

Terms of Reference for the Recruitment of Consultant for Drama Script Writing and Production for INVEST Radio Programming

I. Background of the INVEST Project

The Innovation in Non-traditional Vocational Education and Skills Training (INVEST) program is implemented by WUSC in collaboration with several partners including Farm Radio International (FRI). The INVEST program for women in Ghana is a 5-year collaborative initiative (2020-2025) that will build sustainable pathways to enhance economic empowerment, well-being and inclusive growth for 5,000 urban poor young women in Accra, Kumasi, and Sekondi-Takoradi, Ghana. The Project will test and scale innovative, sustainable models to improve the enabling environment, reduce gender-specific barriers to women's economic participation, and enhance access to decent work for marginalized women in high-growth, non-traditional sectors. Using an inclusive market systems (IMS) approach, the project will INVEST in women, institutions and the labour market system of high-growth sectors to achieve transformative change that is sustainable and scalable.

A wide array of stakeholders from both the supply and demand sides of the labour market will be engaged throughout the project cycle. This integrated, holistic approach will contribute to reducing the multiple dimensions of poverty experienced by urban poor young women. Key aspects include: supporting women's full participation in economic decision-making and leadership, promoting women's equal access to finance, improving technical and vocational education and training (TVET) for women, motivating industry to hire, retain and promote women, and improving the ability of women to participate and exercise their rights in the workforce.

Rationale

One immediate outcome of the INVEST program is to improve public and industry attitudes towards women's economic participation in high-growth and non-traditional sectors as a means of increasing women participation in sectors often dominated by males. This is geared towards transforming social norms and changing public perceptions and attitudes towards women's participation in these sectors.

Insights into the social norms, attitudes and behaviours and their drivers have been researched in the INVEST gender analysis study. According to the findings of the study, the

career aspirations of poor young women are often dictated by a number of factors including; gendered perceptions which impede female entry into trades. As a result, few women are visible within the immediate vicinity to inspire young women's interest and entry into non-traditional sectors. Women who eventually become involved in trades are typically steered towards traditionally 'female' trades in both the formal TVET system and the informal apprenticeship system.

Decisions regarding the pursuit of careers are often made for young women by their family relations and parents. Where the experiences of these critical influencers (community, community leaders, parents, teachers etc.) are shaped by a lack of information or misinformation, this "negative value" is transmitted to young girls within the communities, and poses a barrier in their aspiration to pursue employment in non-traditional trade areas. For example, many parents hold the view that the non-traditional trades have less prospects for decent jobs for young women, and as a result, are less interested in encouraging their daughters to enroll in non-traditional skill training programs. This results in fewer opportunities to access more dynamic and emerging areas of study such as electronics and ICT (World Bank, 2014), which are often more lucrative, but perceived as a male domain.

INVEST's collaboration with Farm Radio International (FRI) will roll out innovative radio communication and community mobilization campaigns. These campaigns will focus on using interactive radio to promote social norm change as they relate to gender stereotypes, gender sensitive workplace solutions, shared domestic workload, childcare solutions, gender based violence and girls' agency.

Farm Radio International intends to use drama plus, which is the selected approach for FRI's radio programming for this project. The selected radio stations will produce radio programs for three targeted cities (Kumasi, Accra, and Tarkoradi) in Ghana. The planned drama plus programming will also address information needs regarding young women's economic decision making and leadership, access to finance, education and training opportunities, industry motivation to hire, retain and promote women and their ability to participate and exercise their rights in the workforce.

This Terms of Reference is prepared to recruit a consultant/Consulting Team or firm to lead the storyboarding workshop, write 30 episode script and produce them in selected languages for the radio stations in three cities (Kumasi, Accra, and Tarkoradi)

II. Aims, Objectives and Expected Outcomes

The aim of this assignment is to undertake the scripting, production and testing of radio drama for programming to improve public and industry attitudes towards women's economic participation in high-growth and non-traditional sectors in three target cities in Ghana.

The Consultant/Consulting Team will support the storyboarding workshop to identify the themes for writing the 30 drama episodes, and produce them into the selected languages.

Objectives

The objectives of the assignment are:

1. To review all relevant documents relating to this project in the conceptualization and implementation of this consultancy
2. To collaborate with other stakeholders, to identify relevant themes and topics for writing the drama script during the storyboarding workshop
3. To write the 30 drama episodes
4. To Identify suitable voice actors and produce a radio drama in the selected languages for the three regions (Greater Accra, Western and Ashanti Regions)
5. To share the final drama produced, for review and testing with listeners

III. Approach

Radio Drama+Discussion series is an FRI's interactive radio program format. For this project, this approach will be used to:

- 1) tackle attitudes and behavior change within households, communities and stakeholders to improve public and industry attitudes towards women's economic participation in high-growth and non-traditional sectors in three target cities. Drama plus discussion and other interactive segments are used as the main format for the production of programs.
- 2) increase knowledge and awareness about gender stereotypes, gender sensitive workplace solutions, shared domestic workload, childcare solutions, gender based violence and girls' agency, and training and employment opportunities in the TVET sector.

