



TERMS OF REFERENCE (TOR) for Organizing a Series of TV Talk shows

Ain o Salish Kendra (ASK), a well-known national legal aid and human rights organisation in Bangladesh, was established in 1986. ASK has developed over the last 37 years with a committed focus on promoting, protecting, and preventing legal and human rights violations.

In Bangladesh, Child Rights Advocacy Coalition, Bangladesh (CRAC'B) is one of the most vibrant Coalition working for child rights since 2013. ASK is the Secretariat of the Coalition. It is encompassed by most of the front-line child rights organisations in the country. This Coalition has, for the first time, established a child rights monitoring system and executed effective follow-up advocacy in Bangladesh in line with UPR and UNCRC mechanisms.

Ain o Salish Kendra (ASK) as the secretariat of Child Rights Advocacy Coalition in Bangladesh (CRAC, B) has been implementing a project named "CSOs advancing child rights activism through UPR and UNCRC mechanism in Bangladesh", funded by the European Union.

Presently, ASK has been planning to run an advocacy campaign to promote child rights among the relevant CSO's, children and guardians. For this purpose, we would like to organize a series of talk shows (3 episodes) to raise awareness regarding various issues of child rights such as Child Education, VAC (Child Marriage), and Children in Conflict with the Law. For the realization of this concept, we are required to contract with a TV channel to accelerate the process from the preparation to the broadcasting and archiving, such as moderation, guest selection, and preparation of talking points and coordination among the relevant stakeholders. We would also like to broadcast those talk shows online so that we can reach the maximum target audience as per our campaign plan.

Thus, we are requesting a technical and financial proposal from Interested TV Channels to coordinate with ASK for the tasks.

Objectives:

- Increase social awareness of child rights issues.
- Reducing social myths and taboos related to the rights of the children.
- Showcasing the real scenario of the status of the children in Bangladesh to the audience.

Description of the Assignment:

Activity Name: Organizing and telecasting the 3 TV Talk shows

Scope of the Assignment:

- Experts will try to highlight the importance of child education, violence against children, and child marriage, Children in Conflict with Law to duty bearers and stakeholders and encourage them to address these issues.
- Reaching a larger audience with information and raising awareness on the child right issues.
- Striving to eliminate social myths or taboo about child rights issues by providing knowledge-based information.

Key Responsibilities:

- Program Development: The TV Channel is in charge of developing the talk show's concept, structure, and substance with consultation of the project team. This entails selecting out the intended audience is, and establishing a captivating framework that matches the Channel's viewership and brand.
- Guest Selection: The TV channel can recommend suitable guests who can offer insightful opinions and viewpoints on the selected subject. To ensure a varied and engaging lineup, they ought to take into

consideration the experience, relevance, and enticement of possible guests. TV Channel is in responsibility for paying the guests they have chosen.

- Pre-production Planning: The talk show's administrative responsibilities, like scheduling, studio rental, equipment arrangement, and production team coordination, should be handled by the TV channel. They have to make sure that everything operates smoothly.
- Scripting and Research: The talk show's talking points (as required) may be drafted by the TV channel, which may include creating discussion topics or interview questions for the host and guests. ASK will provide a discussion outline to ensure informative dialogues and provide relevant background material, they ought to thoroughly research the subject and the guests.
- Production Coordination: In order to ensure the talk show runs effectively, the TV channel should communicate with the production team, which consists of directors, producers, camera operators, and technicians. For excellent production qualities, this involves managing the set design, lighting, sound, and other technical elements.
- Regulation Compliance: The TV Channel is required to follow ethical standards and broadcasting laws. They have to make sure that the talk show's material follows to impartiality, truthfulness, and fairness requirements. They should also be aware of any rules or laws that are particular to the subject matter being discussed.
- Branding: Ain o Salish Kendra (ASK), Child Rights Advocacy Coalition on Bangladesh (CRAC, B) and European Union other relevant logos provided by ASK should be used appropriately and prominently. Until a formal agreement has been created, they should not be positioned in a way that indicates endorsement, partnership, or control of the application.
- Marketing & Promotion: In order to get viewers, the TV channel must promote and advertise the talk show. To raise interest and awareness, promotional materials, trailers, and teasers must be made. To reach the target demographic, they could also employ a variety of marketing channels, including social media, print media, and on-air advertisements.
- Engagement of the Audience: Throughout the talk show, the TV channel ought to actively interact with the viewers. Live call-ins, conversations on social media, or pre-recorded audience comments can all be used to accomplish this. To make the experience dynamic and interesting, they should invite viewers to join in, pose questions, or express their thoughts.
- Distribution and Post-production: The TV Channel is in charge of directing the process of adding graphics or visuals, editing, and preparing the content for broadcasting. They should also decide on the discussion show's distribution plan, including when and how often to broadcast it.

