***TERMS OF REFERENCE (TOR)***

***EXCELLENCE AWARD IN HEALTH JOURNALISM***

1. **Introduction**

Center for Communication Programs Pakistan (hereafter Center) is implementing a large-scale program, namely Empowerment, Voice and Accountability (EVA) for Better Health and Nutrition in Punjab and Khyber Pakhtunkhwa, which is funded by UK’s Department for International Development (DFID). Under this initiative, Center is working towards promoting health journalism through research, resource development and networking and capacity strengthening of journalists. Through this TOR, Center is seeking partnership services from a qualified and reputable organization in designing, launching and conferring an Excellence Award in Health Journalism in order to promote and recognize quality health journalism in Pakistan.

1. **Background**

Center uses communication to improve and save lives. It works at scale through vibrant networks, traditional and new media and informal community-based structures to empower communities for improving lives through communication. At the policy and legislative level, Centre’s strategies are designed to nurture and strengthen the voice of diverse strands of civil society, going beyond traditional, professional NGOs, to identify and bring together various actors, activists, associations, religious and traditional groupings interested and mobilized on health issues. Center is presently implementing a large-scale donor-funded initiative, namely Empowerment, Voice and Accountability (EVA) for Better Health and Nutrition.

EVA is a four-year programme funded by UK-DFID as part of its assistance to Government of Pakistan. Begun in 2014, EVA aims to empower, organize and facilitate citizens and civil society to hold the governments of Punjab and Khyber Pakhtunkhwa (KP) to account for the delivery of quality Reproductive, Maternal, New-born, Child Health and Nutrition services (RMNCH-N). Center is one of the consortium members, lead by Palladium, responsible for undertaking a set of interventions that focus on demand creation for improved health and nutrition status. The project is implemented in two provinces of Pakistan, namely Khyber Pakhtunkhwa and Punjab.

Under EVA, Center leads the implementation of the communication activities. More specifically, one of Center’s components is on cultivating a critical mass of print and television journalists equipped with necessary skills and knowledge for improved coverage and quality rights-based reporting of health issues. This TOR is to seek partnership services from a qualified firm for launching and administering an Excellence Award in Health Journalism for the promotion and recognition of health journalism in Pakistan.

1. **Journalist Award**

Pakistan’s media landscape is vibrant and constantly evolving. The advents of private media channels and social media platforms have further increased the race for breaking news. The political environment in Pakistan is charged with heated debates on issues of governance, politics and accountability taking the limelight in terms of media coverage. This often leaves little space for other so-called softer-beats, i.e. health. Beyond news journalism, there is a need to acknowledge rights-based approaches, story-based inquiry or investigative journalism in coverage of social sector. Also, while there are several journalist awards in Pakistan, there is yet to be a Pakistan equivalent of the Pulitzer. In order to increase recognition among media houses and to create room and prestige for health journalism in mainstream reporting, Center would like to develop and launch an award for Excellence in Health Journalism in partnership with a reputable and qualified organization.

1. **Objectives**

The overall goal of an Excellence Award in Health Journalism is to promote and create recognition of health journalism in media in Pakistan, more specifically within the journalist community. Its specific objectives are to:

* Develop a prestigious award for health journalists to look up to;
* Encourage health journalists to produce quality reporting beyond news journalism; and
* Recognize health journalists for excellence in reporting on all formats, print and electronic.

1. **Proposed Timelines**

It is expected that the design, launch and announcement of awards will take roughly six months time from the signing of the contract as per the following timelines:

|  |  |  |
| --- | --- | --- |
| **PHASES** | **ACTIVITIES** | **PERIOD** |
| Design | In consultation with the EVA project decide topic and participants of the Award | 3 months |
|  | Set restrictions and deadlines for the launch of the award |
|  | In consultation with the EVA project establish evaluation criteria, evaluation process and panel of judges |
|  | Prepare a detailed budget for the award event |
| Launch | Make a national call for submissions, from both print and broadcast media | 2 months |
|  | Collect and arrange submission thematically in different categories |
|  | Evaluate submissions based on an established criteria |
|  | Pre-selection communication with awardees |
| Announcement | Prepare for an award event and participation | 1 month |
|  | Organize event and confer awards |
|  | Submit report and plan for sustainability and institutionalization of the award |

The total duration of the contract will be one year extendable based on results and evidence of sustainability and institutionalization of the award.

1. **Proposal Submission Details**

Interested organizations must submit their financial and technical proposals in separate sealed envelopes clearly marked “Financial” and “Technical” in one packet either through post or by-hand by:

5:00 pm, August 01, 2016:

*To: Finance Section*

*Center for Communication Programs Pakistan*

*Plot 23, Street 39, I&T Center, G-10/4  
Islamabad 44000*

Technical proposals must contain the profile of the organization, the description of the award and its categories, details of eligibility of contestants, the submission process for contestants, the evaluation criteria and process of selection, pre-selection communication, prizes, plan for sustainability and institutionalization of the award as well as strategies for creating prestige and recognition of the award and how the organization will ensure industry sanction and participation.

Since the essence of this initiative is based on partnership, the financial proposals must quote agency contribution as well as detailed breakup and justification of quoted costs with any value addition. Payments will, however, be tied to achievement of established benchmarks.

1. **Payment Terms**

Payments shall be made on the basis of submitted invoices within 30 working days as per the achievement of following benchmarks:

|  |  |  |
| --- | --- | --- |
| **#** | **DELIVERABLE** | **PAYMENT** |
| 1 | Detailed execution plan that lists all major activities and timelines for the design, launch and announcement of the award | 10% |
| 2 | Detailed design of the award, that includes restrictions, deadlines, categories, criteria, evaluation process, panel of judges, and designs of promotional material | 20% |
| 3 | Launch of the award | 20% |
| 4 | Completion of evaluation process, pre-selection communication and finalization of awardees | 20% |
| 5 | Announcement of results in an award event with participation from all concerned sectors | 20% |
| 6 | Final report, including sustainability and institutionalization plan | 10% |

1. **Support**

Center will be providing technical backstopping throughout the partnership, in design, launch and announcement of the award. It is, however, the responsibility of the interested party to arrange for all logistics and provision of administrative, security and technical support other than the ones mentioned above.

1. **Duty Station**

The interested party may be based anywhere in Pakistan but will work in close coordination with programme team in Islamabad. No travel is required to Islamabad in this respect.

1. **Qualifications or specialized knowledge/experience required:**

The organization must have:

* An excellent reputation and prestige;
* Close linkages and/or association with the Pakistani news media industry, print and electronic;
* Access to all major media organizations across all platforms;
* Has demonstrable capacity and resources to launch a journalist award of a national scale;
* Ability to leverage resources to create an award of excellence that is bipartisan and has the sanction of the media industry; and
* Potential to sustain and institutionalize award beyond the length of this partnership.

*For any clarification and/or queries email:* [*info@ccp-pakistan.org.pk*](mailto:info@ccp-pakistan.org.pk) *with the Subject: Health Journalism Awards by July 24, 2016. Responses to individual queries will be posted online on the following link:*

*http://ccp-pakistan.org.pk/procurement-notices/*