



URUNANA DEVELOPMENT COMMUNICATION
P.O BOX 2774, KIGALI, RWANDA

REQUEST FOR EXPRESSION OF INTEREST

Financing: Urunana DC; Category: Part-time Consultancy Service; Reference No.: 21/Script Editor/02/UDCPP/2022

TITLE: RECRUITMENT OF A "PART TIME SCRIPT EDITOR" TO EDIT THE SCRIPT OF URURNANA RADIO SOAP OPERA EPISODES

Urunana Development Communication (Urunana DC) is a National Non-Government Organization specialised in social behaviour change communication (SBCC). The organization was founded in 2004 by Rwandans with the support of a UK based organization, Health Unlimited, currently trading as "Health Poverty Action (HPA)". Urunana DC secured its legal entity under ministerial order N° 138/11 of 27th December 2006 which was published in the National Gazette in 2007. Currently, the organization implements a national SBCC program that uses various communication approaches, notably; Entertainment – Education (commonly known as Edutainment), community engagement through interpersonal communication and other community outreach activities.

To-date, over 2370 Urunana Radio Soap Opera episodes have been broadcast since 1999. Recent program assessment reports indicate that over 70% of the population in Rwanda listen to Urunana Radio Soap Opera. It is also estimated that about 3.5 million people in the great lakes region listen to Urunana Radio Soap Opera episodes, weekly. Editing of Urunana Radio Soap Opera episode script is one of the key steps in the production cycle of the serial drama. Script editing is aimed at ensuring that the content, language and form align with the program thematic areas of focus and responds to identified gaps in knowledge, attitude, behaviour and also aims at increasing uptake of desired practices among the target population. More often than not, script editing is done both internally and externally – meaning internal script editing by expert from the production team and also experts in specific thematic areas from outside the Urunana DC Production Team. External Script Editor is usually an expert in the public health domain with background in general medicine, nursing or clinical medicine and may also be specialized in areas such as Pediatrics, Obstetrics and Gynecology and other fields relevant to thematic areas of focus in the program.

It is in this regard that Urunana DC seeks to hire a Part time Script Editor to edit Urunana Radio Soap Opera episode script. The hired Script Editor will provide part-time consultancy service whereby he/she will be required to edit 8-10 episode script within not more than 72hrs (3 days) every month.

Duration of the consultancy: One Year (12 months) which may be renewed

Number of Positions: 1

Reporting to: Managing Director

The Expression of Interest bid documents should be submitted to Urunana Development Communication via email: info@urunanadc.org.rw copy to: bmutanguha@gmail.com not later than 26th January 2022 at 2:00 Pm Kigali Time. Urunana Development Communication office is located at Kimironko opposite Engen petrol station at plot No. 628 along KG 17^{AV}. For any clarification about this offer, you can send an email to info@urunanadc.org.rw not later than 14th January 2022. For more information about this offer please read the attached Terms of Reference (TOR). **NB: Applications documents in hard copy shall NOT be accepted.**

Done at Kigali, the 11th January 2022

Management,
Urunana Development Communication





Urunana Development Communication

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**TERMS OF REFERENCE FOR A CONSULTANCY
SERVICE**

Reference Number: 21/Script Editor/02/UDCPP/2022

**EDITING SCRIPT OF URUNANA RADIO SOAP
OPERA EPISODES**

January 2022

Background

Urunana Development Communication (Urunana DC) is a National Non-Government Organization specialised in social behaviour change communication (SBCC). The organization was founded in 2004 by Rwandans with the support of a UK based organization, Health Unlimited currently trading as Health Poverty Action. Urunana DC secured its legal entity under ministerial order N° 138/11 of 27th December 2006 published in the National Gazette in 2007. Currently, the organization implements a SBCC program that uses various communication approaches, notably; Entertainment – Education (commonly known as Edutainment), community engagement through interpersonal communication and other community outreach activities. In the recent past, various public health issues and other priority social sector issues have been addressed, notably; sexual and reproductive health, family planning, HIV and AIDS, immunization, maternal and child health, cervical cancer, sanitation and hygiene, nutrition, malaria, gender in education, literacy among lower primary grades, gender, GBV and Child Abuse, Early Childhood Development, to mention but a few. Although the program mainly focuses on public health sector issues, other social issues affecting health of the population are addressed through the various communication approaches including Urunana radio soap opera.

Urunana Radio Soap Opera is one of the flagship radio programs of Urunana DC's national Social Behaviour Change Communication programme. This is a real-to-life audience driven, 15 minutes' serial drama episodes – radio program which has been produced and broadcast since 1999. Two episodes of Urunana Radio Soap Opera are broadcast on Radio Rwanda and Radio Ten weekly with multiple rebroadcast on the same radio stations. For Urunana Soap Opera audience in the diaspora, the episodes are accessed on BBC Great Lakes Radio Service and on various social media platforms, specifically; You Tube, Facebook, Twitter and Urunana DC website. To-date, over 2370 Urunana Radio Soap Opera episodes have been broadcast since 1999. Recent program assessment reports indicate that over 70% of the population in Rwanda listen to Urunana Radio Soap Opera. It is also estimated that about 3.5 million people in the great lakes region listen to Urunana Radio Soap Opera episodes, weekly.

