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Citizens' Coalition for Electoral Democracy in Uganda

Date: 30th November 2017

ADVERT/ TERMS OF REFERENCE FOR MEDIA CAMPAIGN FOR VOICE PROJECT.

1. Background.

Following the February 2016 Uganda's general elections, Citizens' Election Observer's Network in Uganda (CEON-U) highlighted limited youth participation as one of the key concerns by the youth and other citizens in engagement in elections due to the existing laws particularly the Sec. 8 of the National Youth Act Cap 319 that confers too much power to the youth councils to elect members of the National Youth Delegates Conference who then elect the National Youth Council Executive Committee and the five youth MPs for all youth in Uganda.

Youth in Uganda take 78% of Uganda's population which amounts to 8 million young people. Among the **8 million youth, only 336 youth** were able to participate in the 2016 youth council and youth MPs elections which amounts to 0.001% of the youth population in Uganda that participated in making these important decisions. Operating under representative democracy, this governance model of using the Electoral College system technically bars youth from participating in directly electing their leaders to Parliament; this triggered CCEDU under FHRI to come up with the VOICE project so as to boost youth participation in electoral democracy.

Citizens' Coalition for Electoral Democracy in Uganda (CCEDU) hosted by the Foundation for Human Rights Initiative (FHRI) entered into a project based partnership (VOICE PROJECT) with OXFAM where OXFAM supports FHRI/CCEDU to identify platforms through which the youth will amplify their voices in order to influence policy makers to amend the National Youth Council Act and other relevant legislations so as to ensure youth participation under '**My VOICE Campaign**'.

CCEDU is therefore soliciting the services of a media agency that will develop exciting but influential messages under the "**My VOICE Campaign**" banner. The agency will be responsible for developing campaign identity concepts, and sample audio and visual dummy messages, that will be used on various radio and TV stations at the national and regional levels (Karamoja and West Nile region) that will ably amplify out youth voices. The contract period is one week.

2. Objective of the Assignment.

To raise awareness about the existing gaps in the current laws and policies like Constitution of Uganda, The Uganda National Youth Policy and the National Youth Council Act, popularise



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and broaden the debate about limited youth participation and providing for a platform for meaningful conversation to motivate and mobilise informed and meaningful youth participation.

To develop youth friendly media messages to air on radio and television based on the findings of the position papers to enable youth understand and actively and meaningfully engage in this campaign to be able to influence amendment of the National Youth Council Act to achieve increased youth participation.

To secure space for media talk shows, spot messages and DJ Mentions for the mass- media campaign on radio and TV which will support a total of 14 radio talk shows and 5 TV talk shows including sound bites to be shared on U tube with online audiences. These will be hosted on radios in West Nile, Karamoja and at the national level. The talk shows will facilitate conversation on the legislative framework governing youth elections.

The My VOICE Campaign will ensure constant, meaningful, informative and interactive engagement across both traditional and social media channels (My VOICE Online Platforms). The campaign will instil a sense of ownership, confidence, determination and the zeal for the youth to participate in elections so as to engage in governance processes and electoral democracy.

The campaign will aim at influencing policy makers on the need to undertake the necessary legislative reforms with the aim of increasing youth participation in electoral processes to engage stakeholders effectively during the lobby meetings, engagements, community platforms, regional platforms in Karamoja and West Nile region and the National Consensus Platform.

3. Scope of Work.

The communication company will develop media messages for a multi- media campaign for Uganda but more especially Karamoja and West Nile. This process will include, but not limited to the following tasks:

- Convene Consultative meetings with the FHRI/CCEDU communication/media task force.
- Develop audio studio production and video messages for the media campaign to be used on both traditional media and our online platforms.
- Work together with the CCEDU/FHRI team in the selection process of the radio stations and TV stations to use in this media campaign.
- Record Sound bites that will be aired on You Tube, spot messages, having DJ mentions, and be used for the TVs and radio stations media campaign to conduct continuous talk shows and press conferences.



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- Propose campaign identity concept (1), and draft (2) visual and (2) audio messages.
- While undertaking the assignment, the company will ensure that the youth activism process is inclusive for all youth across different categories, taking into account the country's regional and demographic dynamics.

4. **Outputs and Timelines.**

The Communication company will provide the following deliverables through the assignment: An Inception report (not exceeding two pages which include your work plan in message development, a clear explanation and lay out of the spot messages, DJ mentions, radio and also TV messages but in different languages and an outline of the communication strategy/ media campaign to be communicated with in one week after the contract has been signed.

5. **Consulting Team and Management.**

The assignment will be conducted by a team of experts in media campaigns from the communication company and assisted by contact persons at FHRI/CCEDU. The Chairperson of the Executive Committee of CCEDU will receive; review and comment on the deliverables of the assignment as listed under 'Scope of work' prior to submission to CCEDU/FHRI.

6. **Reference Documents.**

- CCEDU/FHRI Position Paper on Amendment of National Youth Council Act
- National Youth Council Act 1993
- The 1995 Constitution of Uganda
- Uganda National Youth Policy.
- National Youth Council Amendment 2003 and 2010

7. **Call for Proposals from Radio stations and TV Stations:**

CCEDU/FHRI is also calling for Expressions of interest from TV stations at the National level and radio stations at the National level as well as radios from West Nile region and Karamoja region to submit in their proposals with a communication strategy or message out flow that will run the 'My Voice' Media campaign that is geared towards enhancing youth participation in electoral democracy.

NOTE:

All proposals and Expression of interests should be hand delivered to the Foundation for Human Rights Initiative (FHRI) at **Citizens' Coalition for Electoral Democracy in Uganda (CCEDU)** Democracy House, Plot 1111 Lulu me Road Nsambya, P.O. Box 11027 Kampala, Uganda and addressed to the Executive Director, FHRI. A soft copy of the same should be through email: fhri@dmail.ug. **The deadline for this advert is 8th December 2017 at 5pm.**



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