

# Terms of Reference for Online Radio Broadcasting Services



**SHOW ME YOUR NUMBER HIV PREVENTION PROJECT NPC**

**Effective Date: 01 October 2023**

**End Date: 30 October 2023**

SECRETARIAT  
Sport, Arts & Culture Sector



MEMBER



IMPLEMENTING AGENCY



**ADVERT: TERMS OF REFERENCE**

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## INTRODUCTION TO TERMS OF REFERENCE

### INTRODUCTION

Show Me Your Number HIV Prevention is seeking to appoint an Online Radio Broadcasting Service Provider to support and enhance our media efforts. This document outlines the Terms of Reference (ToR) for an Online Radio Broadcasting Services to be appointed and deliver a total of 36 interviews over the next two months (October, November, and December 2023).

The primary focus of the consultancy is to upscale the work being done via the SANAC CCF & CSF social media platforms and SMYN Online Radio, with an emphasis on amplifying Pandemic Preparedness, Prevention, and Response. The content will emphasize Pandemic Preparedness linked to Gender-Based Violence (GBV), Pandemic Prevention linked to HIV response, and Pandemic Response linked to Universal Health Coverage. Additionally, the consultancy will include the Promotion of Prevention of Mother-to-Child Transmission (PMTCT), Tuberculosis (TB) Screening, HIV Counseling and Testing (HCT), and Treatment Adherence.

This involves giving special attention to strengthening the messaging and outreach related to Pandemic Preparedness, Prevention, and Response. The content to be developed and shared on these platforms will primarily revolve around the following key themes:

#### **Pandemic Preparedness linked to Gender-Based Violence (GBV):**

The consultancy will prioritize content that highlights the intersection between pandemic preparedness and the prevention and response to Gender-Based Violence, with a focus on educating and raising awareness about the impact of pandemics on GBV issues.

#### **Pandemic Prevention linked to HIV response:**

The content will aim to underscore the importance of preventing the spread of pandemics, with a specific emphasis on their connection to the HIV response. This may include information on strategies to reduce HIV transmission during pandemics.

#### **Pandemic Response linked to Universal Health Coverage:**

The consultancy will work to disseminate information related to the response efforts during pandemics and how these relate to achieving Universal Health Coverage. This may involve advocating for inclusive healthcare access and equity during pandemics.

Additionally, the consultancy will encompass activities related to the promotion of several critical health initiatives, including:

#### **Prevention of Mother-to-Child Transmission (PMTCT):**

Focusing on strategies and interventions to prevent the transmission of HIV from mother to child during pregnancy, childbirth, and breastfeeding.

#### **Tuberculosis (TB) Screening:**

Promoting the importance of early TB screening and detection, especially within the context of pandemic preparedness and response.

#### **HIV Counseling and Testing (HCT):**

Encouraging individuals to seek HIV counseling and testing services, emphasizing the role of testing in preventing and managing HIV during pandemics.

#### **Treatment Adherence:**

Stressing the significance of consistent and proper adherence to treatment regimens for individuals living with HIV and the potential implications for pandemic response and prevention.

In summary, the consultancy aims to improve the reach and impact of the SANAC CCF & CSF and SMYN Online Radio social media platforms by creating content that not only raises awareness about pandemic-related issues but also effectively links these issues to critical health and social topics, such as Gender-Based Violence, HIV prevention and response, and Universal Health Coverage. Additionally, the promotion of key health services, including PMTCT, TB screening, HCT, and treatment adherence, is an integral part of the consultancy's objectives.

### **Key Social Media Metrics**

#### **Upscaling Social Media Efforts:**

The consultancy aims to significantly enhance and improve the existing social media activities carried out by the SANAC CCF & CSF and SMYN Online Radio social media platforms. This involves making these platforms more effective in reaching and engaging their target audience.

#### **Emphasizing Pandemic Preparedness, Prevention, and Response:**

The core focus is on creating and sharing content that centers around these three key aspects: Pandemic Preparedness (preparing for potential health crises), Pandemic Prevention (strategies to prevent pandemics), and Pandemic Response (actions taken during and after a pandemic). This content will be featured prominently in social media reporting.

#### Linking Pandemic Preparedness to Gender-Based Violence (GBV):

Social media reports will highlight the connection between preparedness for pandemics and the impact on Gender-Based Violence. This involves sharing statistics, stories, and strategies that show how GBV can be exacerbated during pandemics and what measures are being taken to address it.

