

# Twaweza media monitoring

## Request for proposals (RFP) – 22 April 2013

### 1.0 Background

Twaweza invests considerably into selected media networks as main partners in implementing the organization's theory of change. Each agreement is complex, with multiple outputs. Given the importance of these agreements Twaweza wishes to conduct independent monitoring of the outputs produced within these partnerships (through clipping of selected outputs). In addition, Twaweza wishes to engage a company to conduct continuous media monitoring of print, broadcast and on-line news in Tanzania, focusing on (a) tracking of daily news as relevant to Twaweza's key areas of work, and (b) keeping a corporate log of Twaweza in the news.

### 2.0 Scope of work

Twaweza Learning, Monitoring and Evaluation (LME) unit is looking for competent and reputable organization which can implement the activities that this work entails.

1. Clipping selected media outputs (TV and radio) from specified Twaweza's partnerships with Tanzanian media houses. The exact nature of the outputs to be discussed at contract stage with the successful party, but they will include daily and weekly TV and radio shows and features aired on national (some regional) stations. The total number of products (shows) to be included is likely to be 10-12 per quarter, adding up to approximately 100 clips per quarter (the products are likely to change each quarter – i.e., different broadcasts/shows to be clipped). Task includes:
  - a. Clipping the selected outputs and keeping a database of these. Twaweza wishes to know the unit cost of different types of clippings (i.e., radio and television, short vs. long duration, scheduled vs. unscheduled, national vs. regional broadcasting).
  - b. Maintaining a database with the clipped outputs for an extended period of time, and/or providing the clips to Twaweza.
2. Continuous (daily) monitoring of print, TV, radio and online news on topics relevant to Twaweza, based on a list of key words provided by Twaweza. Includes:
  - a. Daily emails to Twaweza with headlines and links to full stories
  - b. Multiple log-in access to the database portal
  - c. Keeping the database for an extended period of time, and/or providing the data to Twaweza
3. Continuous (daily) keeping of a corporate log for Twaweza. Includes:
  - a. Daily monitoring of print, radio, TV and online news for mentions of Twaweza and its main partners (according to a list of partners/names provided by Twaweza)
  - b. Producing brief monthly reports based on the above, according to standards specified by Twaweza
4. Outline and cost the possibility of turning the daily news monitoring and daily corporate log into a searchable database, and providing/creating the search engine. Twaweza wishes the database to be freely accessible online.

### 3.0 Request for Proposals

Interested parties/organisations are expected to send in a brief (5-10 pages) project proposal by e-mail to [vlipovsek@twaweza.org](mailto:vlipovsek@twaweza.org) with a copy to [smasuka@twaweza.org](mailto:smasuka@twaweza.org) by **close of business on 6 May 2013**. The proposal must contain:

1. Expression of Interest.

2. Technical proposal with discussion of issues relevant to media monitoring, and the possibility of creating a searchable database.
3. Financial proposal (budget), disaggregated by each main component of the proposal, and showing more than one costing option, where relevant.
4. Evidence of qualifications and relevant work experience.
5. Twaweza is particularly interested in proposals showing cost-effectiveness.

Selection will take place based on price, quality of the proposals and demonstration of relevant work experience in implementing similar work. It is expected that the winning bid will carry out the work starting in May 2013, for one full year from the start date (to May 2014). The contract will specify the first three months of the contractual period as a “pilot phase” at the end of which the decision will be made jointly by the contracting parties whether to continue the full contract, with or without amendments.

#### 4.0 Timeline

**Table 1: Timeline of activities**

<b>Activity</b>	<b>Deadline (2013)</b>
Request for proposal out	April 22
Proposals received	May 6
Selection of preferred service provider, negotiations & contract	May 13
Daily news digest sent to Twaweza	Daily, as of start of contract date
Monthly corporate log	On the 10 <sup>th</sup> of the month, for preceding month, as of start of contract date
Clippings from 2 <sup>nd</sup> Quarter 2013 (pilot period)	10 July
Clippings from 3 <sup>rd</sup> Quarter 2013	10 October
Clippings from 4 <sup>th</sup> Quarter 2013	10 January 2014
Clippings from 1 <sup>st</sup> Quarter 2014	10 April 2014

#### Contact Persons:

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