



TERMS OF REFERENCE

PRODUCTION OF A TV AND RADIO SPOT ON RE-ENTRY POLICY TO OVERCOME STIGMA AND PROMOTE COMMUNITY AWARENESS

1. Introduction

Tanzania Education Network/Mtandao wa Elimu Tanzania (TEN/MET) is a Network of 232 education Civil Society Organizations (CSOs), influencing the transformation of education and promoting equitable, inclusive and quality education in Tanzania since its inception in 1999. TEN/MET envisions a national education system through which all learners have the opportunity to access inclusive, equitable, and quality education. TEN/MET vision is collectively realized by proactively influencing and informing policy and practices that promote access to inclusive, equitable and quality education in Tanzania. Collectively we foster mutual collaboration with the government, development partners, civil society organizations, communities, parents and students for education for sustainable development.

The re-entry policy in education stands as a critical initiative aimed at facilitating education for all agenda by ensuring the readmission of drop out students back to formal school including those who have dropped due to pregnancy and other reasons. The Education Circular No. 2 of 2021, Re-entry Guideline and policy statements outlined in the Education and Training Policy 2014 (version 2023), underscore government commitments toward fostering quality education for all by integrating the re-entry policy into the education system.

Despite significant strides in this area, the prevalence of stigma, particularly surrounding readmitted dropouts such as teen mothers, often obstructs the effective implementation of the re-entry policy, thus impeding the realization of its intended objectives. Addressing this stigma through awareness raising campaigns about the importance of re-entry policy are essential steps towards ensuring equal access to education for all students.

To fulfill this objective, TEN/MET seeks the services of a creative media production company capable of developing compelling and informative television and radio spots, that highlight the importance of re-entry policy, share success stories, and address misconceptions and stigma in executing re-entry agenda in Tanzania.

By leveraging the power of media and storytelling, we aim to foster a more inclusive educational environment where every student, regardless of circumstance, can access the transformative benefits of education.

2. Purpose

TEN/MET intends to engage a skilled and innovative media production company to produce a TV and Radio spot to be aired in both traditional and social media platforms. The overarching objective is to foster community awareness of the re-entry policy in education sector, advocate for support towards school dropout students to re-enroll in formal schooling, and combat misconceptions and stigma associated with dropouts.

3. Specific Objectives

To produce a 60 seconds TV and Radio spot to be aired in both traditional and social media platforms entailing on re-entry issues.

4. Scope of work and methodology

The consultant will be responsible for the following tasks:

- a) To read and understand Education Circular No. 4, 2021, Re-entry Guideline and policy statements in ETP 2014, version 2023.
- b) Analyze and understand the target audience, prevalent misconceptions, and effective messaging strategies.
- c) Developing a creative concept for the TV and radio spot that resonates with the target audience and aligns with the objectives of the re-entry policy.
- d) Scriptwriting for both the TV and radio spot, ensuring clarity, brevity, and effectiveness in conveying key messages.
- e) Identifying suitable voice-over talents, music, and sound effects to enhance the impact of the spots.
- f) Producing high-quality audio-visual content for the TV spot and audio content for the radio spot.
- g) Incorporating feedback and revisions based on input from TEN/MET.
- h) Delivering the final TV and radio spots in formats suitable for broadcasting on both traditional and social media platforms.

5. Deliverable

The consultant will deliver the following:

- a) Creative concept proposal outlining the approach and key elements of the TV and radio spots.
- b) Script drafts for review and feedback.
- c) Final scripts for the 60-second TV and radio spots.

- d) Produced TV spot in high-resolution video format. full HD (1080p video mode or 1,920x1,080 frame size in pixels, or 2,073,600 pixels per image) video broadcast quality
- e) Produced radio spot in high-quality audio format.
- f) Any additional materials or documentation related to the production process.

6. Roles and responsibilities

The work will be done by a consultant. The broad expectation of roles and responsibilities are as follows:

TEN/MET

- i. General supervision of the work
- ii. Coordinate the design and layout of final TV and Radio spot
- iii. Facilitate costs for the work

Consultant

- i. Prepare an inception plan, which includes the agreed-on spot concepts and scenarios, work plan and timetable before starting fieldwork, and present to TEN/MET.
- ii. Develop script for both the TV and radio spot share with TEN/MET for approval before filming.
- iii. Submit a lighter and compressed version with English subtitles for TEN/MET social media.
- iv. Produce a final spot (error-free) based on the comments from TEN/MET and submit to the satisfaction of TEN/MET.

7. Qualifications

The consultant or media production company should possess the following qualifications:

- a) Demonstrated experience in developing and producing TV and radio spots, preferably on social issues or public awareness campaigns.
- b) Proficiency in scriptwriting, audio-visual production, and post-production editing.
- c) Understanding of the education sector policies, strategies and plans, including issues related to dropout, retention and implementation of re-entry policy.
- d) Should have a broad understanding and experience in working in the education sector and NGOs.
- e) Availability to meet the project timeline and deliverables.
- f) Upon Payment, Consultant shall provide an EFD receipt.

8. Expected timeframe

The work will take a maximum of 15 days for completion, from the initial preparation of an inception plan, to finalizing documentary after incorporating comments from TEN/MET.

9. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- a) Experience and track record in producing TV and radio spots.
- b) Creativity and suitability of the proposed approach.
- c) Understanding of the subject matter and target audience.
- d) Proposed timeline and ability to meet deadlines.
- e) Budget considerations.

10. Submissions/Applications

If you have the required qualifications and interested in this consultancy, please submit

- a) Your company profile showing your skills and competency in production industry
- b) Provide at least 2 sample works the list of work done on policy reviews
- c) Provide list of credible organization you have worked with
- d) Provide your financial proposal

All submissions should be sent via recruitment@tenmet.or.tz, cc fgam@tenmet.or.tz, the deadline for submissions is on 29th February 2024.

