



## **Component - III**

### **Terms of Reference (TORs) for Development and Airing of Radio Messages**

#### **Background**

Under contract with USAID “Small Grants and Ambassadors Fund Program”, *Centre for Governance and Public Accountability*, is not-for-profit, non-governmental and non-partisan civil society organization. CGPA works for development in Khyber Pakhtunkhwa (KP) province and Federally Administered Tribal Areas (FATA) through governance focused and rights based approaches. CGPA is based in Peshawar, and is registered under the Societies Registration Act, 1860 also working for “**Improving Public Service Delivery through Civic Participation by Effective Implementation of KP Good Governance Legislative Framework**” in *District Peshawar, Mardan & Nowshera*.

The project specifically focuses on implementation of Khyber Pakhtunkhwa Right to Information, Right to Services Act, 2014 and Local Government Act, 2014 under the overall goal, the project focuses on following three objectives:

- Building capacity of local government elected members, CSO Representatives and journalists in RTI, RTS and LG Acts;
- Holding Seminars at District & Provincial level for bringing improvement in these laws
- Launching a comprehensive media campaign for increasing awareness and utilization of these laws at the mass level

These objectives will be achieved through a number of activities including awareness rising through airing of radio message on KP Right to Information law, KP Right to Public Services Law and KP Local Government Act. This TOR is seeking services of Radio channel/Consultant that can develop and air radio messages under the scope and terms given below.

#### **1. Scope of Work:**

CGPA is looking for radio channel/ Consultant to develop (maximum 30 second) and air 1 (one) radio messages each on;

1. The importance of KP RTI law and process of accessing information.
2. The importance of KP RTS law and awareness raising on KP RTS law
3. The importance of KP LG law and awareness raising on KP LG act

These radio messages will serve as a source for awareness raising campaign.

#### **2. Who Can Apply?**

- Having previous experience in the same scope of work
- Media Houses

### **3. Deliverables:**

- Recordings of radio messages in mp3 and its approved submission to CGPA via CD.
- Airing of 225 spots 75 each on RTI, RTS and LG laws in fifteen days splitting 5 messages daily each on RTI, RTS and LG laws (Total 15 spots daily) between 7 pm to 10 pm during the month of April, 2017.
- Time schedule of airing of radio messages as per CGPA agreed timelines

### **4. Time Line:**

- Development of 3 messages one each on as given below till 10<sup>th</sup> March, 2017
  1. The importance of KP RTI law and process of accessing information.
  2. The importance of KP RTS law and awareness raising on KP RTS law
  3. The importance of KP LG law and awareness raising on KP LG act
- Airing of Messages during the month of April 2017, as per agreed timelines by CGPA.

### **5. Payment Schedule:**

- 1<sup>st</sup> Installment 15%: Submission of first draft of radio message in mp3
- 2<sup>nd</sup> Installment 20 %: Upon submission of schedule of airing radio messages
- 3<sup>rd</sup> Installment 60%: Upon satisfactory completion of assignment

### **6. What Happens When You Apply?**

CGPA will inform the successful applicants till January 25<sup>th</sup>, 2017.

### **7. How to Apply?**

Interested individuals please send a proposal (also indicating consultancy fee) to [hr.cgpa@gmail.com](mailto:hr.cgpa@gmail.com) OR sealed proposal to CGPA-Room No. 402, Block C, City Tower, University Road, Peshawar. Last date to submit proposal is January 22<sup>nd</sup>, 2017. Please mention following in subject line “Component – III, Development and Airing of Radio Messages on KP RTI, RTS and LG laws”