

Request for Proposal (RFP) For Radio Production Agency to Manage Production and Broadcast of a New Radio Magazine Program

This RFP is to solicit bids for a 15:00 minute radio magazine program that will highlight real issues and promote open discussions towards a supportive environment through increasing individual and communal efficacy to eliminate malaria in Nigeria. This radio magazine programme will be a core programme product which will be adapted by individual states to meet their individual needs. The bidder is not responsible for individual adaptations by the states. **Release Date:** Tuesday, May 5th, 2015, **Application Due Date: Tuesday, May 12th, 2015**

(i.) The radio magazine program will tackle issues on malaria prevention, treatment and case management providing up-to-date information, documenting exceptional real life stories and provoking open discussion on issues.

(ii.) The radio magazine shall help connect communities to related services. Programming must explore and demonstrate the value of access to health and malaria prevention services.

(iii.) The radio magazine shall explore and illustrate ways that families and communities can better connect to each other to improve their ability to deal with issues together.

Format: The program will occupy a 15:00 minute broadcast slot and will incorporate elements of a magazine program that includes but not limited to drama, music, interviews, and discussions. Contents will depict persons and situations that the audience can easily relate to '*people like me*'. It should not depict situations or people that are not Nigerian and should not include overtly technical/medical language (unless clearly explained using commonly understood terms); moreover, it must achieve and maintain high level of interest.

Style: The magazine program should: 1) Be exciting, challenging, interactive, informative, entertaining and educational; 2) Capture listener's interest and loyalty; 3) Achieve a brand status as a popular and exceptional show on malaria prevention, treatment and management among the radio audience; 4) Define its focus and identity by reflecting the thoughts, feelings, experiences and local knowledge of the listeners and their communities through people's voices; 5) Take cognisance of gender main streaming and be culturally appropriate for the intended audiences.

Scope of RFP:

This RFP seeks to determine the capacity of institutions to manage and coordinate production of the proposed radio program. In particular, the agent shall:

- (i.) Create two core radio magazine concepts to meet the general needs of audiences in 1) Northern Nigeria and 2) Southern Nigeria,
- (ii.) Develop a program outline and implementation plan;
- (iii.) **Collect program material**
- (iv.) Produce 26 15-minute episodes in two sets-one more specific to the needs of Northern Nigeria and one more specific to needs of Southern Nigeria (52 episodes in total)

Criteria for Reviewing the RFP Bids (Total Score: 100 Points)

The criteria for review of submitted bids shall include focus on:

- (i.) Proven track record in radio production for health and/or development (20 points)
- (ii.) Demonstrated creativity in the written concept on the Task [attached at the end] (15 points)
- (iii.) Demonstrated track record in radio magazine production (10 points)
- (iv.) Technical resource capacity to meet the demands of the program (15 points)
- (v.) Demonstrated capacity to manage big budgeted projects (10 points)
- (vi.) Timeline (20 points)
- (vii.) Budget efficiency and realism (10 points)

Preparation and Submission of Bids

All bids should be presented in the following format in a zipped file, each document name numbered as listed below:

- (i.) **Letter:** A one-page letter containing agency profile: full name of the production agency, telephone numbers, e-mail addresses, key contact persons and geographical locations
- (ii.) **Agency Profile:** background and relevant experience in health, radio magazine and NGO work
- (iii.) **Key Personnel:** Number and qualifications of two key employees that work for the agency who will be overseeing these activities should the agency win
- (iv.) **Overview:** A brief concept overview of the program as understood by the bidder and a statement of the bidder's overall technical approach, Implementation plan and budget
- (v.) **Task:** A written response to Task [attached at the end] (criteria included within the Task)
- (vi.) **Billings:** The agency's total annual billings for the previous year
- (vii.) **Clients:** A list of current client institutions, especially NGOs: Dates and period that the agency started working with them and brief description of the services that the agency performed on behalf of the client
- (viii.) **PPRS:** A list of three former or current clients for whom similar work has been done, together with their addresses and telephone/cell phone numbers as references.

Submission of Bids:

The Bidder should present their bid in an electronic copy **not later than 5pm on Tuesday, May 12th, 2015 to:**hc3magazinerfp@gmail.com. The email title must read; "Radio Magazine Programme Bid" and the documents must be named and numbered, in a zipped file, as stipulated above. Any bids that do not follow this format will be discarded without review. The winning agency will begin end of May 2015 during which they will be expected to participate in a national radio magazine design workshop.

Task:

One of the ways to prevent malaria is for everyone in the family to sleep in an LLIN every day, however, a review of determinants of LLIN use in Nigeria (Killian et al, 2014) describes several common barriers including: availability, discomfort due to heat, perceived low density of mosquitos, and perceived ineffectiveness, and issues related to hanging the net or inconvenience. Discomfort was the most cited barrier, with net hanging issues and inconvenience second.

The task for this RFP is to tell us how you would help the audiences overcome these barriers through a 15:00 minute, 26 episode radio magazine. What radio magazine elements will you use and why? What will the radio magazine sound like? Who and who will be the contributors to the program and why? What will be your key message emerging from the radio magazine?

This is a theoretical task. You do not have to actually make the program; simply tell us how you would do it. For this theoretical task, these are the parameters;

- (i.) You would have 3-5 days in which to conduct a content research and gather all your recordings
- (ii.) You would have enough funds to where *the people* are for the purposes of recording your program
- (iii.) You would then have 2-3 days for post-production
- (iv.) It should run for a maximum of 15 minutes
- (v.) You must describe the documentary in a maximum of 3 pages, 12 point Arial type (1000words)
- (vi.) We are looking for a combination of creativity and powerful story telling matched with realistic expectations for the production (i.e. your proposal must be technically feasible within these parameters)