

## TOR – Media and Public Outreach Programme

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### **Background information**

Puntland Joint Rule of Law Program is designed to support establish unified, capable, accountable and rights-based Puntland Police providing basic safety and security for its citizens, preserving stability and order in Puntland through custom and institutional rule of law-police capability- the human and physical capabilities of Puntland police are shaped to support the needs of the Somali people.

In the achievement of and accordance with, the UNDP Rule of Law Projects works with the Puntland Police to increase its capacity to deliver adequate service delivery as well as to increase citizen confidence in their Police. In reaching the objective of increasing public trust and confidence in Puntland Police, a comprehensive communication's strategy reaching the Puntland populations through different media, and Public outreach is planned. One of the main messages communicated through campaigns is increased youth and community stakeholder engagement through the community policing programme as well use the media to communicate and notify to the public available police services to the community.

With generous funding from the Japanese government, the media and outreach programme will be an opportunity for the Puntland Police to promote the ongoing institutional, individual and societal capacity building reform to the public therefore raising community confidence in the Puntland Police. This is crucial for developing a relationship that fosters trust and encourages the population to support the Puntland Police's security measures against the risk and the threats of crime, criminal gangs and radicalization of the youth, creating a better flow of information/feedback from the public.

### **A. Scope of Work**

- i. Develop the media and public outreach programme for radio and TV about the various and layers of security services that Puntland Police offers to the community.
- ii. Organize one TV programme every week about the development stages that Puntland Police had undergone, the achievements and the pending challenges.
- iii. Three open TV and Radio discussions with police involving traditional elders and CSOs will air, to show the public, efforts in improving the overall security services of Puntland police.

- iv. Media messages on how the public at local level can contact the police.
- 2. Develop and print posters and conduct public awareness campaigns in Bossaso, Gardo, Garowe, and Galkaio, about Police-community engagement and human rights with involvement of the police, local authorities and community leaders. The posters will also be used for sharing the Police contact hotline/phone to report incidents and any emergency cases for police response.

**B. Targeted audience**

- TV and Radio programme through TV and Radio Channels which will air across Somalia.
- Public awareness posters put up in Bossaso, Gardo, Garowe, and Galkaio.

**C. QUOTATION/TOTAL COST**

Interested local NGOs and Consultant firms are to quote on the following format:

NO	Deliverables	Cost (USD)	Total
1	Development of TV and radio programme		
2	Develop public awareness campaign programme with posters		
3	Implement TV and radio programme		
4	Conduct public awareness campaign programme and print and disseminate the posters.		
	GRAND TOTAL		

**A. PROJECT START DATE**

Describe steps to be taken to ensure a start-up date which will allow you to complete the activity within a period of **Sixty-Days**. Describe the expected **availability of personnel** as of that date to support the activity.

**B. PAYMENTS SCHEDULE**

Payment schedule to the successful offeror would be based on the deliverables and it will be direct payment from UNDP Somalia- Rule of Law Project:

NO	Deliverables	Cost (USD)	Total
1.	Upon signing the agreement		10%
2	Development of TV and radio		30%

	programme and public awareness campaign programme with posters.		
4	Implement TV and radio programme and public awareness campaign programme along with the printing and dissemination of posters.		30%
5	After completion		30%
	GRAND TOTAL		100%

### **C. MANAGEMENT PLAN**

Provide a detailed and consolidated description of how your organization plans to manage the programme with programme coordinator and the list of experts with their qualifications.