



Puntland Youth and Social Development Association (PSA)

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TERM OF REFERENCE (TOR) FOR TV MEDIA ENGAGEMENT

About PSA

Puntland Youth and Social Development Association (PSA) is a non-profit organization established in 2002, dedicated to promoting social-related activities and peacebuilding initiatives in Puntland, Somalia. PSA focuses on safeguarding vulnerable populations, advocating for human rights, and facilitating community-driven peace processes. Through partnerships with local communities, government agencies, and international organizations, PSA has played a pivotal role in fostering stability, resolving conflicts, and enhancing governance in the region. Its programs prioritize inclusivity, conflict sensitivity, and sustainable development to create a peaceful and secure environment in Puntland.

Project Background

PSA, along with its consortium partners is implementing the SSF III project in the border region between Puntland and Galmudug, an area that has historically experienced inter-communal and inter-state conflicts but is now witnessing a sustained ceasefire and increased cross-border cooperation. SSF III aims to build on this progress by supporting inclusive political agreements, addressing grievances, promoting democratic processes, strengthening local governance, and enhancing accountability between citizens and the state. The project is engaging key stakeholders including the existing peace committees as well as the government in broader peace-building efforts to reinforce conflict resolution mechanisms and ensure their effectiveness in sustaining peace and stability.

The project is tackling several critical challenges, including recurrent inter-communal conflicts that threaten political settlements, the vulnerability of peace processes due to political divisions and external pressures, and competition over resources exacerbated by climate change. Additionally, SSF III is working to enhance early warning systems and dispute resolution mechanisms, particularly along the Puntland-Galmudug border.

To raise awareness about peace building and reconciliation, PSA plans to produce and distribute a series of Tv programs. This involves developing informative content, collaborating with media professionals, and utilizing various platforms. The goal is to engage communities, stimulate dialogue, and promote action on peace-building.

3. Objectives

The overall objective of this project is to use the medium of television to promote public dialogue about the importance of peacebuilding and reconciliation in Mudug and to encourage citizens to consider how traditional approaches can contribute towards these ends. As part of this approach the project aims to provide viewers with a mechanism for commenting on what they have seen and which enable them to pose questions to a panel of experts about concerns they may have relating to peacebuilding and reconciliation.

Objective of the assignment

- To use of TV or a social media influencer to increase awareness on conflict resolution and peacebuilding in addressing root causes of conflict, foster understanding between groups, and empower marginalized communities to participate in peace processes.
- Improve the understanding of peacebuilding targeted audience with a focus on women, girls, and marginalized people through the TV or social media messaging.
- Counter misinformation to ensure social cohesion and joined effort.

4. Scope of work

The media agency is expected to facilitating dialogue, raising awareness, and educating communities about conflict resolution and peacebuilding in addressing root causes of conflict, foster understanding between groups, and empower marginalized communities to participate in peace processes.

- Production work (Concept, script, production planning).
- Develop and produce talk show content in close coordination with PSA/CPD/CARE team.
- During Production (equipment management, studio, research, outdoor shooting, interview and quality control).
- Post-production (editing, quality control, finalization, rendering and broadcasting)
- Effectively use local TV station to increase awareness on conflict resolution and peacebuilding.
- Publish contents in online platforms.

5. Expected Outcomes

- Increased awareness and understanding of peacebuilding efforts.
- Reduction in misinformation and inflammatory rhetoric
- Strengthened community engagement in conflict resolution.
- Enhanced collaboration between media and peace organizations.

6. Key Deliverables

- Clearly outline the goals of the talk show, such as promoting dialogue, understanding, and reconciliation among different communities.
- Identify target audience: Understand who your audience is and tailor the content and format of the talk show to appeal to them.
- Invite diverse guests: Bring on guests from different backgrounds, perspectives, and experiences to foster varied discussions and insights.
- Facilitate respectful dialogue: Ensure that conversations remain respectful and constructive, even when discussing sensitive or contentious topics.
- Promote audience engagement: Encourage audience participation through calls, social media interaction, and Q&A sessions to create a sense of community and involvement.
- Highlight success stories: Showcase stories of peacebuilding efforts and initiatives to inspire viewers and demonstrate the impact of positive change.
- Collaborate with experts: Work with experts in conflict resolution, peacebuilding, and communication to provide insight and guidance on best practices.
- Measure impact: Collect feedback from viewers, track viewership statistics, and conduct assessments to evaluate the effectiveness of the program in promoting peacebuilding.
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7. Qualifications and competencies:

- Expertise in Media Production: The firm should have a proven track record in producing high-quality media content, including television shows, with experience in addressing social issues and advocacy campaigns.
- Ability to conduct research, gather data, and measure media coverage using reliable media monitoring services to evaluate the effectiveness and reach of the media programs.
- Awareness of cultural nuances and sensitivities within the Somali context to ensure that the media content is culturally appropriate and resonates with the target audience.
- Strong project management capabilities to oversee all aspects of the media production process, including planning, budgeting, scheduling, coordination, and quality control.
- Knowledge of and adherence to relevant media regulations, ethical standards, and child protection guidelines in Somalia.
- Excellent technical capacities to ensure smooth and high-quality production.
- Samples of previous films aired on different channels e.g. TV, YouTube etc.
- Copy of organizational policy manuals and guidance documents
- profile and organizational structure including board of director

8. PSA's role

- PSA will oversee all the activities carried out by the selected media agency
- Provide technical feedback throughout the process.
- Finalizing the content.
- Support in disseminating media products.
- Support in reaching the targeted population.

- Provide timely information and data as needed by the media agency.
- Support the media agency to connect with relevant stakeholders and local partners.
- Payment the media agency based on the original invoices submission date, reports with key deliverable.

9. Budgeting for the Assignment

- The budget for this Assignment should cover the company consultants' fees, development of talk shows, development of messages, airing and other related costs. The consultant should provide a detailed budget proposal as part of the submission.

10. Timeframe

The length of this assignment will be 4 months starting from **May 2025**. All the media contents will be developed and broadcasted within this period in consultation with the PSA's team. The consultant must submit a monthly report at the end of every month and final report at the end of the assignment.

How to Apply

The selected media should submit Technical and Financial proposal to PSA through [Procurement @psasomalia.org](mailto:Procurement@psasomalia.org) or deliver hard copy to the HQ office in Bosaso behind UNHCR office before **16th May 2025**.

In your submission, include the subject 'Provision of TV Services'. The contract is expected to start in **May 2025** and last for 4 months from the start date.