Editing of Urunana Radio Soap Opera episode script is one of the key steps in the production cycle of the serial drama. Script editing is aimed at ensuring that the content, language and form align with the program thematic areas of focus and responds to identified gaps in knowledge, attitude, behaviour and also aims at increasing uptake of desired practices among the target population. More often than not, script editing is done both internally and externally – meaning internal script editing by expert from the production team and also experts in specific thematic areas from outside the Urunana DC Production Team. External Script Editor is usually an expert in the public health domain with background in general medicine, nursing or clinical medicine and may also be specialized in areas such as Pediatrics, Obstetrics and Gynecology and other fields relevant to thematic areas of focus in the program.

It is in this regard that Urunana DC seeks to hire a Part Time Script Editor to edit Urunana Radio Soap Opera episode script. The hired Script Editor will provide part-time consultancy service whereby he/she will be required to edit 8-10 episode script within not more than 72hrs (3 days) every month.

Purpose of the Consultancy

The purpose of hiring an External Script Editing service for Urunana Radio Soap Opera episodes is to ensure that the content/messages, stories and language used align with the program objectives and also align with existing policies and strategic orientations of the various thematic areas to effectively address any exiting gaps in knowledge, attitudes, behaviours and increase uptake of desired health practices among the target population.

Objective of the consultancy:

The objective of the consultancy is to edit 8-10 Urunana Radio Soap Opera episode script which is written in Kinyarwanda, every month and share the edited script (in track changes) with the Production Manager and Head Writer of Urunana DC within NOT later than three days (72hrs) after receipt of the script which is sent via email.

Scope of the Consultancy:

For purposes of this consultancy the following will be the scope of the assignment;

1. Edit 8-10 Urunana Radio Soap Opera episode script every month;
2. Edit the script in track changes and provide feedback/comments to the Production Manager and Head Writer of Urunana DC within NOT more than 3days (72hrs) following receipt of the script;
3. Send the edited script via email to the production experts mentioned above (in point 2);
4. Provide a summary report (not more than 2 pages) of the comments/observations to guide or inform production of subsequent episodes of Urunana Radio Soap Opera;

Profile of the consultant

- Must be a public health expert with background in medicine, nursing, clinical medicine or specialised in Paediatrics or Obstetrics and Gynaecology;
- Must be familiar with Entertainment – Education (Edutainment) communication strategies for social behaviour change;
- Must be very conversant with national health policies and strategies mainly in the areas of sexual reproductive health, family planning, maternal and child health, malaria, community health and nutrition and in related public fields;
- Must be familiar with Urunana Radio Soap Opera program, demonstrating evidence of listening to the program or being a regular listener to the program;
- Proof of previous experience in carrying out similar consultancy services;
- Must be fluent in Kinyarwanda with very good reading, writing and speaking skills;

Duration of the consultancy: One Year (12 months) which may be renewed

Number of Positions: 1

Reporting to: Managing Director

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Expected deliverables:

1. 8-10-episode script of Urunana Radio Soap Opera edited and feedback sent within 72hrs following receipt of the script, via email to the Production Manager and Head Writer at Urunana DC;
2. A summary report (not more than 2 pages), presenting general observations and comments about the edited set of episode script, prepared and sent, together with the edited episode script, to the Production Manager and Head Writer every month;

Application requirements:

The application file will be comprised of;

- Letter expressing interest to carry out the consultancy service;
- Detailed CV (maximum 2 pages) of the bidding consultant;
- A technical proposal written in English describing the background and experience/expertise in editing edutaining programs for social behaviour change;
- Range of the proposed consultancy fees including taxes as per the taxation law in Rwanda;
- Certified copies of academic and professional qualifications of the bidding consultant;
- Copy of national Identity card of the bidding consultant;

Deadline for application

The Expression of Interest bid documents should be submitted to Urunana Development Communication via email: info@urunanadc.org.rw copy to: bmutanguha@gmail.com not **later than 26th January 2022 at 2:00 Pm Kigali Time**. Urunana Development Communication office is located at Kimironko opposite Engen petrol station at plot No. 628 along **KG 17^{AV}**. For any clarification about this offer, you can send an email to info@urunanadc.org.rw not later than 14th January 2022.

NB:

1. *All application documents must be in pdf format and put in one Zip folder*
2. *Applications documents in hard copy shall NOT be accepted*

Done at Kigali on the 11th Day of January 2022

MANAGEMENT
URUNANA DEVELOPMENT COMMUNICATION DC

