



REQUEST FOR PROPOSALS (RFP)

RFP to Conduct First Phase Audience Monitoring Survey for PMC-E UNICEF/UNFPA Radio Talk Shows (RTSs) in Selected Woredas of Oromia, SNNPR, Afar and Somali Regions, Ethiopia.

Population Media Center-Ethiopia (PMC-E), a US-based non-profit organization is seeking Technical and Financial proposals from qualified organizations/firms to conduct Audience Monitoring Survey for Radio Talk Shows (RTSs) in selected project woredas of Oromia, SNNPR, Afar and Somali regions of Ethiopia. PMC-E in partnership with UNICEF has been broadcasting four RTSs in Oromia (Offishi), SNNPR (Yalaleke Guzo¹), Afar (Meno) and Somali (Himilo) regions of Ethiopia. The RTSs developed to address the following themes/issues:

- Female Genital Mutilation (FGM).
- Child Marriage (CM).

The purpose of Audience Monitoring Survey is to get meaningful insights to the radio programs during their implementation process and assess how popular the radio talk shows have been in the project woredas.

The bidder should submit their technical and financial proposals with relevant supportive documents through the email addresses mentioned in the Terms of Reference (ToR) **on or before October 9, 2021**. In addition to the proposals, all firms should submit letter of commitments that indicate the assigned task will be completed within 40 days from the date the contract is offered and signing of the agreement.

The selected firm is expected to notify PMC-E office in 48 hours its willingness to accept the offer and start the work the soonest possible to meet the deadline.

Interested and eligible firm may collect the Terms of Reference (ToR) from **Population Media Center-Ethiopia (PMC-E), located around Bambis Mekane Yesus BDG, 7th Floor**, or you can send your request through the following emails to specify on subject line of the email.: bgeremew@populationmedia.org and rahelbernardo@populationmedia.org

PMC-E reserves the right to accept or reject any or all bids.

¹ Note that Yalaleke Guzo has been on the air in SNNPR since September 2020 under UNFPA. For the purposes of this study, we are interested in the broadcast from April 2021 through September 2022 in the UNICEF-focused woredas.

Terms of Reference to Conduct First Phase Audience Monitoring Survey for PMC/UNICEF Radio Talk Shows (RTSs) in Sampled Woredas of Oromia, SNNP, Afar and Somali regions, Ethiopia.

1. Background of the Assignment

Population Media Center-Ethiopia (PMC-E) in partnership with UNICEF has been broadcasting three Radio Talk Shows (RTSs) in Oromia (Offishi), Afar (Meno) and Somalia (Himilo) regions of Ethiopia since April 2021. PMC-E also commenced the broadcast of another RTS in the SNNP region in September 2020 which makes a total of four RTSs.

The first three RTSs (Offishi, Meno and Himilo) began broadcasting in the month of April 2021 and will end broadcast in the month of September 2022 while the fourth RTS (Yalaleke Guzo) began broadcasting in September 2021 and will end in September 2022. All broadcasts were done through reachable Radio Stations across Ethiopia. The Audience Monitoring Survey is planned to strategically assess all four RTSs whose combined timelines are from April 2021 to September 2022.

The potential target audiences for the RTSs include people within the ages of 10 years and above including men and women of reproductive age (15-49) in the intervention woredas. That is, both the youth and adults are target audiences. The RTSs were developed to address the following themes/issues:

- Female Genital Mutilation (FGM).
- Child Marriage (CM).

This document outlines the Terms of Reference (ToR) for the 1st phase Audience Monitoring Survey to be conducted for the RTSs scheduled between October 14, 2021, to November 24, 2021. The 2nd phase Audience Monitoring Survey will be done between May 24th to June 24th 2022 and final synthesized report of the two phases is expected on or before July 24th 2022. .

2. Objective of the Assignment

The main objective of the Audience Monitoring Survey is to assess how popular the RTSs are among the residents in the target broadcasting woredas/regions. Additionally, PMC-E seeks to know how the RTS messages are recognized by listeners across the selected regions/woredas. Apart from ascertaining the listenership of the RTSs, the Audience Monitoring survey will provide useful insights such as:

- If they are aware of the UNICEF supported RTSs in their native languages.
- Determine the socio-demographic distribution of respondents.
- Major issues they recall raised in the talk shows.
- Knowledge gained on some of the issues raised in the RTSs.
- How people get to know about the RTSs.
- If the broadcasting time is convenient to them.
- Most popularly mentioned community drama included in the RTSs.
- To what extent the RTSs are favored or liked.
- Suggestions to improve the RTSs.

