Terms of Reference

Support to an audio program on Parliamentary affairs in Jordan

Location: Jordan
Starting date: February 2020
Duration: 2020/ 2021
Proposals deadline: January 15th, 2020

Background

CFI is a French media agency funded by the French Ministry of Foreign Affairs and International Development and dedicated to building the capacity of the media in the developing countries.

Currently, CFI is a part of the consortium responsible for executing the program Enhanced Support to Democratic Governance in Jordan (EU-JDID). The main goal of the program is to assist Jordan with its reform endeavors to strengthen its democratic practices and develop an inclusive decision-making process, with a primary focus on the participation of women and youth.
The program is co-funded by the European Commission in addition to the program’s implementers including CFI and other specialized media development organizations led by the European Center for Electoral Support (ECES).

In the framework of the program, CFI has provided support to a Jordanian media organization for the production of a 26-episode podcast on parliamentary affairs. Given the success of this initiative, CFI intends to pursue its support to innovative media productions targeting a wide range of Jordanian citizens, especially youth. Through a second call for proposals, CFI will select a service provider for a new season of that podcast to be produced and broadcasted before the end of the EU-JDID project in April 2021.

Through this new call, CFI will select a Jordanian media organization with demonstrated experience in podcast and audio content to produce an interactive talk show that serves as a platform for the Jordanian people to directly interact with their parliament representatives.

The goal of the show is to give a voice to the voiceless and enable the audience, the Jordanian public, to discuss their interests and concerns with their representatives, get informed about the legislation process and question their MPs’ performance in order to enhance the values of accountability, transparency and good governance.

**Mission**

The selected media organization will produce a two-season national talk show during the lifetime of the project starting from February 2020 and continuing until March 2021 at the latest. Each season will have 13 episodes, two episodes a month.

**Format**

Aiming at fostering the dialogue between the Jordanian general public and its parliament representatives, the intended show is expected to have the following characteristics:

- Live and interactive settings whereby every episode contains story-driven field reports that showcase issues of interest to the Jordanian public.
- Every episode will have a parliament member and an expert/s
- Every episode will provide the public with a means to voice their opinions in the subject matter
• Utilizing social media and other digital and innovative tools to reach diverse demographics and various geographical areas

Note: CFI welcomes any suggestion made by the selected media organization to adjust this format to better suit its professional practices and the expectations of its audiences.

**Supervision and reporting**

• All episodes will be produced in close cooperation with the CFI’s consultant.
• CFI’s consultant would provide in-house and remote coaching to the team assigned to produce the show.
• The coaching sessions will start on February 2020 and continue throughout the lifetime of the project.
• As a part of the coaching process, the team will be in close contact with CFI’s consultant throughout the pre and the post-production phases of the episodes.
• CFI’s consultant will report on the progress, the timely completion of the deliverables and the quality of the work being performed by the selected media organization.
• Based on the consultant’s regular reports, if the media organization didn’t show the expected commitment, the CFI reserves the right to terminate the cooperation and grant the second season to a different media outlet.

**Deliverables**

A total of 26 episodes divided into two parts will be produced and broadcasted throughout 2020 and 2021 in the order illustrated in the table below. The first part consists of 13 episodes. Contingent on the final date of the parliamentary elections, this season is expected to focus on the different aspects of that elections.

<table>
<thead>
<tr>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Episodes 1&amp;2</td>
<td>Episodes 3,4&amp;5</td>
<td>Episodes 6&amp;7</td>
<td>Episodes 8&amp;9</td>
<td>Episodes 10&amp;11</td>
<td>Episodes 12&amp;13</td>
</tr>
</tbody>
</table>
Episodes to be produced during 2020

**Part two of the show**

Starting from mid/late 2020, the selected media organization will produce another 13 episodes.

The second series of the show will have the same format as the first one and will adopt the same supervision and reporting procedures already in place. In all phases, the production team will be in close cooperation with the CFI’s consultant for editorial and technical guidance.

The exact dates of this part of the show will be discussed and finalized later with the selected media organization.

**Selection criteria**

In their proposals, media organizations applying to produce this show are expected to provide details about the following:

- Production team with expertise in podcast production for a minimum of three years, public affairs reporting, parliamentary coverage and broadcasting **(30 points)**
- Ability to produce live interactive audio shows. **(20 points)**
- Audio production expertise demonstrated through a diverse portfolio related to public affairs. **(20 points)**
- Ability to utilize social media and other digital tools to build and grow audiences. **(20 points)**
- Budget details **(10)**

**Proposal requirements**

- Media organizations applying to this project need to submit a proposal of three pages at most.
- Proposals need to have the following components:
➢ Background about the organization, its legal status in Jordan and a detailed statement explaining why it is the best to implement the project as described in this document.
➢ Concept and details of the show
➢ The current technical abilities to produce the show as described in this document.
➢ The production team and its related expertise.
➢ Additional components that can be added to the show to improve its quality.(optional)
➢ Broadcasting schedule, if different from the timeline stated in this document.
➢ Social media and digital reach out strategy for audience growth.
➢ Detailed budget for production and broadcasting:

- **Technical**
  - Equipment: audio recorders, editing software, microphones, headphones…etc

- **Logistics**
  - Transportation, phone calls, printing…etc

- **Personnel**
  - Accommodation

**Other Terms and Conditions:**

- Proposals shall be submitted in English language
- Costs shown in the financial proposal shall be in JOD, excluding taxes
- The contract will be awarded on best value for money basis
- Proposals that don’t have all of the required components will not be considered.
- Proposals submitted after the deadline will not be considered.
- Only shortlisted candidates will be contacted to proceed to phase two of the selection process.

**Proposal submission information**
Applications should be e-mailed to eujdid@cfi.fr addressing

Adeline Mayeur
CFI / Mediterranean Asia Department
62 avenue Camille Desmoulins
92130 Issy les Moulineaux - France

Disclaimer

CFI reserves the right to cancel this TOR if the proposals received do not meet CFI's expectations and requirements. Due to the large amount of applications received, CFI apologizes for not replying to all candidates.