



**Terms of Reference (TOR)**  
**For Recruiting a Consultant to Develop Quality Criteria and Assessment/Certification for Interactive Radio Programs**

<b>Position Title:</b>	<b>Consultant</b>
<b>Project Title</b>	<b>Development of Quality Criteria and Assessment/Certification For Interactive Radio Programs</b>
<b>Organization:</b>	<b>Farm Radio International (FRI)</b>
<b>Duty Station:</b>	<b>Remote</b>
<b>Application Deadline:</b>	<b>March 22, 2021</b>

## **Background**

Farm Radio International (FRI) is a Canadian non-profit organization that specializes in developing and using interactive radio for extension and development outcomes at scale.

FRI has developed a series of ICT-enabled interactive radio-based approaches tailored to achieve different outcomes: awareness, knowledge; market linkages; adoption of good practice; and changes in attitude and behaviour. FRI is executing projects in fifteen countries in sub-Saharan Africa, including Burkina Faso, Côte d'Ivoire, Ethiopia, Ghana, Liberia, Malawi (with Farm Radio Trust), Mali, Mozambique, Nigeria, Sénégal, Sierra Leone, Tanzania, Togo, Uganda and Zambia.

We also work with more than 1,000 radio organizations located in more than 40 African countries to fight poverty and food insecurity. With the benefit of FRI resources and training, our broadcasting partners deliver practical, relevant, and timely information to tens of millions of farmers, including women farmers.

FRI is committed to helping African radio stations increase the quality and quantity of the powerful rural radio programs that they offer rural listeners as they strive to achieve their sustainable development goals. Over the last decade, FRI has worked with partner radio stations to identify and develop quality standards (such as the VOICE standards) for development-oriented radio programs, and has crafted and deployed quality assessment indicators and tools. We are now committed to taking the next steps in developing a widely used system for assessing and, in some cases, certifying programs as quality assured. The system will have two purposes and “users”:

1. We will develop *self-assessment tools* that any partner radio stations can use to assess, monitor and continually improve the quality of the development-oriented radio programs they offer their listeners.
2. We will develop an assessment and certification process for specific types or designs of *Interactive Radio for Sustainable Development (IR4SD)* programs that we are involved in supporting. These types and designs include: the Green Leaf Radio Magazine - a standardized weekly radio program produced and aired by partner stations; Regular Rural Development Radio Programs; and special radio series designed to achieve specific developmental outcomes such as the Participatory Radio Campaign.

We are seeking a consultant with expertise in quality certification processes and tools, particularly in the area of media/communication for development to contribute to the creation of this system.

## **Objective**

The overall purpose of this endeavor is to encourage and support radio stations to offer more and more powerful development-oriented radio programs to their diverse audiences. Our objectives are to:

1. Develop and facilitate a simple but powerful self-assessment system that any African radio station can use to evaluate and improve their Rural Development Radio Programs
2. Develop and communicate quality standards for various types of FRI-backed, sustained IR4SD programs
3. Develop and introduce an assessment and certification system that allows IR4SD programs to be identified and branded as having achieved some level of quality (good, better, best etc.)

## **Scope of Work**

The consultant will, in collaboration with the FRI team:

1. Review and assess the work that has been done on quality standards and assessment by FRI to date
2. Bring to bear knowledge of quality assessment and certification processes to
3. Propose sets of quality criteria for different program types as well as standards and assessment measures and tools and:
  - a. A simple and sustainable process that radio stations can use for self-assessment and to track their own progress; and

- b. A more robust process that can be used by Farm Radio evaluators - from a distance - to assess and certify the quality of several types or designs of IR4SD programs.
4. Identify a set of realistic but attractive incentives that would encourage stations to seek self- or Farm Radio-led assessment and certification.
- FRI has allocated a maximum budget of \$10,000 CAD to the completion of this work.

**Expected Deliverables**

1. A defined set of quality criteria for Farm Radio’s interactive radio program types
2. A self-assessment process for quality rural development-oriented programs by members of FRI’s Network Services
3. An FRI-led certification processes for different types of designs of IR4SD programs offered by select stations, e.g. the Green Leaf Radio Magazine, other Regular Quality IR4SD programs, or Impact Radio Series or Campaigns

**Timeframe**

Project Completion Date: 31 May 2021

**Required expertise and qualifications**

1. Familiarity with quality assurance processes for social and behaviour change communication, informal education, etc.
2. Knowledge of communication for development
3. Knowledge of Africa radio landscape

**How to apply**

If you are qualified and interested, please send a proposal outlining your approach to the work, what we could expect in the way of deliverables, names and Cvs of consultants assigned to this project, timelines and a related work sample to: [jobapps@farmradio.org](mailto:jobapps@farmradio.org)

**Financial proposal**

Number of days	Daily Rate	Total Fee	Comments

**NB.** Only applicants selected will be contacted. No phone calls please.