**TERMS OF REFERENCE**

1. **Context**
2. Section 2.9 (Y) of the New Elections Law mandates the NEC to “**To conduct programs to educate the citizens of Liberia about elections and referenda and their democratic rights related to them; and to inform them about voter registration events and election and referendum events**”. Within the above context, the Commission’s Strategic Operational Plan (2018-2024), list **Elections Education and Public Information** as a critical component of its efforts to mitigate the challenges of voter’s apathy and invalid votes that have characterized the outcome of every electoral process since 2005.
3. Within the above context, the National Elections Commission (NEC), through its Communication Section and the United Nations Development Program (UNDP) is embarking on a media campaign on elections education and public information effort for the ongoing Special Senatorial Election (SSE) and Referendum and the two by-elections for a period of three months from October to December 2020. The campaign will formally begin with the signing of a Memorandum of Understanding (MOU) between the selected Media Agency and 36 Community Radio Stations of each County of Liberia.
4. **Objectives**
5. The objectives of the Media Publicity Campaign of NEC’s 2020 Activities is to provide all necessary information (in jingle and drama style), clarifications, PSAs, and updates on the SSE and Referendum and the two by-elections to the public, leading to a high turnout and participation in the elections on December 8, 2020 (Elections Day).

III. **Outcomes**

1. Two major outcomes are expected out of the media publicity: 1) the general population & specifically registered voters are educated on the Legal Context and dos and don’ts of the SSE and Referendum and the two by-elections, and 2) inclusive participation for December 8, 2020 elections and referendum is enhanced from all sectors of the political and social spectrum of the Country.

**IV. Methodology**

1. The Media Agency that will sign MOU with 36 Community Stations. The Communication Section of the Commission will witness each of the MOU. The Section will make all necessary arrangements, along with the 19 Magistral Offices to have the MOUs reached to all the Stations. Materials for airing will directly go through the NEC Communications Section by digit/internet means to the Stations. However, in rare cases, materials would be sent through the 19 magisterial offices by traditional means. The CVE and Communication (COMM) Sections will produce the messages and UNDP will facilitate the production of the jingles and dramas in English and the 16 dialects of Liberia. The rest of the materials, including PSAs, LPMs, News Releases, Press Statements, Pre-Recorded talk shows, etc. will be handled by the COMM Section. The project will cover 36 Community Radios of the 15 Counties. Each will be paid on a flat rate basis agreed between the Media Agency / company, NEC and UNDP, each for the three months period.

**V. Distribution Plan**

1. Four radio stations each will be selected from Nimba, Lofa, and Bong Counties, considering they have two magisterial zones each. Two stations each will be selected from the rest of the 12 Counties, including Montserrado. Though Montserrado also has two magisterial zones, it enjoys dozens of mainstream stations. Each of the 36 stations will air available Jingle/Drama/PSA/LPM five times daily throughout the period of the Contract. Each station will receive the English version of the materials. Stations will also receive materials in the local dialects depending on the tribes spoken in their region or community. Meaning, a particular station could receive material dependent on the tongues of the inhabitants.

**Number of radios to be contracted per county**

|  |  |  |
| --- | --- | --- |
| No. | County | # of Radios |
| 1 | Grand Gedeh | 2 |
| 2 | Lofa County | 4 |
| 3 | Sinoe County | 2 |
| 4 | Nimba | 4 |
| 5 | Bong | 4 |
| 6 | Maryland | 2 |
| 7 | Rivergee | 2 |
| 8 | Grand Kru | 2 |
| 9 | Bomi | 2 |
| 10 | Grand Cape Mount | 2 |
| 11 | Gbapolu | 2 |
| 12 | Rivercess | **2** |
| 13 | Grand Bassa | **2** |
| 14 | Montserrado | **2** |

1. The service Provider will Airing Dramas on 36 radio stations as per above
2. The service Provider will be Airing Jingles on 36 radio stations as per above
3. The service Provider will be Airing Live Presenter Mention (LPM).
4. The service Provider will be Airing Public Service Announcement (PSA)
5. The service Provider will be Airing Special Features on Radio relating to the Elections.

That the Party of the Second Part will relay major live media updates/press conferences through major Radio Stations on the elections.

1. **Eligibility & Qualification Criteria**

* Minimum of 5 years of broadcasting or comparable experience;
* Registration in Liberia;
* Proven contact and at least three years of experience working with radio stations in 15 counties;
* Proven ability to distribute and share digital content with selected radios;
* Proven ability to monitor compliance of radios with the MOU in 15 counties.

1. **Proposal**

**Technical proposal to include**

* Names of radios to be included per county
* Methodology of entering MOUs with the community radios for this specific purpose
* Provisions of broadcasting details & schedule

**Financial proposal to include**

* Flat rate for each radio stations (agreed with the radio stations before submitting the proposal)
* Costs incurred by the agency

The technical and financial proposal will be evaluated by the Joint Committee composed of the NEC and UNDP.

**Proposals will be evaluated based on the following criteria as follows:**

1. The organizations fulfil the criteria of geographical coverage, as stated in these ToR;
2. Neutrality, impartiality, and competence (internet facility to be able to receive digital content) of the Community-based radios included;
3. Timeframe in compliance with requirement of these ToRs;
4. Financial proposal.

The final contract will be negotiated with the top-rated applicant.