

Terms of Reference (ToR) for Radio Campaign

Consultancy: Nationwide Radio Campaign on Child Protection and Child Justice

1. Background Information

Group Development Pakistan (GDP) is a civil society organization registered under the Societies Registration Act 1860 working on protecting and promoting child rights and strengthening child protection and justice for/with children across Pakistan. GDP believes in a democratic and humanistic society in which the most important stakeholders' children are acknowledged, respected and protected from all forms of violence, abuse and discrimination. GDP follows a holistic, creative participatory, eco-friendly, child focused and human rights-based approach. Over the past many years, it is emerging as a leading service provider in the domain of child focused human rights organization.

GDP is implementing the project titled 'Promoting Child Rights and Participation in Pakistan for Juvenile Justice Reform' (PCRPP) which aims to increase public trust in the state institutions that contribute to preventing and responding to Violence Against Children (VAC) through improved rule of law. Under the aforementioned project, GDP seeks proposals from firms/companies to spearhead a nationwide radio campaign focusing on child protection and child justice.

2. Project Objectives

Project Objective: Public trust in state institutions that contribute to preventing and responding to VAC through improved rule of law in the context of COVID-19 crisis, as per SDGs 16.2 & 3.3 increases.

Expected Outcome: Improved Child Justice and child protection at federal and provincial levels in line with international child rights standards, along with WHO defined COVID-19 emergency response.

3. Campaign Objective and Purpose

The overall objective of this radio campaign is to raise awareness among the key stakeholders on child protection laws and justice for/with children to contribute to improving rule of law in Pakistan.

With an aim to achieve campaign targets and communicate effectively, the agency/contracting firm will produce and air a creative, engaging, and culturally sensitive radio campaign to reach out to public across Pakistan. GDP will approve the content development, design, production, and dissemination of this radio campaign in close

coordination with the agency/contracting firm. The agency/contracting firm is expected to work in close coordination with the Communications Coordinator during this campaign.

4. Key Tasks

The agency/contracting firm will be responsible to plan, design, produce (radio messages), and execute a radio campaign by carrying out the following tasks:

4.1. Development of Focused Campaign Messages:

- GDP will arrange consultation session with relevant stakeholders to identify and finalize key messages of the campaign. The agency will lead this session and develop a tool to engage the participants and document the key messages identified and proposed.
- The agency/contracting firm will produce 4 to 6 radio messages (in Urdu language) focusing on the key messages finalized in consultation with stakeholders. The agency must adopt participatory approach for conducting the sessions and finalize the key messages in consultation with stakeholders.
- The script of the radio messages will be reviewed and GDP;
- The agency will be responsible for production of radio messages and shortlist renowned voiceover artists for productions. For audio productions, engaging renowned artists and celebrities is highly recommended to reinforce the campaign visibility and impact. GDP will select the final voice over artists.
- The duration of the radio messages must be **50 to 60 seconds**. GDP welcomes innovative ideas/strategies to engage the radio listeners, but it must be supported with facts.

4.2. Media Plan:

- The target of this campaign is to reach out to radio listeners across Pakistan. The agency must propose top rated radio channels having wide outreach across Pakistan. Multiple regional or national radio channels may be proposed by forming a cluster for the media plan.
- The agency will submit a detailed one-month media plan along with list of districts and outreach of each radio channel being proposed. A valid recent third-party rating report must also be attached.
- A total of **4,000 (60 seconds)** spots must be quoted and reflected in the media plan. Agencies offering drive time and prime time slots will be given preference.

4.3. Radio Shows:

A total of 4 to 6 featured radio shows must be arranged and conducted with participants from GDP team on the topics suggested and proposed in line with the campaign objectives. The list of participants will be decided and finalized by GDP.

4.4. Campaign Monitoring:

The agency/contracting firm must propose and undertake a unique monitoring plan that ensures accuracy and legitimacy of the campaign dissemination. The agency is responsible and must make sure that the messages are aired as per the approved media plan and must have a monitoring mechanism to ensure it. GDP will also oversee the monitoring process being undertaken by the agency.

4.5. Reporting:

The agency/contracting firm will submit a detailed work plan after signing the contract and a final completion report with comprehensive details and means of verification of reaching out to the target audience must be submitted. The reports must also include outreach statistics with strong evidence and means of verification. The agency must also share the verified transmission certificates with GDP and the latest outreach statistics of the radio channels from credible sources.

5. Campaign Branding

The brand identity of GDP will be highlighted in the campaign. Instructions for co-branding will be shared later after the award of contract. Further branding details will also be communicated with clear guidelines and instructions.

6. Deliverables

The agency/service provider is responsible for producing the following deliverables within the stated deadlines:

- Detailed work plan;
- Consultation with relevant stakeholders to identify key messages;
- Writing the script of 4 to 6 key messages in Urdu;
- Recording the messages in high quality;
- Detailed media plan;
- Dissemination of the PSM as per approved media plan;
- Arranging 4 to 6 radio shows;
- Means of verification for campaign dissemination with verified outreach statistics of the radio channels from credible sources;
- Sharing verified transmission certificates;
- Strictly complying with the branding instructions; and
- Comprehensive completion report.

Please note that the service provider is required to seek advance approval before carrying out any task and seek feedback of GDP on deliverables for quality assurance.

7. Campaign Duration

The overall time span of the campaign, including its designing, branding, production and implementation/dissemination is **45 to 60** days starting on urgent basis with no flexibility in delays. The media plan must span over no more than **30 days**.

8. Timing and Logistics

The service provider will preferably be based in Islamabad and assistance/guidance from GDP team can be attained whenever required but subject to feasibility and convenience.

9. Copyright & Intellectual Proprietary Rights

All the campaign materials, designs, plans and any other materials produced by the agency/contracting firm under this contract shall be the sole and exclusive property of GDP and will not be reproduced on any other platform/forum without taking written consent.

10. Required Competencies

The agency/contracting firm must possess below stated qualifications, competencies and adhere to the set criteria:

11.1. Technical Competencies and Experience Requirements:

- Demonstrated experience with awareness campaigning on human rights and child rights issues in Pakistan;
- Proven capacity to develop and execute successful, impactful and culturally sensitive awareness campaigns on child rights;
- Track record as an ethical child rights campaigning firm/agency;
- Experience of communicating with younger children from disadvantaged backgrounds; and
- Preference will be given to agency/firm having membership of Pakistan Broadcasting Association (PBA).

Interested agencies/firms are requested to please submit detailed technical and financial proposal inclusive of company profile, previous experience and work plan with timelines along with their sealed bids latest by **Tuesday, 18th August, 2020 (before 1700 hours)** to the address mentioned below. Incomplete bids/received after due date will not be entertained.

Address: Office # 11-18, Lower basement, Magnum Arcade, Northern strip (on D-12 road) Sector E-11/2, Islamabad.

Queries: info@gdpakistan.org