



REQUEST FOR PROPOSALS Radio and TV Spot production

RFP/10/040

June 29, 2010

IFES wishes to produce and disseminate Dari and Pashto versions of five radio Public Service Announcements (PSA) and three TV PSAs to inform citizens on election related issues during the last three weeks of the Election Campaign Period. IFES is looking for local firms which could assist in the development and production of the PSAs and make their context appropriate for Afghan viewers.

Your firm is invited to bid on the project. **Questions concerning this RFP must be submitted in writing no later than 11:00 am, Kabul time on Saturday, July 03, 2010. Your submission must be received no later than 5 pm, Kabul time on July 7, 2010.** Any submissions received after this date will not be considered. Submissions are to be sent to the attention of **Mr. Rahim Hussaini**, and may be sent via email to **rhussaini@ifes.org**. IFES will confirm receipt of any submissions sent via e-mail.

Specifications for Radio & TV PSAs

I. Overall Design of Project:

The radio and TV PSAs will be produced on the following elections-related issues:

- Issue-based elections: The aim is to alert voters to the importance of their voting right in selecting a candidate who will benefit their society and inform them that they should use this right wisely by voting for a candidate based on performance, personal history, and ability.
- Importance of parliament, parliamentarians, and participation: Voters should be made aware of why the parliamentary elections are important. PSAs on this issue will indicate why the role of parliament is important in the government, how parliamentarian are responsible to the people and why it is important to have able parliamentarians, and how participating in the parliamentary elections is beneficial to voters' communities and country. The TV PSA on this issue will preferably be done in a 2D cartoon format.
- Anti voter-fraud: Voters should be made aware to not participate in fraud through multiple voting, proxy voting, family voting, etc. The theme of these PSAs should carry a moral message of not to participate in such actions even

if others are doing the same, as ultimately it is harmful to the country.

As the PSAs are intended to reach a majority of the citizens of Afghanistan, Dari and Pashto versions will be made of **5** (five) radio and **3** (three) TV PSAs, i.e. a total of **10** (ten) radio and **6** (six) TV PSAs. Radio PSAs should be approximately **30** (thirty) seconds long and TV PSAs should be approximately **60** (sixty) seconds long. All PSAs should contain the same slogan and jingle (tune to be developed by contractor).

II. Responsibilities of the Contractor

1. Work closely with IFES CEPPS to create creative PSA scripts;
2. Cast actors/actresses for PSAs in consultation with IFES;
3. Provide a professional crew, which will shoot the PSAs and be composed of, but not be limited to film director, cameraman, editor and graphic designer, etc.;
4. Provide all necessary videography and editing equipment for the shooting and post production of the PSAs.
5. Provide periodical and final editing of the final video; insert any graphic effects and logos as requested and provided by the IFES.
6. Provide IFES with a plan for broadcasting of PSAs over countrywide radio and TV so as to ensure maximum exposure of voters to the messages.
7. Work closely with IFES Afghanistan on all aspects of the project.

III. Materials to be delivered by Contractor to IFES:

1. Finalized PSAs that can be used by TV and radio stations in formats requested by IFES.
2. 10 copies of PSAs in DVD or other appropriate format for IFES records.
3. Broadcasting plan for the Radio and TV PSAs.
4. Final PSA scripts in Dari, Pashto, and English translation.

IV. Materials to be provided by IFES

IFES will provide input and informational materials needed in the development of the PSAs.

V. Anticipated Timeline of Project

Contracting with the production company is envisioned for July 12, 2010, and final PSAs are anticipated to be aired by August 21, 2010. IFES and the contractor will determine and agree upon a final timeline.

VI. Evaluation Criteria for Proposals

All proposals submitted in response to this solicitation shall be judged according to the following criteria and with the following weights attached to each criterion:

Previous experience with production of PSAs or similar short clips (Please provide

samples of previous work.)	20 points
Creativity of ideas	40 points
Technical capacity	20 points
Cost of proposal – Selection will be based on the best value not lowest budget	20 points

The Contractor shall submit an estimated budget of the total costs associated with PSA production and broadcast and a breakdown of the costs.

VII. Proposal Requirements

The response should be provided to IFES in electronic form and should address in English:

- all of the elements of the project design, with details on past production and sample design,
- the schedule for production,
- the individuals assigned to handle the project,
- an detailed plan for PSA dissemination, with information on radio/television stations and planned dissemination times, and
- estimated budget with a breakdown of costs pertaining to both production and dissemination of the PSAs.

VIII. Contact Information

If you have any questions, please contact Mr. Kawa Aahangar (kawa.aahangar@gmail.com).