**Community Resilience Activity -North (CRA – N)**

# Media Consultant(s)

# TERMS OF REFERENCE

**Background**

The CRA-N flood response project support the rehabilitation efforts of the government in District Swat with an objective of Supporting Flood Affectees to Build Back Better, through both hard and soft activities.

Swat District was significantly affected by flooding during the 2022 Monsoon period, with flood water causing extensive damages to public roads, buildings, community facilities, and agricultural infrastructure. Within the district, the agriculture and livestock sector represent a significant source of livelihood for the targeted communities. The sector was significantly affected by flood waters that led to the destruction of agricultural land areas and damages to existing irrigation canals and headwalls, preventing water from reaching crops and replenishing existing trout farms, therefore having a direct impact on the livelihood of the local communities.

CRA-North in collaboration with the Swat District Administration, District Disaster Management Unit (DDMU), District Agriculture and On Farm Water Management Department will rehabilitate the irrigation infrastructure, using disaster-resilient rehabilitation measures that will result in an overall increase in resilience against impacts of future floods and enhance the water efficiency of the canal, reduction of water losses and water logging and accumulation of silt, through improved design and strength.

In addition, CRA-North will work on the capacity building of the communities on the Community Based Disaster Risk Management, through as series of workshops engaging both male and female community members of Ucharo and Aghal communities in Tehsil Matta, District Swat, to conduct Community Risk Assessments workshops; followed by Community Based Disaster Risk Planning workshops, capturing community-led actions to mitigate risks, reduce vulnerabilities and strengthen their own capacities to withstand and/or cope with expected hazards, using existing physical, economic, social and natural resources and finally, utilize the Community Based Disaster Risk Plans to prioritize the next phase of programming for these communities, through Concept Note Development Workshops, reflecting the communities’ learnings from both soft and hard CBDRM efforts planned under this grant and areas of improvement required for achieving increased disaster resilience.

**Objectives**

To highlight the contribution of CRA-N, the roles of District Administration/DDMU and community efforts and the impact of interventions, CRA-North will engage with media consultant(s) who will be responsible for broadcasting the radio spots, TVCs, radio talk shows and TV Talk shows, (that are already produced and available). The same products (Radio Spots, Radio Magazine Shows, TV commercials and talk shows) will be distributed on identified Social Media pages, not least those belonging to the Swat District Administration, Press Clubs, Swat News and Shamal News. The consultant will be required to develop two 5-minute Impact Videos that highlight the human angles, capturing the relevance of the intervention with a focus on both the rehabilitation and soft programming activities in the targeted communities. These events will also involve the participation of print and electronic media outlets, including female journalists (s) from Peshawar to highlight the significance of the intervention. CRA-North will brand this Resilience Activity as per the donor-approved branding and marking policy guidelines.

