

## TERMS OF REFERENCE (ToRs)

### DEVELOPMENT AND BROADCASTING OF RADIO AND TV EDUCATIONAL PROGRAMS

**Project:** Improved Smallholder Farmers' Food Security, Climate Resilience and Livelihoods through Conservation Agriculture (CA+)

**Implementing Partners:** FH and AEE Rwanda

**Donor:** World Food Program (WFP)

**Project Districts:** Ngororero, Nyamasheke, Gisagara

**Project Duration:** Aug 2025 – Dec 2027

**Duration of the assignment:** 20 months (March 2026 – October 2027). FH will decide in which instalments/ period the contract will be bounded.

#### 1. Background

Under the CA+ project, Food for the Hungry Rwanda aims to strengthen adoption of conservation agriculture (CA+), climate resilience practices, CSA business development, and gender-transformative approaches among the communities.

To reinforce field-based training delivered through Farmer Field Schools (FFS), VSLAs, cooperatives, and community dialogues, the project will contract qualified media professional to design, produce, and broadcast structured Radio and TV educational content.

#### 2. Purpose of the Assignment

To design, produce, and broadcast high-quality, interactive Radio and TV programs/stories that:

- ❖ Reinforce and disseminate CA+ technical knowledge and promote Climate Smart Agriculture practices,
- ❖ Promote nutrition-sensitive agriculture,
- ❖ Strengthen gender-transformative messaging,
- ❖ Facilitate farmer feedback transmission and stories of change dissemination.

#### 3. Scope of Work

The selected media professional / firm will:

### **3.1. Content Development**

***Develop structured and technically validated content covering:***

- a) Conservation Agriculture Plus (CA+) practices,
- b) Post-harvest handling and seed preservation,
- c) Nutrition-sensitive agriculture and dietary diversity,
- d) Climate information interpretation and adaptation,
- e) CSA business development and financial literacy,
- f) Gender equality and joint household decision-making.

***All scripts must be:***

- Written in Kinyarwanda,
- Technically validated by FH before airing,
- Contextualized to target districts and project shareholders,
- Gender-sensitive and inclusive.

### **3.2. Production**

***Produce:***

- Bi-monthly Radio Programs (Between 10 to 30 minutes),
- Each Program should be recorded as high quality Audio-Visual, so that it can be uploaded to other FH platforms.

***Each radio episode shall include one or a combination of:***

- ✓ Technical segment, discussing Conservation Agriculture Plus (CA+) practices and their practicability in Rwandan context,
- ✓ Farmer testimonies and success stories rooted into farming and behaviour changes towards conservation agriculture,
- ✓ Visual demonstrations and field application, with “Learning by Doing” in practice,
- ✓ Promotion of nutrition-sensitive agriculture and its linkage with CA+,
- ✓ Strengthen gender-transformative messaging and its linkage with CA+,

- ✓ Interactive Q&A component.

### 3.3. Broadcasting

- Consultant will be responsible to secure a plot, at least 2 times per month on radio stations with strong coverage in target districts or nationwide.
- Upload the program on agreed YouTube channel(s) to diversify audience and increase visibility,
- Submit to FH the high-quality Audio-Visual tool for using it to other diverse platforms,
- Develop a monthly report, summarizing the monthly broadcast and key content,
- Repeat broadcasts where feasible at non-increased cost are advantageous.

## 4. Deliverables

Deliverable	Frequency	Timeline
Approved Radio Scripts	Bi-monthly	Before recording (agree on topic & key content) Before airing (agree on content developed)
Produced Radio Episodes (High quality Audio-Visual)	2 per month	Continuous
Monthly Broadcast Report (Word format)	1 per month	By 5th of following month

#### ***Each report submitted must include:***

- ✓ Broadcast dates and times,
- ✓ Dissemination platforms used (radio or TV stations & links for YouTube & Online Newspapers),

- ✓ Estimated audience reach or coverage,
- ✓ Key themes covered,
- ✓ Summary of farmer questions asked,
- ✓ Recommendations & way forward.

