

# **Develop and Air Public Service Announcement (PSA) through multiple FM Radios to counter terrorism/extremism and violent extremism among mass people in Rajshahi, Sylhet and Chattogram.**

## **Terms of Reference (ToR)**

### **1. Project Background**

The Asia Foundation (the Foundation) is implementing a 3-years project focusing on community policing to counter extremism. The goal of the project is to work collaboratively with law enforcement agencies to carry out Counter Terrorism (CT) efforts that effectively engage citizens in awareness raising, information sharing, and prevention initiatives through the community policing approach. The project is working in collaboration with local partners Songshoptaque, Manab Kallyan Parisad (MKP), and IDEA in three target divisions of Chittagong, Rajshahi, and Sylhet, respectively.

### **2. Program Context**

The recent violence extremism (VE) in Bangladesh has its domestic origins in a series of unprecedented bomb blasts that took place during the Bengali New Year celebrations in 2001 and 2002, and a subsequent campaign rally in 2004. In 2005, nearly 500 explosions were set off in a half-hour timeframe by Jamaat-ul-Mujahideen (JMB)<sup>1</sup> in 64 districts across the country. Although GoB has since banned JMB, other terrorist groups and activities have sprung up. Some are linked to the now weakened JMB or neo-JMB activities. They include the gruesome murders of atheist, secular, and LGBTI (lesbian, gay, bisexual, transgender, and intersex) bloggers starting in 2014, and the July 2016 attack on the Holy Artisan Bakery in Dhaka's affluent diplomatic zone which resulted in 29 deaths including two police officers and all seven attackers who were well-educated youth from elite backgrounds. Although GoB lays blame on JMB, the Islamic State of Iraq and the Levant (ISIL) has claimed responsibility for the event. Many of the attacks on bloggers have been connected to a new extremist group – Ansarullah Bangla Team – which has developed mostly in urban settings through online media and which the Bangladesh Police (BP) states has roots in Al-Qaeda.<sup>2</sup>

These incidents have shocked Bangladesh and its people, and GoB has taken an outspoken stance on VE, including ongoing collaboration with the U.S. Government. This collaboration has included: the application of the 2009 Antiterrorism Act (amended in 2012 and 2013) to arrest foreign terrorist fighters; a serious commitment to international standards for controlling international money laundering that finances terrorism and increased compliance on aviation standards to strengthen border controls; and partnership on operations and capacity building to enhance CT operations, crisis response mechanisms, crime scene management, and community policing activities. GoB has also created the specialized Counterterrorism and Transnational Crime

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<sup>1</sup> Per the International Crisis Group, JMB has origins in Pakistani-based jihadi organizations such as Al-Qaeda, with a goal of creating an Islamic state in Bangladesh. JMB's violent attacks focused on weakening GoB and promoting Islamic law. <https://www.crisisgroup.org/asia/south-asia/bangladesh/threat-jamaat-ul-mujahideen-bangladesh>.

<sup>2</sup> <https://www.usip.org/publications/2016/01/preventing-violent-extremism-through-inclusive-politics-bangladesh>

Unit (CTTC) under the Dhaka Metropolitan Police (DMP) to track intelligence and follow up on terrorist activities.

Despite all these efforts, yet more needs to be done to systematically and effectively address VE. Within this context, law enforcement agencies as well as citizens can play a powerful role in CT through comprehensive strategies that combine intelligence gathering with community policing to improve coordination and information sharing across law enforcement agencies and with citizens. By partnering with the public, law enforcement can more effectively mobilize resources, gain access to quality data for analysis to inform action, and develop strategies that support a CT agenda.

### 3. About the Assignment

As part of the project, the Foundation is going to develop and air some Public Service Announcements (PSAs). The details are given below:

<b>Brand/what?</b>	Awareness Campaign
<b>Subject/topic</b>	Raising awareness on Countering extremism
<b>Objective</b>	Support the police to engage community leaders and members in raising public awareness on Countering Terrorism.
<b>No. of PSAs developed</b>	4 Radio PSAs
<b>Length of PSA</b>	30 seconds to 2 minutes
<b>No. of times all 4 Radio PSAs will go for airing</b>	3200 (4 PSAs x 800 times) times
<b>Campaign Duration</b>	12 months

You are cordially invited to send your financial proposal for production and airing 4 Radio PSAs in which you must mention the details on the following issues:

1. Production cost for four PSAs and
2. Airing cost for four PSAs.

Hence, PEACE seeks to engage the services of a reputed consultant/media firm to develop 4 (four) separate Public Service Announcements (PSAs) to raise awareness Extremism, Violent Extremism (VE) and Counter Terrorism (CT). The length of the PSAs will be finalized during the kick-off meeting with the project team. The PSAs will be produced in Bangla. It also should be produced in a format that is compatible with FM Radio channels and other popular sharing platforms and promoted/airing throughout the contract period.

### 4. Expected Deliverables

The following deliverables are expected from the Consultant:

- Presentation of concept of the audio visuals using PSAs performance style/ format, script and filming checklist at initial planning meeting;
- First draft of the Public Services Announcements (PSAs);
- First draft of audio on awareness and reduction Violent Extremism (VE);
- Final PSAs (after incorporating feedback from the team).
- Airing of the PSAs in Radio Channels
- Pictures of work in progress
- Final report with views count.

***Please note the final length of each of the PSAs will be finalized in consultation with the PEACE Team during the kick-off meeting and first draft of production.***

## **5. Major responsibilities of the Foundation**

The Foundation will provide the consultant with necessary support to undertake and implement the assignment and execute the objectives of this assignment. Such responsibilities include the following:

- Provide initial briefing and existing work overview;
- Provide relevant documents and technical support;
- Disburse payment as per the agreed schedule in the contract.

## **6. Timeframe**

The consultant will complete the entire task within 30 days from signing of the contract.

<b>Sl. No</b>	<b>Activity</b>	<b>Time Frame</b>
1.	Desk research (project docs, research on project materials)	2 Days
2.	Discussions with project beneficiaries (CPF members, project staffs and police) to understand the `scenario-problem-solutions' pattern of the thematic issues via Phone	1 Day
3.	Finalize plan for the assignment	2 Days
4.	Initial planning meeting and presentation of assignment plan including concept of the audio, broad script and filming checklist at initial planning meeting with the project team	1 Day
5.	Formation and preparation of the team for shooting, editing, crews, script writer as all costs for the total production including travel is covered under consultant's quoted budget	5 Days
6.	Scripting of the audio document	3 Days
7.	Sharing with the project team and incorporating feedback	3 Days
8.	Audio shooting, editing and first cut (Draft Version) sharing.	8 Days

9.	Incorporating feedback and sharing with the project team	3 Days
10.	Promote video in FM Radio channel and other popular sharing platform	1 Day
11.	Final submission of finished product and final report	1 Day

## 7. Application Procedure

Interested consulting firms/organizations requested to submit applications via email to [country.bangladesh.jobs@asiafoundation.org](mailto:country.bangladesh.jobs@asiafoundation.org), at least by local time 5:00 pm on May 2, 2021. Only shortlisted consultants will be contacted.

The application should consist of:

1. Technical proposal, that includes the following:
  - a. Consulting firm's information: Name of the contact information of person responsible for the proposal including email address, postal address and phone number; web address (if available);
  - b. Relevant Experience: Information on the history of the consulting firm/organization and its work related to develop Public Service Announcements.
  - c. Samples of past work.
  - d. CVs of key team members
  
2. Financial proposal with a budget outlines the fees and associated costs including stationery, supplies. The consulting firm/organization must budget for all relevant costs (including Tax/VAT) and provide explanatory notes.