

**ToR FOR TRANSLATIONS SERVICES AND PRODUCTION OF PUBLIC SERVICE ANNOUNCEMENT (PSA) MATERIALS**

**Title:** Translation services and Production of PSA Materials

**Work Category:** Production and Translation

**Work location:** Kigali

**Type of contract:** Individual

**Expected starting Date:** Immediately

**Duration of Assignment:** 15 days

**1. Background**

Rwanda Media Commission (RMC) is a Media Self Regulatory Body in Rwanda instructed by Law NO. 02/2013 of 08/02/2013 Regulating Media most especially in its Article 2 (para 20) and established by Rwandan journalists in their General Assembly of 27/8/2013. RMC is mandated to Protect journalists, regulate their conduct and the daily functioning of media and advocate for media freedom in Rwanda.

In particular, the body enforces the journalistic code of ethics, acts as the primary and highest adjudicator of complaints against the media, and represents the broader interests of journalists to ensure that they operate ethically, including protection of their professional rights while protecting the public from any of media abuse to promote responsibility and accountability.

Given its mandate, RMC seeks to undertake activities of Public information and awareness interventions through development of short creative animated content for dissemination through social media/multimedia platforms and use of Kinyarwanda translated audio and visual contents shared by UNESCO on local broadcast media outlet with an aim of engaging the public effectively in the fight against COVID 19.

These efforts are meant to engage the public in the fight against the pandemic in Rwanda and stay safe. Public sensitization will help in debunking and mitigating all sorts of myths and misinformation on Covid-19 pandemic and to also stop the spread of rumors going viral especially on social media platforms.

The use of creative 3D animation content delivers both publicity and continues to spread for wider reach with promotion message to debunk misconceptions associated with CONVID 19. Creative visual communication is a powerful tool to reach out to the public through leveraging of ICTs and web-based resources to disseminate information.

## **2. Assignment**

1. Production of creative animated content (audio and visual creative animations) for Public Service Announcement (PSA) and education on COVID 19 for public awareness reach. Two (2) audio spots and One (1) visual animated materials for PSA purposes will be produced;
2. Translate in Kinyarwanda with English subtitles the UNESCO shared educative materials on COVID 19 to be shared mainly on local broadcast media outlets. The UNESCO materials to be translated are Three (3) in total;
3. Any additional assignments that RMC may wish to undertake for the success of this project.

## **3. Duration**

The whole assignment is expected to have been completed within 15 days, with effect from the signatory of the contract.

## **4. Skills and qualifications required:**

- The expert should have proven experience in kinyarwanda writing and translation;
- Proven knowledge in producing public service announcement audio and audio visual materials;
- Demonstrated technical capacity of producing the required deliverables, including writing scripts, directing, editing, high quality printing and finishing
- Able to work with different media houses is an advantage
- Able to produce high quality audio-visual animations
- Experience in English writing (since the work will entail making subtitles)
- Excellent ability to meet deadlines.

## 5. Submission of requirements

All interested companies/individuals should submit the following documents:

- A Technical Proposal: Letter of Interest, stating why you consider yourself suitable for the assignment
- Brief methodology on the approach and implementation of the assignment
- Completion certificates or work references, contact details (telephone and e-mail addresses) of referees (firms for whom you have produced similar assignments)
- Relevant qualifications and experience;
- Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment.

## 6. Application process

Interested producers should submit the above outlined credentials addressed to the Executive Secretary, and should be deposited to RMC office located at Remera near Amahoro Stadium/Kigali Arena.

The deadline for application for this assignment is **5<sup>th</sup> June 2020 by 04:00 PM**

**Emmanuel MUGISHA**

**Executive Secretary**

