

Media Advocacy Initiative: Youth Leadership and Economic Participation for Persons with Disabilities

Terms of Reference (TOR)

Introduction

The **Federation of Ethiopian Associations of Persons with Disabilities (FEAPD)** is a non-profit, non-governmental umbrella organization representing the interests of persons with disabilities in Ethiopia. Established in 1996, FEAPD advocates for the rights of persons with disabilities through inclusion, capacity building, and policy change. As an umbrella organization for 38 organizations of persons with disabilities (OPDs), FEAPD works to create a more inclusive society for all.

1. Background

FEAPD is collaborating with **Light for the World** on the “**We Can Work**” Program. This **8-year initiative** aims to positively impact the lives of **young people with disabilities** by enabling them to access dignified and fulfilling work opportunities. The program operates across **Ethiopia, Uganda, Kenya, Rwanda, Senegal, Ghana, and Nigeria**.

As part of this effort, **FEAPD** is planning to conduct a **media advocacy initiative** focused on **Youth Leadership and Economic Participation for Persons with Disabilities**. We are inviting individual members of the **Association of Journalists with Disabilities** to apply for the opportunity to actively contribute to this vital initiative.

Your involvement will help elevate the voices of young people with disabilities, promote their economic participation, and advance their leadership within both the media and broader society. If you are passionate about using your skills to create a more inclusive and accessible future for youth with disabilities, we encourage you to apply and make a lasting impact.

2. Purpose of the Consultancy

These advocacy activities aims to engage disability related media firms to conduct the media advocacy efforts through creating and distributing content that promotes the leadership and economic participation of youth with disabilities. The initiative will work towards changing public perceptions, challenging stereotypes, and advancing inclusive leadership towards youths with disabilities.

3. Objective

The goal of the media advocacy initiative is to use various media platforms to advocate for the inclusion of youth with disabilities in leadership roles, economic participation, and decision-making processes. This will help shape public attitudes and demonstrate the abilities of youth with disabilities, especially in entrepreneurial and leadership contexts.

4. Scope of Work and Activities

The consultant(s) will be responsible for the following activities, using **their own or outsourced media platforms** (TV, radio, social media, etc.):

4.1. TV and Radio Campaigns (30-minute segments)

- o Create and produce **4 segments per month (30 minutes each)** on successful entrepreneurs with disabilities, youth in leadership, and economic activities.
- o **Frequency:** 4 segments each month (2 segments per month per medium, TV & radio).
- o The consultant or media firm will use their own or outsourced media platforms for broadcasting these segments.
- o The bidders are required to specify which broadcasting media to use and the time (prime or none prime) they will broadcast the TV and Radio Programs.

4.2. Roundtable Discussions

- o Facilitate **1 roundtable discussion per month (30 minutes each)** featuring successful youth entrepreneurs with disabilities, industry experts, and advocates.
- o **Frequency:** 1 roundtable per month.
- o The roundtable discussions will be hosted and broadcasted through the consultant's own or outsourced media channels.
- o The consultant/media firm will choose the roundtable discussion participants in consultation with FEAPD.

4.3. Social Media Outreach

- o Develop content for the following platforms and post through the consultant's own accounts:
 - **TikTok:** 2 posts per week (8 posts per month)
 - **Facebook:** 2 posts per week (8 posts per month)
 - **LinkedIn:** 2 posts per week (8 posts per month)
- o Content should highlight stories of youth with disabilities' success, their leadership roles, and their potential to contribute to the economy.

- o The bid document should outline the social media channel to be used for this task with their respective number of subscribers or followers.
- o The consultant will choose the casts for the content creation in consultation with FEAPD

4.4. **Interviews with Successful Entrepreneurs with Disabilities**

- o Conduct and feature interviews with successful entrepreneurs with disabilities, ensuring the stories highlight their leadership, resilience, and economic contributions.
- o **Frequency:** At least 2 interviews per month, to be aired as part of TV/radio programs or shared via social media.

