio the link equipment will be provided by Radio South West and Radio Kismayo, and the production company will plan the interface and inserts with the Radio South West or Radio Kismayo studio directors to produce a smooth two-way live program.

SSI will provide field knowledge, but expects the production company to coordinate travel and visits, and arrange its own logistics.

The video production company will provide a written translation in English of the content of each program.

All program content and recordings made in preparation of the programs will be delivered to and owned and stored by SSI and cannot be used by the production company, under any circumstances, for promotional purposes.

It is anticipated that the program series will be produced in pairs. The first program of the pair will comprise direct community-government engagement via studio and on-location programming that connects government officials with selected communities. The second program will allow government representatives to engage with the Radio South West or Radio Kismayo general audience via phone-in, SMS and social media on the same topic or theme as the first program, with comments, questions and inquiries prompted by the first program.

Timeline

This contract is for approximately five months from September to January 2020. Within this time the program series will be broadcast for 12 consecutive weeks with the production

schedule planned accordingly. The production company should develop a timeline for the research, preparation, production and broadcast, working from the date of contract. This should include a period after final broadcast for reporting.

Deliverables

Payment shall be made in installments in accordance with the following schedule:

The first installment shall be subject to SSI's receipt and approval of the following documents:

- Inception report;
- Detailed work plan;
- Outline of the format and structure of the series for 12 programs;
- Evidence of engagement and agreement with Radio South West providing full cooperation for the production and broadcast of the series;
- List of interviewees, communities and/or groups to be featured in the first four programs;
- Creation of theme and incidental program music;
- Indication of the interviewees, communities and/or groups to be featured in the remaining eight programs;
- First installment invoice sent by service provider.

The second installment shall be covering to period of 30 December 2019 subject to SSI's receipt and approval of the following documents and deliverables in accordance with the work plan:

- Completion and broadcast of 12 programs;
- English translation of each program;
- List of contributors to each program;
- High quality behind the scenes photographs;
- Second installment invoice sent by the service provider.

The third installment shall be covering to period of 31 January 2020 subject to SSI's receipt and approval of the following documents and deliverables in accordance with the work plan:

- Full series report, including:
 - GPS coordinates of locations used for program content;
 - 12 final master programs in high-quality audio;
 - Review of successes, challenges and recommendations concerning all elements of producing and broadcasting the series;
- Broadcast certificates;
- Third installment invoice sent by the service provider.