## 5. Required Qualifications

### 5.1. For Lead Journalist / Media Consultant

The individual must:

- i. Hold a Bachelor's degree in Journalism, Mass Communication, Media Studies, or related field,
- ii. Have minimum 3 years' experience producing agricultural or/ and community development-related programs,
- iii. Prove that s/he issues an EBM invoice approved by RRA,
- iv. Demonstrate strong knowledge of rural interactions and broadcasting in Rwanda,
- v. Have experience moderating interactive programs and developing semi-structured stories,
- vi. Demonstrate understanding of inclusive and gender-sensitive communication,
- vii. Provide sample previous work (audio/video links) and proofs that they are his/her work or contributed significantly.

### 5.2. For Media House (if firm is contracted)

The firm must:

- a) Be legally registered in Rwanda,
- b) Proof of broadcasting license
- c) Evidence of coverage (geographical reach)
- a) Prove that they issue an EBM invoice approved by RRA,
- b) Have operational broadcasting infrastructure,
- c) Have technical production capacity (Field recording equipment, editing software),
- d) Provide qualified technical staff fulfilling the requirements indicated in 5.1 who will be the focal person for this assignment,

- e) Proven experience in radio production and broadcasting
- f) Professional studio equipment and production capacity
- g) Wide and reliable signal coverage in target areas
- h) Capacity for live and recorded programming
- i) Mechanisms for audience interaction (call-ins, SMS, social media)

## 6. Key Competencies Required

- ☐ Ability to communicate technical agricultural content into simplified language
- ☐ Strong interviewing and moderation skills
- ☐ Experience in social behaviour change communication (SBC)
- ☐ Capacity to work collaboratively with technical experts
- ☐ Strong reporting and documentation skills

## 7. Methodology and Work Approach

The consultant/firm shall propose:

- ☐ Content development methodology
- ☐ Audience engagement strategy
- ☐ Feedback management system
- ☐ Quality assurance mechanisms

All content must align with:

- ☐ Project priorities,
- ☐ Gender mainstreaming practices,
- ☐ Safeguarding and Do No Harm principles.

## 8. Duration of Assignment

FH plans to develop and broadcast 40 programs for 20 months (i.e. 2 programs per month). Initial contract period will be decided by FH and, starting with May 2026, and renewable based on performance.

## 9. Coverage Area

The radio station must demonstrate strong coverage in Gisagara Nyamasheke and Ngororero. Airing coverage to other districts will be an added value.

## 10. Target Audience

The programs will target farmers.

## 11. Ownership and Intellectual Property

All developed materials, scripts, recordings, and visual content shall remain the property of Food for the Hungry Rwanda.

The consultant may not reproduce or change the content without authorization. The consultant will agree with the client on distribution/ dissemination strategies to the wide audience.

## 12. Proposal Submission Requirements

Interested applicants shall submit the following:

### a) Technical requirements.

- Technical proposal outlining understanding of the assignment.
- Proposed methodology and work plan
- Content development and broadcasting approach
- Team composition and roles (for firms)
- Relevant experience and past work (including links to audio/video samples)

### b) Financial Proposal

- Detailed budget breakdown (including production, broadcasting/airtime costs, logistics, and applicable taxes)
- Cost per program and total cost for the assignment

## 13. Evaluation Criteria

Proposals will be evaluated based on:

- Technical capacity and experience
- Quality of previous work

- Coverage and audience reach
- Creativity and understanding of the assignment
- Cost-effectiveness

#### 14. Payment Terms

- Payments will be made based on monthly invoicing
- Payment is subject to satisfactory delivery of outputs
- Applicable taxes will be deducted in accordance with local laws

#### 15. Ethical Considerations

The radio station must:

- Adhere to professional journalism and broadcasting ethics
- Ensure accuracy and integrity of information
- Avoid political bias, discrimination, or harmful content

All those interested in this invitation are requested to follow the link provided by the media for the ToR.

The offers are well typed, appropriately bound **technical proposal** presented in **One Original** and **Two copies** and **financial proposal** presented in **One Original** and **two copies** must reach in sealed envelopes at the aforesaid address no later than **23<sup>rd</sup> April 2026 at 10:30am** local time.

Late bids will be rejected and returned unopened.

The bids will be opened the same day at 11:00 am in the presence of the bidders or their representatives who choose to attend in the meeting room of FH Association Rwanda.