
TERMS OF REFERENCE:**REQUEST FOR EXPRESSION OF INTEREST TO CARRY OUT ANALYSIS OF MEDIA (TV, RADIO, NEWSPAPER) AUDIENCES AT STATE, REGIONAL (NIGER DELTA) AND NATIONAL LEVELS.**

1 CONTEXT

The Foundation for Partnership Initiatives in the Niger Delta (PIND) is a Nigerian non-profit Foundation established in 2010 with initial funding by Chevron Corporation to support a portfolio of socio-economic development programs for Nigeria's Niger Delta in order to improve standards of living of communities in the region. PIND supports projects in collaboration with a diverse range of donor partners including bilateral and multi-lateral aid agencies, federal and state government agencies in Nigeria, private companies and foundations. With an overarching goal of increasing income and employment in the region, the Foundation uses regional knowledge to understand the root causes of economic instability and forge community owned, market-driven, sustainable results. Its activities fall under two distinct but interrelated program areas:

- An **economic development program** focused on generating opportunities for pro-poor market development and employment generation.
- A **peace-building program** that strengthens conflict resolution mechanisms for enabling integrated peace and economic growth.

To place the synergies more clearly as part of the change logic, the two program areas are reinforced and synergizes along different cross-cutting themes, including

- A **capacity building intervention** that will build the service delivery and engagement capacity of government, private sector, civil society and communities.
- An **advocacy initiative** that improves influencing of policies, practices and programs that premise on an in-depth analysis and understanding of systemic constraints to growth in the Niger Delta region.
- A **communications** effort that enhances PIND's reputation via multiple and consistent messaging of its transformative approaches, impacts and learning.

PIND's third strategic phase plan (2020-2024) has positioned Communications as a strategic enabler to the organization's two core program areas of economic development and peacebuilding. Findings from a Participatory Strategic Review (PSR) of PIND's partners and stakeholders which took place in 2019 noted that PIND has low publicity and visibility of its programs and accomplishments. Stakeholders strongly believed that strategic communications and visibility are essential and recommended that the communication of achievements and program results be upscaled in order to raise visibility and enhance the reputation of the Foundation. Raising visibility meant getting people to know about PIND, talk about PIND, and engage with PIND so its reputation can become stronger to attract target stakeholders to support PIND's cause, partner with PIND, fund PIND's programs and replicate PIND's proven models.

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In response to this, PIND's strategic communication objective in the new phase is to increase the level of awareness of PIND and its programs to enhance its reputation and credibility as a thought leader, go-to organization, catalyst, and convener among traditional donors, federal and state governments, private sector investors, the media and PIND internal stakeholders. This positioning is expected to, in turn, help PIND to influence spend in new projects that reduce conflict and poverty in the Niger Delta as well as to raise funds for its programs and organizational sustainability.

This entails the active use of the mainstream media to achieve PIND's strategic communications objectives and the related accurate reporting of the media audience reach using reliable and verifiable data sources.

2 PURPOSE

The overall objective of the assignment is to conduct an analysis of/estimate the reach of various media types/ media houses at the State, Regional and National levels so as to maximize the reportage of PIND's communication reach in the mainstream media (TV, Radio and Newspapers) including their social media reach.

The specific outputs will include:

- Inception report
- Draft and final Media Audience Data Analysis Report
- The methodology and techniques to be used in the media analysis should be described in detail in the inception report and the final analysis report. The methodology should touch on how it would compare /juxtapose findings with existing national and regional media research data. It should also include ways to discount the use of multiple media sources by people to avoid double counting. Methodology **should include how social media reach of the media platforms will feed into the overall reporting figure without raising the issue of double counting.**

The output is expected to contribute to the achievement of the following mid and long-term outcomes of the organization:

- The output of this exercise will serve as the sole data source for verifiable report on stakeholders reached through various media platforms.
- As a result of a clearly defined and well documented analysis of media engagement, including definite set of figures PIND can use across all its projects and those being implemented by partners, the current percentage of under-reporting of results is significantly reduced.
- As a result of the thorough research on the various media engagement platforms, PIND and its partners can proactively plan and implement project activities to penetrate and engage a wider audience. Doing this will improve PIND's implementation strategy that in turn leads to a number of 'most significant change' results, and sustainable impact that are deeper, wider, replicable, and pro-poor.

3 SCOPE OF WORK

The contents of the Media Audience Analysis Report will include:

- List of Radio, TV, and Newspaper media outfits that are National, Regional (South-South) and those in Niger-Delta States of Abia, Akwa Ibom, Edo, Delta, Rivers, Imo, Ondo, Cross River and Bayelsa.
- Data of audiences presented from three sources: relevant Government media regulatory bodies, the Media outfit, and from Independent third-party organizations.
- Coverage: estimate the size/audience coverage and spread of each of these media platforms in South-South, Niger Delta states, nationally and online reach.
- Audiences reached across the various socio-economic groups (A, B, C1, C2, D & E) as means to identify target stakeholder groups such as government, small holder farmers, poor households, etc.
- From the sources, provide definite figures from which PIND can derive figures to report on its media engagements. ***This should include how social media reach of the media platforms will feed into the overall reporting figure without raising the issue of double counting.***
- Findings to be presented on a table to show location of media; type of media; type of audience that is: Listeners, Viewers, readers- reflective of media type; audience number by these broadcast program metrics: Live, Recorded, repeat broadcast; and off-peak and peak audiences by these broadcast metrics.
- Present narrative report in Microsoft Word format and Data on Excel spreadsheet.
- And any other activity agreed with PIND at the start of this project

