



International Organization for Migration (IOM)
The UN Migration Agency

Terms of Reference

Service Provider- Radio and TV Programme Production and Advert Airing

IOM is currently implementing a project in Nigeria – The Preventing trafficking in persons in Nigeria through a travelling awareness-raising exposition phase II. The project builds on counter-trafficking experiences in Switzerland and Nigeria to have a travelling exposition inside a newly established awareness-raising bus that addresses the challenges and risks associated to human trafficking in Nigeria. The phase II of the project will focus on community-based sensitization where the bus will tour different location sites identified by the project steering committee in Lagos, Edo and Delta for a period of six months. Additionally, phase two will help in building the capacity of NAPTIP officials who will travel with the bus for the different awareness activities on prevention of trafficking in persons (TiP) but also on key preventive measures during and post COVID-19.

To this end, IOM seeks to engage the services of a radio and TV programme and advert producer to develop content and materials for a 15 minutes radio talk show programme and airing of a 60 seconds radio advert and 45 seconds TV advert. The radio talk show will be a monthly programme for five months to amplify the key messages on the blue bus, serve as a platform where community members can get information on safe migration and how to address TiP issues, while the adverts is to be used in creating awareness for the bus exposition and announcing the respective communities where the exposition will take place. The radio talk shows as well as the radio and TV adverts will be aired in Edo, Delta and Lagos states of Nigeria, states with substantial risk of irregular migration.

Purpose of Assignment:

To produce a public information contents and public service announcements to be broadcasted on radio and TV in Edo, Delta and Lagos States under the, Nigeria: the preventing trafficking in persons in Nigeria through a travelling awareness-raising exposition phase II. This assignment specifically supports awareness raising activities by IOM Communication for Development initiatives (C4D) across all program.

EXPECTED DELIVERABLES AND TIMELINE

To complete this task, the service provider is estimated to take up to a period of 6 months from the date of signing.

Under supervision of the Awareness Raising Officer and in collaboration with the Programme Support Officer, Migrant Protection and Assistance, the service provider will undertake the following;



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- Submit work plan demonstrating how the deliverables will be achieved in an appropriate manner. This should be submitted within five days of signing the contract and its finalization will involve integration of feedback from IOM.
- Develop content and materials for a 15 minutes monthly radio talk show programme to run for five months.
- Develop a 60 seconds radio and 45 seconds TV scripts that will be used for the radio and TV advert jingles.
- Virtual presentation of the draft radio script to media executives and partners at a script review and validation session.
- Consolidation of inputs from IOM and NAPTIP stakeholders from the review process, and submit a finalized draft script.
- Negotiate cost-effective packages with two radio stations each in Lagos, Delta and Edo and one TV station each in Edo, Delta and Lagos states for the radio talk shows and radio and TV adverts to ensure maximum reach, submit a airing schedule upon the negotiation and take responsibility for the airing of the program as well as monitoring.
- In coordination with IOM develop fliers, social media messaging, and discussion question for each episode of the radio program for social media audience engagement.
- At the conclusion of all task, a final report incorporating feedback from listeners, best practices, and an estimated number of people/listeners reached will be submitted to IOM.
- Note that the service provided may be asked to perform other duties that may not have been captured in this EOI but relevant to the engagement.

Required Qualifications and Experience

- Minimum of an advanced degree in journalism, mass communication or other relevant fields in social sciences.
- The service provider company should have a minimum of five (5) years' operational experience in radio program production, radio content development, script writing and voiceover. Preference will be given to individuals who have experience working on similar project relating to migration and trafficking in persons' issues.
- The service provider should have good understanding of the peculiarity of the Nigerian media most especially with respect to Edo, Delta, Lagos and Ogun States.
- Demonstrated experience in working as a radio program producer with at least 10-15 years' experience.
- Computer proficiency including MS Office products (Word, Excel, PowerPoint)

Languages

Fluency in Pidgin and Yoruba language would be advantageous.



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Values

- Inclusion and Respect for Diversity respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- Integrity and Transparency maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- Professionalism: demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.

Core Competencies – Behavioural indicators

- Extensive knowledge of national, regional and international media practice pertaining to migration reporting in a broad definition.
- Deep understanding of the Nigerian media context, best practices in human trafficking/smuggling prevention, forced migration, direct assistance to migrants, migration and development, labour migration, etc. intervention strategies and impacts in different economic, social, cultural and political settings evidenced by either publication on this subject matter or work on similar topics.
- Strong computer and analytical skills with ability to write and review technical documents/reports, conduct interviews as part of background research.
- Demonstrated administrative, planning, organizational and advisory skills.
- Produces and delivers quality results in a service-oriented and timely manner and committed to achieving agreed outcomes.
- Accountability with respect to delivering services.
- Encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring and motivational way.

The service provider's payment shall be based on the financial proposal approved by IOM. Payment will be issued in percentages upon submission of the deliverables stated above within the deadline period.

During the specified period, the service provider will be paid based on agreed rates. The total fee for each product will be determined based on estimated scope of work at the agreed rates.

Method of Application

IOM invites experienced and interested media producers, journalists and media companies both at local and national levels working in the area of Migration and human trafficking to submit an Expression of Interest (EoI), along with requisite organizational documents and a cover letter in support of their application.

1. The companies'/service providers will be expected to submit their proposal as an EoI including the CVs of team members and
 - a. Each proposal should be developed in accordance with the deliverables and responsibilities listed above.



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- b. Each proposal shall incorporate a detailed program design, including background and context, methodology and work plan.
- c. Provide a detailed financial cost, mentioning rates and unit costs, broken down by activities and deliverables. Estimated costs/amount is all inclusive.
- d. Each proposal should contain an organizational profile and a portfolio of previous work done in similar field for similar organisations, especially on radio program production.
- e. The organisational profile should include legal identity documents of the organisation and programs and projects, past and current with short descriptions.

The completed Expression of Interest (Eoi) should be placed in a plain, sealed envelope and clearly marked: **EXPRESSION OF INTEREST: Service Provider for Radio and TV Advert Production and Airing** to IOM Nigeria, Lagos sub- Office by **5th April, 2021 in the below address:**

To Procurement Lagos

International Organization for Migration (IOM) Nigeria

1, Isaac John Street, GRA Ikeja, Lagos

Email: iomlagostenders@iom.int

ONLY SHORTLISTED SERVICE PROVIDERS WILL BE ASSESSED