

TASK: Production and Airing of Radio Programs

Office: Landesa –Tanzania Program Office

Place of Work: Dar es Salaam

Duration: 18 months

Introduction

Landesa is a non-governmental organization which partners with progressive governments and civil society to develop pro-poor and gender-sensitive laws, policies, and programs that strengthen land rights for the poorest people. Since 1967, Landesa has helped more than 180 million poor families in 50 countries gain legal control over their land. In Tanzania, Landesa established its office with formal registration in 2018.

Under USAID’s Communications Evidence and Learning (CEL) Project as part of the Land Evidence for Economic Rights and Gender Empowerment (LEVERAGE) Activity, Landesa Tanzania will support the following enabling environment activities in Tanzania to support and contribute to an enabling environment supportive of women’s land rights and economic empowerment through radio programs.

The radio programs for target communities are envisioned to produce measurable impacts in terms of (1) the government’s ability to “supply” gender inclusive land governance, at both the national and local levels, and (2) increased demand for women’s land rights recognition by women, men and local leaders from SAGCOT communities in Tanzania. This work will build upon past USAID work in country, specifically USAID’s Land Tenure Assistance (LTA) project. This work will further compliment a targeted study on women’s groups in the SAGCOT region currently engaged under the LTA project.

Scope of Services

The USAID CEL Project under the Land Evidence for Economic Rights and Gender Empowerment (LEVERAGE) activity will curate and disseminate community radio programming in target communities throughout Tanzania’s SAGCOT region. The radio programming will include key messages on (1) women’s land rights and best practices

for socially inclusive land investments, and (2) rights and risks associated with use of CCROs as collateral. Programs will be delivered in at least two communities in SAGCOT and will be disseminated via jingles, dramatized skits, key informant interviews, segmented advertisements and announcements, and Q & A sessions.

OBJECTIVES

The overall objective of the consultant is to produce and air Radio programs on land rights

Specifically, the consultant will be responsible to do;

- Recording of 144 number of radio program of 30 minutes
- Editing of 144 number of radio program of 30 minutes
- Producing and editing of 216 jingles of 1 minute each.
- The topics covered in the recordings are- land tenure system, fundamental principles of land laws, land dispute settlement, local government governing structures and women land rights. Each recording covers one topic
- Ensure on time communication and submission of all final radio programme to the project manager.
- Share the airing schedule with the project manager and air all 144 recorded programs and 216 jingles.
- Selecting music appropriate to the program, audience, the Mission and the station.
- Developing content and writing materials for script in collaboration with the project team.
- Checking that copyrights requirements are cleared and understanding media laws and regulations.
- Converting graphics, text, video, and audio files to other formats for reporting
- Work with Landesa staff, partners, and community to test and refine message for broadcasting.

- Develop the plan to solicit feedback from target communities and share the plan with the project manager.
- Manage logistics for getting people, resources, and equipment for production purposes.
- Researching and generating ideas for programs and share them with Landesa
Share the feedback from target communities to the project manager

REQUIRED QUALIFICATION:

1. Higher level qualification in a technical field, and/ or significant technical experience in community-based radio programming.
2. At least seven years of professional work experience in producing media contents programs.
3. Experience of producing media contents for social issues, especially women
4. Multi-media skills appropriate for product development through radio, preferably community-based radio.
5. Proven post-qualification professional experience in a relevant field.
6. Creative skills for identifying core messages and compelling stories.
7. Experience of engaging and sharing skills with communities in the project area

EXPECTED OUTPUT

- 144 Recorded programs
- 6 Live programs
- 144 recorded jingles
- Airing schedule
- A plan to solicit feedback from target communities
- Target community feedback report

To Apply: Qualified candidates should send a resume and cover letter to consultants@landesa.org. Please include the subject line: **Production and Airing of Radio Programs Consultant-2021**. Authorization to work in Tanzania is required.