3) to address the lack of information or misinformation and the “negative value” transmitted to young girls within the communities, which serves as a barrier in their aspiration to pursue employment in non-traditional trade areas. The drama series will focus on the views many parents have concerning the non-traditional trades often seen as not decent jobs for young women, and as a result, are less interested in encouraging their daughters to enroll in non-traditional skill training programs.

The Consultant/Consulting Team will support the process of facilitating the storyboarding workshop to enable him or her to identify themes and topics for the drama episodes and any relevant information required to clearly understand the key concepts and terminologies within the sectors. The workshop will be held using best safety approaches and following all COVID-19 prevention measures and laws.

The Drama scripts will be written and produced in close collaboration with the FRI Broadcaster Resources and Radio Craft team, Gender Specialist and INVEST project partners and will require meetings to coordinate and review the activities to ensure the final product meets the key objective of the INVEST project.

IV. Deliverables & activities

Key expected activities:

1. Participate in an inception meeting with FRI team
2. Desk review of INVEST research results and documents
3. Support and participate in the design and facilitation of the story design workshop
4. Identify all relevant themes and topics for the drama series
5. Confirm audience (youth and girls) preferences (e.g. language, terminologies, humor, socio cultural underpinnings and etc.) current knowledge, attitudes and practices related to the TVET.
6. Draft scripts for the 30 episodes and present to FRI/INVEST Project Team and partners for review
7. Submit the final reviewed scripts for production
8. Identify suitable voice actors and produce the 30 Radio Drama episodes
9. Test the suitability of the series with relevant audience in the three locations

The expected deliverables include:

1. Inception report including any review to the review to the Proposal
2. Report on the storyboarding workshop indicating themes and topics for the Drama episodes
3. Draft Radio drama script
4. Sample episode in English for review before final production
5. Drama episode produced into relevant languages with the right sound effects in three batches

V. Timeline

Deadline	Activity/deliverable
20 August 2021	Receipt of applications
23 August 2021	Notification of successful consultant
8 September 2021	Contracting and inception meeting
24 August 2021	Storyboarding workshop
30 September 2021	First draft of 10 script
30 October 2021	Completed sample drama produced
30 October 2021	20 Completed Script Submitted
28 January 2022	Second drama produced into the relevant languages
31 March 2022	Third drama produced into the relevant languages

VI. Expert Profile

The **Consultant/Consulting Team** should have substantive experience in writing and producing radio drama for social and behavior change communication projects.

Similar work experience in Ghana is required and the **Consultant/Consulting Team** should have great communication skills and excellent written and verbal skills in English language.

The **consultant /consulting Team** should demonstrate capacity for producing radio drama, facilitating storyboarding workshops and reporting of the assignment. He / She will be under the supervision of the Project Manager and Country Representative and will work closely with the Global FRI team. The **consultant/Consulting Team** must have:

- A University degree in theatre for change or other relevant fields;
- Equivalent practical experience is preferable
- Demonstrated expertise in drama script writing,
- Demonstrated experience in radio drama script writing
- Previous experience in the areas communication for development is an added advantage;
- Good experience in using participatory approaches;
- Ability to manage the scripting of radio drama for the different target groups
- Ability to work under pressure and produce quality work within a short deadline;
- Fluency in English written and oral communication;

VII. How to apply

Applicants should submit their offers electronically only to the email addresses below and hard copies will not be considered or admissible. Complete application should include the following:

- A cover letter
- **A technical proposal**, comprising the following;
 - Curriculum vitae of key personnel/s to be involved,
 - A description of the technical approach / methodology for the Radio Drama Script writing and production and how the team will be organized to complete the work.
 - Proposed work plan: chronogram of activities which includes specific dates of activities and responsible persons
 - Previous experience: a brief summary of similar or relevant work completed by the consultant.

- Links to samples of previous works completed should be attached
- Elucidate clearly the experience and technical ability of the consultant to implement the assignment.
- At least two references of past services of similar work carried out as well as the contacts of the structures with which this work was undertaken.
- **A financial proposal showing** the estimated cost of delivering the assignment including details on number of days, fee rates, and other expenses.
- **NB: Considering that the scripting and production of radio drama require two different skills and competences, applicants are allowed to apply for one or both where skills apply - in which case, please indicate whether you are applying for the 1. storyboarding facilitation and scripting or you are applying for the 2. drama production in selected languages or 3. for both one and two.**

The deadline for submission of applications is **20 August 2021**. Documents submitted should be in PDF format to ghana@farmradio.org and copy nmemnsah@farmradio.org with subject line **“Radio Drama for YWTV Radio Programming.”**