



Component - II

Terms of Reference (TORs) for On Airing of TV Advertisements

Background

Under contract with USAID “Small Grants and Ambassadors Fund Program”, *Centre for Governance and Public Accountability*, is not-for-profit, non-governmental and non-partisan civil society organization. CGPA works for development in Khyber Pakhtunkhwa (KP) province and Federally Administered Tribal Areas (FATA) through governance focused and rights based approaches. CGPA is based in Peshawar, and is registered under the Societies Registration Act, 1860. CGPA is implementing a project “**Improving Public Service Delivery through Civic Participation by Effective Implementation of KP Good Governance Legislative Framework**” in *District Peshawar, Mardan & Nowshera*.

The project specifically focuses on implementation of Khyber Pakhtunkhwa Right to Information, Right to Services Act, 2014 and Local Government Act, 2014 under the overall goal, the project focuses on following three objectives:

- Building capacity of local government elected members, CSO Representatives and journalists in RTI, RTS and LG Acts;
- Holding Seminars at District & Provincial level for bringing improvement in these laws
- Launching a comprehensive media campaign for increasing awareness and utilization of these laws at the mass level

These objectives will be achieved through a number of activities including awareness rising through TV advertisement on KP Right to Information law, KP Right to Public Services Law and KP Local Government Act. This TOR is seeking services of Consultant that can on-air three TV advertisements on AVT Khyber and Saboon channel under the scope and terms given below.

1. Scope of Work:

CGPA is looking for Consultant/Media House to on-air (maximum 60 second) TV advertisements one each on;

1. KP Right to Information Act
2. KP Right to Services Act
3. KP Local Government Act

These TV advertisements are required to be on aired on AVT-Khyber and Saboon in the prime time i.e. 7 pm – 10 pm.

2. Who Can Apply?

- Having previous experience in the same scope of work
- Media Houses
- TV Channels

3. Deliverables:

- Airing of 45 spots 15 each on RTI, RTS and LG laws in fifteen days splitting 3 messages daily each on RTI, RTS and LG laws (Total 3 spots daily) between 7 pm to 10 pm on AVT Khyber.
- Airing of 45 spots 15 each on RTI, RTS and LG laws in fifteen days splitting 3 messages daily 1 each on RTI, RTS and LG laws (Total 3 spots daily) between 7 pm to 10 pm on Saboon.
- Time schedule of airing of radio messages as per CGPA agreed timelines

4. Time Line:

- Airing of TV advertisements in April 2017, as per agreed timelines by CGPA.

5. Payment Schedule:

- 1st 15 % on Signing the agreement
- 2nd Installment 25 %: Upon submission of schedule of airing radio messages
- 3rd Installment 60%: Upon satisfactory completion of assignment

6. What Happens When You Apply?

CGPA will inform the successful applicants till January 25th, 2017.

7. How to Apply?

Interested individuals please send a proposal (also indicating consultancy fee) to hr.cgpa@gmail.com OR sealed proposal to CGPA-Room No. 402, Block C, City Tower, University Road, Peshawar. Last date to submit proposal is January 22nd, 2017. Please mention following in subject line “Component – II, Airing of TV Advertisements on KP RTI, RTS and LG laws”