Technical Requirements:

- Must have professional experience in the coordination and airing of talk shows;
- Must have previous experience of broadcasting content in TV channels and YouTube channels;
- Must have proven experience in social media campaign execution;
- Proven experience in producing content with innovative graphic designs using software;
- Sample work of clear and mature design style, demonstrating an understanding of the child's appropriate communication requirements. (previous works need to be attached as a showreel)

Competency/Qualifications:

- Must have previous knowledge to work on human rights, women's rights and/or child rights.
- Must have demonstrable talk show managing skills with a strong portfolio.
- Must be proficient in required social media marketing and promotion.
- Must have a strong eye for visual composition and attention to detail.
- Must have effective time management skills and the ability to meet deadlines.
- Must be able to give and receive constructive criticism.

Timeframe:

The assignment is expected to start after 27 October 2024. and must be completed within 4 weeks of the commencement date of the work order.

Budget and mode of payment:

Propose a budget separately for content production and broadcasting while breaking down the VAT, tax and all other charges (if there are any). The payment will be made by A/C Payee Chaque after the completion of the assignment.

Deliverables:

- All the updates about topic, guest selection, talking points should be discussed with ASK
- One copy of the aired talk show should be delivered to ASK in a separate portable hard disk

- Regularly make content and circulate it over social media based on regular communication with ASK's focal person and meeting all the requirements outlined in this TOR document.

The specifics of the deliverables are as follows:

Sl. No.	Name and Description	Target audience	Qty
1.	child education, violence against children and child marriage and Children in Conflict with Law	Relevant CSO, Government officials, Parents and children.	Number: 03 Duration: 45-50 minutes
2.	Broadcasting on a mainstream TV channel, sharing on social media (FB, Youtube), and providing the video recordings of the episodes for archiving		Duration minimum 135-150 minutes in total, within 7 days period through 3 episodes

Submission of proposal and deadline:

Interested TV channels are requested to submit a **technical and financial proposal** (with proper breakdown for production, broadcasting, VAT, tax, and others) to admin@askbd.org in the email by **18 October 2024**

Ownership:

ASK would have complete ownership and use of the contents and all the resources of it.

General Terms and Conditions and Disclaimers:

- ASK reserves the right to accept or reject any proposal without giving any verbal and/or written rationale;
- All content designs developed during the assignment will be treated as ASK's property;
- The contents, ideas or any part cannot be sold, used or reproduced in any manner without prior written approval of ASK;
- ASK, and its representatives reserve the right to monitor the quality and progress of the work during the assignment.

Terrorism and money laundering issues: If there is proof of engagement in terrorism or money laundering, ASK will reject the proposal without assigning any reason.

Child Protection Policy, Code of Conduct, and Sexual Harassment Protection Policy: The TV Channel shall comply with ASK's Child Protection Policy, Code of Conduct, and Sexual Harassment Protection Policy. Any violation or deviation from these policies will result in termination of the agreement.

Contact Person:

Md Wasiul Alam Biswas,
IT Officer, Civil Society Organisations advancing child rights activism through the Universal Periodic Review (UPR) and the United Nations Convention on the Rights of the Child (UNCRC) mechanism in Bangladesh, Ain o Salish Kendra (ASK),
e-mail: wasiul99@gmail.com.

Last Date of submission: 18 October 2024

For more details, please follow the link- <https://www.askbd.org/ask/about-advancing-child-rights-through-upr-uncrc-mechanism-project>