4.5. **Deliverables**

The consultant will be expected to deliver the following:

1. TV and Radio Campaigns

- o **4 segments per month (30 minutes each)**
- o **Total: 8 segments** over the two-month period.

2. Roundtable Discussions

- o **1 roundtable per month (30 minutes each)**
- o **Total: 2 roundtables** over the two-month period.

3. Social Media Outreach

- o **TikTok posts:** 8 posts per month (16 posts in 2 months)
- o **Facebook posts:** 8 posts per month (16 posts in 2 months)
- o **LinkedIn posts:** 8 posts per month (16 posts in 2 months)

4. Interviews with Successful Entrepreneurs with Disabilities

- o **At least 2 interviews per month (4 in 2 months)**

5. Financial Proposal Instructions

Applicants should submit their **financial proposal** separately as follows:

- **Breakdown of Costs** per Activity:
 - o TV/radio segments, roundtable discussions, social media posts, interviews, and public engagement activities.
- **Total Cost for the Full Two-Month Period**

6. Qualifications, Experience and skills

The consultant should meet the following criteria:

- Proven experience in journalism, media advocacy, or disability rights reporting.
- Familiarity with issues surrounding youth with disabilities, their leadership potential, and economic participation.
- Ability to produce high-quality media content, including articles, social media posts, videos, and other forms of communication.
- Strong writing, speaking, and media production skills.
- A commitment to promoting positive narratives around disability inclusion and leadership.
- Experience in producing content that challenges stereotypes and advocates for the rights of persons with disabilities.

7. Subscriber Criteria

Applicants are required to meet the following **subscriber criteria** for social media platforms to ensure that the consultant has a broad outreach:

- **TikTok:** Minimum **1,000 followers**
- **Facebook:** Minimum **2,000 followers**
- **LinkedIn:** Minimum **1,500 followers**
- **Telegram :** minimum **500 members in public channel /group**

8. Payment and Financial Terms

Payment Terms: Payment will be made upon successful completion of the consultancy and after the submission and approval of the final deliverables.

9. Payment Schedule:

- **15%** upon submission of the first draft of content (TV/radio segment, social media post samples, etc.)
- **85%** upon submission of the final deliverables (all media content, reports, and completed engagement activities).

10. Evaluation Criteria

The consultant will be selected based on the following criteria:

Technical Proposal (70%)

- **Relevant experience** in media advocacy and disability-related work (30%)
- **Quality of previous work** (20%)
- **Understanding of the TOR and dealing with all the basic points of it in the proposal** (20%)

Financial proposal (30%)

11. Submission Instructions

Interested consultants should submit the following documents within **six consecutive days** of this advertisement:

- A proposal outlining experience, approach to content creation, and proposed timeline.
- Samples of previous work (articles, TV/radio segments, and social media content).
- A **financial proposal**, including a breakdown of costs for each activity and the total amount for the two months.
- A CV or resume with relevant experience.
- A valid **Tax Identification Number (TIN)** for the consultant or their organization
- A **renewed license** for the year **2024/2025**.

12. Bid Submission

All bid submissions must be delivered in hard copy, with documents enclosed in sealed envelopes. **The Technical Proposal and the Financial Proposal must be submitted in separate sealed envelopes and clearly labeled. Both envelopes must then be placed in the bid box in person.**

Submissions must be received **within six (6) consecutive days, including the date of advertisement.**

Address:

Federation of Ethiopian Associations of Persons with Disabilities (FEAPD)

Gulele Sub-City, **on the way to Ethiopian Korean War Veterans Memorial Park, near Semien Hotel, close to the Nigerian Embassy, Tel: 011 - 1553003 / 0908 – 569070**

Bid closing and Opening: Bids will be closed on **30th April, 2025 at 4:30 PM** and opened **on 1st May 2025** at 10:30 AM with or without the presence of bidders or their legal representatives at FEAPD Office

Late Bids: Late submissions will result in automatic rejection.

Rights Reserved: FEAPD reserves the right to accept or reject any bid, either fully or partially

Further Information: Eligible bidders may obtain additional information from the FEAPD office during working hours.