#### Connecting Pandemic Prevention to HIV Response:

Social media reporting will demonstrate the interplay between efforts to prevent pandemics and the HIV response. This includes sharing information on how pandemic prevention strategies can also contribute to reducing HIV transmission and risks.

#### Relating Pandemic Response to Universal Health Coverage:

Social media posts will discuss how pandemic response measures can align with the goal of achieving Universal Health Coverage. This involves advocating for equitable healthcare access and emphasizing the importance of inclusive healthcare systems during pandemics.

#### Promoting Key Health Initiatives:

The consultancy will include social media reporting on specific health initiatives, such as Prevention of Mother-to-Child Transmission (PMTCT), Tuberculosis (TB) Screening, HIV Counseling and Testing (HCT), and Treatment Adherence. These reports will aim to raise awareness about the importance of these services, their accessibility, and their role in public health during pandemics.

In the context of social media reporting, this means that the consultancy will be responsible for creating, curating, and sharing content on the SANAC CCF & CSF social media and SMYN Online Radio platforms that align with these focus areas. The content should be informative, engaging, and relevant to the target audience, with the ultimate goal of increasing awareness, knowledge, and engagement on the specified topics. Additionally, the consultancy will be tasked with measuring the impact and reach of these reports on social media to assess the effectiveness of their efforts.

### **BACKGROUND**

The consultancy is being commissioned to strengthen community engagement and education on pandemic preparedness linked to GBV, pandemic prevention linked to HIV Response, and pandemic response linked to UHC, with a particular focus on PMTCT, TB screening, HCT, and treatment adherence. This effort aims to utilize the extensive reach of community radio on the online radio to effectively communicate these key health messages to the public.

This effort aims to utilize online radio platform as a medium to effectively communicate these key health and social messages to the public.

### **BACKGROUND ABOUT SHOW ME YOUR NUMBER HIV PREVENTION PROJECT NPC.**

Show Me Your Number HIV Prevention NPC is non-profit company established in 2010 with the aim to

- To use Sport, Arts & Culture platforms to contribute towards eradication of HIV.
- To promote Sport, Arts & Culture as tools for social cohesion
- To raise consciousness and increase the number of men undergoing HIV Counselling and Testing and Male Medical Circumcision
- To promote and showcase the public commitment of sport, arts & culture personalities in the fight against HIV and promotion of social cohesion.
- To Advocate for a positive public image of Sport, Arts & Culture in nation building.

### **VISION**

Show Me Your Number HIV Prevention NPC works to create a healthy society that is HIV-Free.

### **MISSION**

Show Me Your Number HIV Prevention NPC exists to help eradicate HIV infections by using Sports, Arts and Culture as a vehicle for advocacy and raising awareness.

## VALUES

Show Me Your Number HIV Prevention NPC is fully committed in the following values as a strong tool that will assist in creating a healthy society that is HIV free:

- Innovation
  - Openness
  - Commitment
  - Integrity
  - Collaboration
  - Sustainability
1. The Show Me Your Number operates from offices Office 201, 2nd Floor, 108 Fox Street House, Gandhi Square, Marshalltown, Johannesburg, 2001
  2. This TOR is subject to the Preferential Procurement Policy Framework Act No. 5 of 2000 and the Preferential Procurement Regulations, 2017, the General Conditions of Contract (GCC) and, if applicable, any other special conditions of contract. Where, however, the special conditions of contract conflict with the general conditions of contract, the special conditions of contract prevail.
  3. Show Me Your Number is inviting quotations from potential service providers for the services described in the below:  
**Public Relations Consultancy**

## TERMS OF REFERENCE QUOTATION SUBMISSION

4. TOR documents must be emailed to [procurement@showmeyournumber.org.za](mailto:procurement@showmeyournumber.org.za)
5. Quotations will only be considered if received by the Show Me Your Number HIV NPC on or before the closing date and time.
6. Late submissions will not be accepted.

## REQUEST FOR QUOTATIONS RULES

7. The following rules will apply for this Quotation:
  - 7.1. Price(s) quoted shall be valid for a period of 30 days from the closing date and time this TOR.
  - 7.2. Only an official order form issued by the Finance Department or Finance & Administration Manager will bind the Show Me Your Number HIV Prevention Project NPC.

