

Request For Proposals on The *Si mimi* puppetry show feedback and quality assessment in Uganda

1. Background

[Twaweza](#), works on enabling children to learn, citizens to exercise agency and governments to be more open and responsive in Tanzania, Kenya and Uganda. At Twaweza, we undertake effective public and policy engagement, through powerful media partnerships and global leadership of initiatives such as the Open Government Partnership. Partly, our approach is working with various channels through which citizens can access information so as to play their part in the development process but also to enable them to hold governments to account.

In 2014, Twaweza partnered with Reefknot Communications Limited to produce and air a puppetry show, whose purpose was aimed at openness across government and portray leaders as ordinary people who can be held accountable. Twenty Six (26) shows have been produced and aired on each of Bukedde TV and Urban TV, in Luganda and English respectively. In addition, recordings of the show have been regularly posted on social media (Facebook and [YouTube](#)) to elicit public debate.

A recent Twaweza survey, conducted through Ipsos, an independent monitoring firm, showed that though the show had aired for just a year, it had gathered considerable coverage rates across a nationally representative sample. Also, a sizeable proportion of respondents liked the idea of joking about leaders and that the show covers topics that others are unable to cover given the tight grip on Uganda's media by the government.

This RFP is for an in-depth assessment of the quality and relevance of the show from the point of view of the target audience, and potential effects in promoting accountability (i.e., whether it promotes debate/discussion on roles and responsibilities of the government).

This will be a short term assignment spread across one month.

2. Scope of work

2.1 Objectives

(a) To develop a puppetry quality assessment tool, analyze a sample of the puppetry skits and provide feedback.

(b) To design and conduct a study, likely using Focus Group Discussions (FGDs) among a cross section of Ugandans to collect feedback on the show. We will be particularly interested in posing questions around what people think of such a show that mimics leaders and how presenting issues that affect the common man through such an avenue compares with other conventional ways like news bulletins.

Specifically, the FGDs will cover a cross section of the target audience of the show distributed across age, gender, rural/urban segmentation in the Central region covered by Urban TV and Bukedde TV. The FGDs should cover at least a subset of the different categories of the population including age, rural and urban, gender, and socio-economic classification. We envision approximately 16-20 groups, apportioned equally across chosen characteristics.

On the design, we will favor a treatment and comparison approach, where the former will be shown 2-3 episodes of the *Si mimi* and the latter shall be shown 2-3 episodes of a show with similar content like a

breakfast show focusing on news or topical issues in the country. Twaweza shall review and approve the study design, approaches, tools and sampling criteria.

2.2 Key activities and outputs

The consultant will be expected to do the following;

- i) To assess the artistic & comedy qualities of the show, for which a tool will have to be developed & applied, and succinct report and coding sheets provided.
- ii) Propose methods for sampling/selecting respondents and develop a study design. Propose a discussion guide, to be reviewed and agreed upon with Twaweza, and conduct Focus Group Discussions (FGDs) in the Central regions of Uganda
- iii) Analyze online platforms attached to the show i.e. Facebook and YouTube to gauge popularity, sentiments of followers etc.
- iv) Provide a comprehensive report, combining i) to iii) above, and the respective data summaries, lists of respondents, transcripts, photos and any other relevant annexes.
- v) Conduct any other tasks as will be agreed at contracting.

2.3 Time frame and cost

| Output | Time |
|--|-----------------------|
| Submission of proposal(s) | By September 24, 2015 |
| Review of proposal and contracting | By September 30, 2015 |
| Data collection | By November 8, 2015 |
| Submission and review of 1 st draft report; | By November 14 , 2015 |
| Review and incorporation of Twaweza feedback – submission of final draft | By November 20, 2015 |

2.4 Cost/budget

The consultant shall propose a cost for the assignment based on key factors like number of interviews to be conducted, market rates and travel expenses.

3.0 Qualifications

A relevant Master’s Degree, a proven track record of relevant qualitative research experience, and understanding of arts and entertainment. The proposals should indicate clearly the understanding of the assignment, proposed methodology and approach, and a cost-effective budget. A strong proposal (technical and financial) with Curriculum Vitae and experience with similar work will be required.

Complete proposals, with expression of interest, should be submitted by e-mail to: jobs@twaweza.org and cc to mkatagaya@twaweza.org by 4.30pm on Thursday September 24, 2015, with “*Proposal for qualitative measurement of SiMimi, Uganda*” in the subject line.