The selected organization/consultant will be required to work closely with the members of the PIND M&E team and the Knowledge Management and Communications team, including routine calls to the team for virtual briefing and debriefing

4 ACTIVITIES AND TIMELINE

The organization/consultant is expected to carry out the activities listed within the scope of work of this contract below:

Description of activities	Day input	Associated Deliverables
<p>T1. Preliminary meetings with <i>relevant</i> PIND Foundation personnel officers in charge of M&E and Communications.</p> <p>(First, a 0.5-day briefing meeting to clarify objectives and scope of work. Second, a presentation of media research and analysis methodology/protocol to PIND.</p>	1	Not applicable

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	The second 0.5-day meeting will come at least 3 days after the Consultant have developed and submitted inception report. <i>Each meeting will not be more than 0.5 day)</i>		
T2.	Draft and final inception report, including the media research and analysis methodology and tools	2	D1
T3.	Desk review of related documentation and materials Field data collection as necessary	9	Not applicable
T4.	Review and synthesis of data to identify key themes and patterns	3	Not applicable
T5.	Make presentation of evaluation findings to PIND M&E/Communications Teams	0.5	<u>D2</u>
T6.	Draft and finalize media research and analysis report	4.5	D3
	TOTAL DAYS	20.5	

5 DELIVERABLES

Deliverables stated in the table below are directly linked to specific tasks in previous section. Due dates are tentative and dependent upon contract execution date.

Item	Due date
D1. Inception report, including the media research and analysis methodology and tools	10 April, 2021
D2. <u>PowerPoint decks</u> of headline results, including the methodology, limitations and SMART recommendations Virtual presentation of headline media research findings and recommendations to PIND M&E/Communications Teams	15 May, 2021

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D3.	<p>Final media research and analysis report including recommendations with the following sub-headings:</p> <ul style="list-style-type: none"> • Title page • Table of content • Executive summary • Introduction • PIND organizational overview • Methodology • Key findings • Conclusions • Recommendations • Annexes 	20 May, 2021
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6 DURATION

This contract is expected to be implemented from April to May 2021.

7 COSTS

Cost proposal for this assignment must be presented in two parts:

1. Professional fee
2. Third party/logistics costs such as any resource or software and travels as may be deemed necessary in view of the COVID-19 safety guidelines: All approved third party costs can be paid for by the engaged firm or consultant and reimbursed by PIND upon presentation of documented evidence or PIND can advance the money to the engaged firm or consultant to pay and retire for PIND with appropriate documentation before payment of fees – this will be determined with PIND’s contract team in line with PIND’s procurement policy.

8 QUALIFICATIONS / SELECTION CRITERIA

This Terms of Reference (TOR) could be delivered by an individual or a team with:

- In-depth knowledge of the Nigerian Media terrain and extensive experience working in the media sector.
- Have demonstrable experience in media research and data and media monitoring/analysis
- Have proven access to strong media networks and understanding of the media terrain

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- Be able to work with the highest standards of integrity and professionalism.
- Be efficient in survey report writing, analysis and data visualization.
- Ability to work within deadlines with creativity

S/N	Scoring criteria	Scores allowed	Scored earned	Remark
1	Understanding of scope of work/TOR, evidenced by completeness of the proposal in addressing every aspect of the scope of work and good interpretation of the TOR	18		
2	Quality of previous projects as a measure of expertise in	40		
3	Quality of proposed ideas/tactics for creatively delivering the assignment within a tight deadline	25		
4	Cost proposed –important	17		
	Total score	100 points		

9 HOW TO APPLY

Application containing a technical and cost proposal of between 2 – 5 pages maximum should be emailed to procurement@pindfoundation.org with the subject “**PIND Media Audience Research**”. The proposal should include:

- ✓ Your understanding of the assignment
- ✓ Why you are suitability for the assignment
- ✓ How you will deliver the assignment (proposed tactics and ideas for delivering the work creatively and within time), including expected challenges and the mitigation strategies
- ✓ Sample of similar works done as evidence of experience and expertise. This is **MANDATORY** and applications without this will not be considered
- ✓ Proposed cost for the assignment
- ✓ A checklist of mandatory documents provided

Application should be received not later than 30th March, 2021 along with the following mandatory item/supporting documents.

Mandatory Required items from vendors/consultants who intends to bid any work or service in PIND

1. Certificate of Business Registration/Mean of Personal Identification
2. Profile of organization or Resume in case of a consultant
3. Completed PIND bio data form in case of consultants

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4. Most Recent Tax Clearance Certificate
5. Tax Identification Number
6. Full physical contact address
7. Bank Reference Letter
8. Bank details as follows:
 - I. Name of Account
 - II. Account Number
 - III. Name of Bank
 - IV. Address of Bank

Non-Discriminatory Clause:

PIND Foundation provides equal opportunity in employment and engagement for all persons, vendors, and contractors, and prohibits unlawful discrimination and harassment in all aspects of a contractual engagement or employment because of age, sex, gender, marital status, disability, nationality, race, religion or any fact.

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