**Scope of Services**

* Broadcast of 3 Radio PSM/Spots (readily available) in Pashto Language (2 minutes each in duration), to relay messages in a cost and time-efficient manner, to be aired on Radio Pakhtunkhwa, Radio Pakistan, and Radio Swat - Prime Time (3 radio spots x 3 Radio Channels, total 9). The scope includes all associated arrangements/cost of airing.
* Broadcast of 3 Radio Magazine Programme (readily available) in Pashto Language (20 Minutes Each) – on Radio Pakhtunkhwa, Radio Pakistan, and Radio Swat -Prime Time. Each program will be broadcasted one time on each radio station. (3 Radio programs x 3 Radio Channels, total 9 x 20 minutes)
* Airing of 3 TV commercials (readily available) in Pashto Language (1 minute) and airing on Khyber TV, Mashriq TV (Two Time Telecast on each channel, Total 12 telecast).
* Airing of Three Talk Shows TV Programme (readily available) 20 Minutes Each in Pashto Language on Khyber TV, Mashriq TV (Prime Time), (3 programs telecast on 2 channels, x 1 time, total 6 of 20 minutes):
* Production of 2 Impact Videos of 5 minutes each (in English) with Urdu subtitles, which will project the views of beneficiaries, District Government, on the outcome of the interventions under the grants. The scope of work includes all associated arrangement/costs including scriptwriter, voice-over artists/actors/transport/food/director/assistant director/director of photography/sound engineer/editor/logo animations/transcriptions/color-toning/subtitling/equipment for filming high-definition video/HD cameras/drone shots where needed/high-end equipment for audio recordings on filed for video/camera lenses/tripods/gimble/crane shots/movement shots/BG music, b-roll and testimonies of the workshops.
* Print media coverage of Workshops and Closing events (2 events to be covered in a minimum of four newspapers) including Daily Mashriq, Aaj, the News and a regional newspaper with wider circulation. The scope of work includes all the associated arrangements to cover the events, including taking/selection of a photo with caption for Urdu newspapers, produce press release for newspapers, coordinate with relevant stakeholders, and ensure coverage in a minimum of four newspapers.
* Social Media Coverage of the contents produced including TVC, TV Talk show, Impact video on Dist. Administration, Press club, and local news media pages, i.e., Shamal News, Swat News
* The scope of work includes all the associated arrangements/coordination and cost for the dissemination of the visual media products produced on the social media pages, to enhance reach.
* The themes will focus on raising awareness among the communities on the purpose and objectives of District Disaster Management Units, and overall CBDRM efforts.
* The consultant will be required to share the contents prior to production with the CRA-N communication team for review and seeking donor approval, district administration, and other relevant stakeholders (if required).
* The consultant will be responsible for the submission of English subtitles of all the content produced.
* The consultant will be required to submit English transcripts for all the content produced.
* The consultant will be required to share the airing plans at least one week prior to the broadcast, ensure the airing at the specified times, and provide transmission certificates of the contents aired.
* Reporting. The consultant will be required to submit a descriptive Final report (Final), covering the overall progress during the period and proofs, including raw videos and photos.

**Eligibility**

* The consultant must have sound experience in electronic, print, radio, and digital media executions.
* **Education and Experience**: Educational background in a relevant degree, such as a degree in media studies, communications, journalism, or a related field. Experience working in the field of journalism, audio/visual broadcast industry, either in audio/visual production or related roles, is typically desired.
* **Technical Skills:** Proficiency in the technical aspects of video production is essential. This includes knowledge of script writing, handling audio and video equipment, editing software, production techniques, and familiarity with industry-standard tools and technologies.
* **Creative and Conceptual Abilities:** The consultant should have a strong creative flair and be capable of generating innovative ideas in audio and video production. They should be able to conceptualize and develop engaging content that aligns with the target audience and meets the objectives of the project.
* **Communication Skills:** Excellent verbal and written communication skills are essential. The consultant must be able to effectively communicate their ideas, provide clear instructions, and work collaboratively with other team members, including producers, directors, writers, and talent.

**Fluency in Pashto and English is important.**

* **Project Management:** The ability to manage projects efficiently is crucial. The consultant should be well-organized, detail-oriented, and capable of handling multiple tasks simultaneously. They should have experience in developing project timelines, coordinating resources, and ensuring that deadlines are met.
* **Knowledge of Broadcasting Regulations:** A good understanding of broadcasting regulations, content standards, and legal requirements is important to ensure compliance with industry guidelines. This includes knowledge of censorship rules, copyright laws, intellectual property rights, and any other relevant regulations governing radio and TV production.
* **Industry Network:** Having a strong network within the broadcasting industry can be advantageous. Updated with the latest trends, collaboratewith industry professionals, and access resources and talent necessary for successful program production.
* **No Objection Certificate:** No Objection Certificate from the competent authorities to operate within the identified areas. (if applicable)
* **NTN:** Consultants/Service Providers should be having a valid National Tax Number

**Timeline**

Oct 2023-Mar 2024