

## **Terms of Reference (ToR)**

**Scope of Work:** Federal Media Network Training

### **Background:**

The Somalia Stabilization Initiative (SSI), locally known as 'Dalbile' aims to support Somalia's political transition to a stable federal state. The program provides stabilization assistance to communities in newly recovered areas and connects those communities to their nascent state and local governments.

Somalia's political transition to stable and effective governance is proceeding slowly but steadily. The continued devolution of power to newly formed Federal Member States (FMS) also creates an opportunity to form a new political covenant that balances local interests with national inclusion. The prospect of direct national elections and the development of a new constitution loom on the horizon. However, the political progress made by the fledgling government is fragile, and offensive operations to recover remaining areas held by al Shabaab (aS) have not yet materialized. Despite losing control of significant territory in recent years, aS remains a resilient insurgent force capable of launching attacks that seek to discredit the government, demoralize communities, and destabilize large areas of Somalia. Many parts of the country have suffered from a sharp increase in aS attacks, including large-scale assaults on AMISOM military installations and a high profile attacks against civilians in Mogadishu. aS is also proving increasingly effective at isolating liberated areas, thereby impeding freedom of movement, economic activity, and humanitarian access amidst a drought and potential famine.

Despite this, the country has one of the most vibrant media landscapes in the Horn of Africa. The media in Somalia has grown substantially in recent years, partly because of lack of regulation of the media landscape allowing enthusiasm among small resources to establish media operators, and because of the entrepreneurial abilities of the businesses and returnee populations. Radio is the single most important channel of communication in Somalia. Somalis listen avidly to local radio stations and international broadcasters for news about their own country and the wider world. However, there has been little attempt at consolidating efforts through coordination or cooperation among the state media operators, each nurturing their own operation without providing a cohesive national service.

SSI's priority in media and strategic communications specifically on radio, which is recognized as the most relevant form of media in Somalia and the best avenue for reaching large amounts of the population, particularly in the isolated villages under aS control is to; improve infrastructure, train staff, develop content and encourage a coordinated operation among state media.

**Description of Activity:**

Under a separate initiatives, SSI/Dalbille will increase outreach and production facilities for Radio South West by providing remote FM transmitters in Barawe, Xudur and Mogadishu (located at Radio Mogadishu) with a local production facility as part of the Barawe and Xudur installation. It will also provide Kismayo Radio with remote FM transmitters in Afmadow and Bardheere, with a local production facility as part of the Afmadow installation. These installations will receive live output from the respective base stations in Baidoa and Kismayo.

SSI/Dalbille seeks to engage a media organization to deliver trainings and provide networking opportunities to these state radio media of SWS, JSS and FGS. The training programmes are required to maximize the opportunities that the increased outreach and production facilities will provide, and to develop professional skills among key state media personnel. Networking, programme exchange and cooperation is to be developed during the training, with the key personnel who will be attending.

The following are the details of the services required:

**1. Design and preparation for the trainings**

The service provider will be required to develop the training contents in coordination with other actors, Federal and State Ministries of Information and personnel from the 3 radio stations. SSI/Dalbille will be able to provide guidance on this.

The trainings should address the new opportunities provided by the outreach and expansion programme described above as well as provide overall capacity building and radio broadcasting professionalisation, including:

- Management,
- Regional and local scheduling,
- Community engagement,
- Sustaining services,
- Government/local authority requirements and journalism,
- Technical maintenance and operational skills,
- Remote transmission,
- Programming and monitoring as well as local programming.

**2. Covering the topics above, conduct 3 sessions of trainings for up to 12 staff from Radio South West (RSW), Kismayo Radio (KR) and Radio Mogadishu (RM) – 4 staff from each station**

The trainings will involve 3 sessions to be held in 3 locations; Baidoa, Kismayo and Mogadishu. Each training will involve a 4-day session in each of the proposed locations. The trainings will be facilitated in **Somali language**.

The service provider will be required to;

- a) Organize and facilitate transport (air travel-return) and accommodation to the training participants in each location. **Please Note:** The hosts in their resident locations will not require accommodation.
- b) Devise a schedule of 3 training sessions to cover the above topics. The sessions are anticipated to be spread over a period of 3 months (to be confirmed during preparation, in liaison with the radio station personnel).
- c) Provide two trainers for each session in each of the proposed locations with the appropriate expertise. Trainers can be the same for all the sessions if they can cover the required specialisations.
- d) Provide refreshments and meals throughout the training sessions in each location.
- e) Provide venue for the training sessions in each location. It is recommended that the training be conducted within the premises of the radio stations to allow participants access the radio facilities.
- f) Provide all stationery and necessary materials required to conduct the trainings.

**3. Organize a Graduation Ceremony**

At the end of the final training session in Mogadishu, the service provider will be required to organize a graduation ceremony. Certificates of completion will be awarded to the participants. The service provider will be required to invite key officials from; Federal Ministry of Information, SWS Ministry of Information and the JSS Ministry of Information. Media outlets including radio and TV will be required to be invited to cover and broadcast the event to the wider public. Banners with pre-approved messages will be required to be used during the training sessions and at the graduation ceremony. Press release and briefing will be prepared in coordination with SSI/Dalbille.

#### **4. Formation of a Federal Network of Media professionals.**

The service provider will be required to facilitate throughout the training sessions formation of a federal network of media professionals who will look upon each other to improve and strengthen the capacity of the state media in Somalia.

**Proposed Duration:** The proposed assignment should have a duration of approximately 3 Months. This includes a period of breaks in between each training session.