3. Methods/Approaches and Sampling Techniques

The Audience Monitoring survey will be a rapid quantitative assessment (10 to 15 minutes per respondent) in nature and data will be collected and analyzed on key issues of the RTSs. Primary

data collection for the survey will be done with a statistically representative sample of the target audience in the broadcast regions. There will be a randomly selected household survey conducted in urban and rural project intervention regions/woredas of the above-mentioned project sites/areas. Firms should propose an overall sample size that allow for statistical confidence levels at the $P < .05$ level or lower for the survey. Females and males (aged 15-29) and adults should be interviewed, and the research firms may propose a sampling methodology based on their knowledge of prior experience without compromising the quality of the Audience Monitoring Survey to provide a representative sample of the population of the broadcast woredas and/or regions. Locations for woredas/regions will be randomly selected for each phase of the Audience Monitoring Survey and no selected location will be revisited in the subsequent phase.

4. Tasks of the Consultant

- Design the Audience Monitoring Survey in consultation with PMC-E staff and PMC-HQ focusing on a quantitative survey methodology.
- Develop data collection protocols/instruments.
- Conduct inception meeting for the assignment and prepare an inception report.
- Gather and review all necessary project documents such as project proposal, logical framework, monitoring and evaluation plan.
- Pre-test the survey tools in one or two communities and if needed take necessary actions to correct the tools based on the field findings.
- Prepare training plan for the enumerator and supervisor, survey manual, fieldwork protocols according to the agreed methodologies.
- Data collection, cleaning, validation, entry, analysis using SPSS.
- Develop and submit draft Audience Monitoring Survey report.
- Organize a finding sharing workshop with relevant PMC-E staff and other stakeholders for seeking their input on the findings (If necessary).
- Incorporate feedbacks and finalize the report, and submit to PMC-E.

5. Deliverables

The Consultant or Firm will provide the following deliverables:

- An inception report with detailed work plan, appropriate methodology, sampling, timing, roles, and responsibilities of research firm.
- Final tools/instruments of the Audience Monitoring Survey which will be developed collaboratively with PMC-E.
- Data entry and analysis plan.
- Training report of required number of enumerators, supervisors, and data entry staff.
- Data file in SPSS (*.sav) format Version 21 or higher with labels and values that match the survey instruments. The SPSS data file should contain a weighting variable. The syntax for the cleaning analysis procedure must be submitted with the data.
- A codebook that details the variable, levels, and values in the final dataset will be developed.
- Draft report which will be submitted within the specified days after completion of the fieldwork.
- The final report which will be submitted within five days after the finding dissemination workshop with the stakeholders.
- Professional language editor should review the final Audience Monitoring Survey Report.
- All deliverables will be submitted in 2 copies: in hardcopy and softcopy in editable form.
- An overview summary of the findings in the form of a presentation of the Audience Monitoring Survey (PowerPoint).
- A copy of the submitted protocol and ethical clearance approval from the project holder.

- PMC-E will work with the selected contractor on Human Subjects Protection requirements and ethical approval to conduct the Audience Monitoring Survey in selected regions/woredas/districts and kebeles.

6. Duration of the Assignment/Timing

The 1st phase Audience Monitoring Survey will be executed between, **October 14, 2021, to November 24, 2021**. The second phase and the final Audience Monitoring Survey will be conducted between **May 24th to June 24th 2022**. The consultant must ensure that the whole process of the Audience Monitoring Survey work that includes preparation, development of data collection tools, testing and reviewing of the tools, actual fieldwork, data analysis, dissemination of the key findings to stakeholders and reviewing of the final report can be completed within this timeframe. There would be 2 tracks/ phases of the Audience Monitoring Survey (with reports per phase) during the stated period and the consultancy is expected to commence with attention to the table and timelines below:

