



## **Component - IV**

### **Terms of Reference (TORs) for Publishing of Newspaper ads**

#### **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 also working for “**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 publishing of Awareness messages on KP Right to Information law, KP Right to Public Services Law and KP Local Government Act in Newspapers. This TOR is seeking services of Consultant/Media House that can publish the newspaper advertisements under the scope and terms given below.

#### **1. Scope of Work:**

CGPA is looking for radio Consultant/Media House to publish Newspaper advertisements on;

1. The importance of KP RTI law and process of accessing information.
  2. The importance of KP RTS law and awareness raising on KP RTS law
  3. The importance of KP LG law and awareness raising on KP LG act
- Publishing of colored quarter page advertisement in the following newspapers in

the inner pages on Sunday of;

1. Aaj
  2. Nai Baat
  3. Express Urdu
  4. Mashriq
  5. The NEWS
- Each ad will be published 2 times in the above mentioned newspapers on Sunday only. A total number of 10 ads will be published in the above mentioned 5 newspapers.
  - The ads will be provided by CGPA.

The newspaper advertisement will serve as a source for awareness raising campaign.

## **2. Who Can Apply?**

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

## **3. Deliverables:**

- The newspapers online links (for available newspapers) and two copies of each publication (Full Newspaper). Total 10 publications.

## **4. Time Line:**

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

## **5. Payment Schedule:**

- 1<sup>st</sup> Installment 15 % on Signing the agreement
- 2<sup>nd</sup> Installment 25 %: Upon submission of schedule of airing newspaper advertisements.
- 3<sup>rd</sup> Installment 60%: Upon satisfactory completion of assignment and handling over of all the deliverables as described above.

## **6. What Happens When You Apply?**

CGPA will inform the successful applicants till January 25<sup>th</sup>, 2017.

## **7. How to Apply?**

Interested individuals please send a proposal (also indicating consultancy fee) to [hr.cgpa@gmail.com](mailto: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 22<sup>nd</sup>, 2017. Please mention following in subject line “Component – IV, Airing of Newspaper ads on KP RTI, RTS and LG laws”