## SCOPE OF WORK

8. The appointed Online Radio Broadcasting Services will be responsible for conducting and recording a total of 36 podcasts supported through usage of social media for promotional purposes. This will be over the period Oct, Nov & Dec 2023. These interviews will focus on various topics related to pandemic preparedness, prevention, and response, and will target a diverse range of sectors and communities:
  - 8.1. Content Production and Online Radio Broadcast:  
Develop and produce a series of interviews on the following topics:  
Pandemic Preparedness linked to Gender-Based Violence (GBV) with a focus on stakeholders from the following sectors:
    - People Living with HIV and AIDS (PLHIV) (x2 interviews)
    - Sex Workers (x2 interviews)
    - Faith communities (x2 interviews)
    - Higher Education (x2 interviews)  
Pandemic Prevention linked to HIV response with a focus on stakeholders from the following sectors:
    - Higher Education (x2 interviews)
    - Sport, Arts & Culture (x2 interviews)
    - Labor (x2 interviews)
    - Research (x2 interviews)
    - Law & Human Rights (x2 interviews)
    - Youth (x2 interviews)
    - Men (x2 interviews)
    - Women (x2 interviews)
    - Non-Governmental Organizations (x2 interviews)
    - Traditional Leaders (x2 interviews)
    - Traditional Health Practitioners (x2 interviews) interviews)
    - Faith communities (x2 interviews)
    - Higher Education (x2 interviews)





Pandemic Response linked to Universal Health Coverage with a focus on stakeholders from the following sectors:

- Health Professionals (x2 interviews)
- People with Disabilities (x2 interviews)
- Children (x2 interviews)
- LGBTIQ+ (x2 interviews)

8.2. Podcasts should be distribution on the following platforms

The Online Radio Broadcasts and Interviews are to be distributed through the following platforms:

- MANDATORY
  - Airtime Pro
  - Spotify
- OPTIONAL
  - YouTube
  - Instagram
  - TikTok
  - LinkedIn
  - X
  - Threads
  - Facebook

8.3. Interviews.

Conduct and record interviews with representatives from each of the specified sectors, capturing their perspectives and insights related to the respective to Pandemic Preparedness linked to GBV, Pandemic Prevention linked to HIV response, and Pandemic Response linked to Universal Health Coverage. The content should also promote PMTCT, TB Screening, HCT, and treatment adherence. Ensure that the content aligns with the goals and objectives of SANAC CCF & CSF.

8.4. Content Delivery.

Ensure that the recorded interviews are accessible through online radio channels and platforms, allowing a broad audience to listen to and engage with the content.

8.5. Scheduling

Ensure that all content adheres to ethical guidelines and broadcasting standards.

8.6. Amplification of Social Media Content:

Ensure that the content produced for community newspaper publications complements and amplifies the messaging and information already being disseminated via SANAC CCF & CSF and SMYN Online Radio social media platforms.

8.7. Collaboration

Collaborate closely with SANAC CCF & CSF and SMYN Online Radio teams to ensure alignment and consistency of messaging across different platforms.

8.8. Compliance:

Ensure that all content adheres to ethical guidelines and meets the standards for community newspaper publications.

8.9. Monitoring and Reporting:

Monitor the reach and impact of the community newspaper publications and provide regular reports.

## DURATION

The consultancy will cover the months of October, November, and December 2023, with the completion of 36 interviews within this period.

## DELIVERABLES

9. The following deliverables are expected from the Online Radio Broadcasting Services:

- 9.1. A series of 36 recorded interviews on the specified topics, sectors, and communities.
- 9.2. Reports on the reach and impact of the radio broadcasts.

## PAYMENTS

10. Payment for the consultancy services will be made as per the agreed terms and milestones.

## QUALIFICATIONS

11. The Online Radio Broadcasting Services should possess the following experience:

- 11.1. Proven experience in online radio broadcasting, content production, and conducting interviews, particularly in the context of public health, social issues, and community engagement.

- 11.2. Familiarity with Pandemic Preparedness linked to GBV, Pandemic Prevention linked to HIV Response, and Pandemic Response linked to Universal Health Coverage, as well as PMTCT, TB screening, HCT, and treatment adherence.
- 11.3. Strong communication and collaboration skills.

**APPLICATION PROCESS**

- 12. Interested consultancies should submit their proposals, including details of relevant experience and a proposed work plan. The deadline for submission is 30 October 2023

**EVALUATION AND SELECTION**

- 13. Proposals will be evaluated based on the relevance of experience, qualifications, and the proposed approach. Show Me Your Number HIV Prevention Project NPC reserves the right to select the consultancy that best meets the project's needs.

**NOTES**

- 14. This Terms of Reference is intended as a guideline. The final Terms of Reference may vary based on the specific requirements of Show Me Your Number HIV Prevention Project NPC.