	Deliverable/Output	Working Days	Percentage of fee payable
A.	Attend inception meeting with PMC-E Senior Staff: <ul style="list-style-type: none"> • Proposal presentation and • Final version of the survey instruments for review prior to <ol style="list-style-type: none"> a) Pretesting b) Phase 1 	10 days	<i>Three installment s will be made for fee payable in the contract agreement doc.</i> <i>1st Draft -- 30%. 2nd Draft -- 40%. 3rd, final-- 30%. (100%).</i>
B.	Phase 1: <ul style="list-style-type: none"> • Contact with focal persons at woreda. • Training of field staff. • Data collection/Interviews • Phase 1 full report- (Progress reports during data collection including number of completed surveys by cluster, response rates, and issues that may have emerged during data collection, analysis) Data files in SPSS (*.sav) format Version 21 or higher with: <ul style="list-style-type: none"> • labels and values that match the survey instruments. • Female and male surveys are to be merged into a unified dataset and submitted. • A codebook that details the variables, labels, and values in the final dataset • Syntax for cleaning and analysis 	<ul style="list-style-type: none"> • 30 days (approximately 4 days per region) • 6 months into the program 	
C.	Phase 2: <ul style="list-style-type: none"> • Contact with focal persons at state. • Training of field staff. • Data collection/Interviews Phase 2 full report – (Progress reports during data collection including number of completed surveys by cluster, response rates, and issues that may have emerged during data collection, analysis)	<ul style="list-style-type: none"> • 30 days (approximately 4 days per state) • 11 months into the program 	

	<p>Data files in SPSS (*.sav) format Version 21 or higher with:</p> <ul style="list-style-type: none"> • labels and values that match the survey instruments. • Female and male surveys are to be merged into a unified dataset and submitted. • A codebook that details the variables, labels, and values in the final dataset • Syntax for cleaning and analysis 		
D	<p>Final synthesized report:</p> <ul style="list-style-type: none"> • Merge all datasets and analyse. • Capture the learning process at each phase • Final Report writing 	<p>10 days</p> <ul style="list-style-type: none"> • A month after submitting the 2nd phase's report 	

Timing:

TORs Released: September 29, 2021.

Proposals due: October 09, 2021.

Contract signing: October 14, 2021.

Dataset and report due Phase 1: November 24, 2021

Dataset and report due Phase 2: June 24, 2022.

Final synthesized report: July 24, 2022.

7. Instructions

For the proposal, a detailed work plan with project milestones and assigned staff including their qualifications in conducting the Audience Monitoring Surveys should be included. The proposal must address Section 3 (Methods/Approaches and Sampling Techniques) above. The budget should reflect the work plan and include enough staff. Budget proposals should also reflect the training of research team, their travel to field research sites, analysis of collected data, and any other related costs.

PMC- E will provide the necessary orientation for the consultant/research firm to abide by the existing rules and regulations. **That is, MPC-E's Child Protection and Prevention of Sexual Exploitation and Abuse (PSEA) guidelines must be put in place in all the Audience Monitoring Survey implementation process.**

8. Application Process

- Interested individual consultants or firms which are legally registered in the Country's rule of Law are invited to submit an Expression of Interest (EOI) for delivery of the assignment. The EOI should include both Technical and Financial proposals.
- Detailed technical proposal will include proposed methodology indicating the overall process including sampling, quality assurance and timeframe for undertaking the Audience Monitoring Survey.
- Clear work plan including outputs/deliverables and detailed timeframe.
- The financial proposal will include detailed budget containing total costs as per man-day rates, work plan and any other costs anticipated in undertaking process of the assignment.
- Detailed CV of the consultant/firm with full description of the profile and experience.
- Contact details from at least two references with in-depth and proven knowledge of the applicant's expertise and relevant work experience.
- Sample of relevant studies previously produced; a cover letter outlining the suitability of consultant or consultant firm for the assignment, motivation and summarizing relevant experience.

Please submit the technical and financial proposals through the following emails: To

bgeremew@populationmedia.org; cc: rahelbernardo@populationmedia.org.

csears@populationmedia.org: wstein@populationmedia.org: fjah@populationmedia.org and abiodun@populationmedia.org on or before 5pm Addis Ababa time on October 09, 2021.

Table 1

S/N	RTS	Region	Timeline	Tracks to implement
1	Offishi	Oromia	April 2021-Sept 2022	Track 1,2.
2	Meno	Afar	April 2021-Sept 2022	Track 1,2.
3	Himilo	Somali	April 2021-Sept 2022	Track 1,2.
4	Yalaleke Guzo	SNNPR	September 2020- September 2022	Track 1,2.

N.B: the Broadcast of *Yalaleke Guzo* RTS began in April 2021 for UNICEF Assisted Woredas