



## **TECHNICAL SPECIFICATIONS FOR THE CONTRACTING OF THE PROVISION OF MEDIA MANAGEMENT SERVICES**

Ref.: 10/18/ARAP

### **1. PURPOSE OF THE CONTRACT**

The FIIAPP F.S.P. requires the contracting of the provision of print, digital and broadcast media management services under ARAP project, to be delivered to both the project coordination Unit based in Accra, and the Ghanaian project stakeholders in different regions inside Ghana, which will be defined during the project implementation.

The contractor will be responsible of all shipping and delivery expenses, including duties when applicable.

### **2. DESCRIPTION OF THE SERVICES TO BE PROVIDED**

The services to be provided will be media (print, digital and broadcast) management services to be delivered in Ghana.

The operations, object of this contract, will be the following:

- Buying and management of slots in national and regional media (print, digital and broadcast).
- Engagement of journalists and media houses to attend ARAP events and give adequate coverage in the Ghana media landscape (at least three per each activity), in local language when needed.
- Disseminate press releases and other materials to regional, national and international media (print, digital and broadcast), at least three per each activity.
- Support and lead - when requested - in planning, coordination, scheduling and logistics, for press briefings, roundtables, major conferences and seminars, public or broadcast appearances, and other communications-related activities sponsored by the ARAP (including some that involve the ARAP Stakeholders).
- Monitor national media for stories relevant to ARAP or featuring its work, for internal dissemination and reputational risk management purposes.

Performance of the contract will comply with the conditions detailed in the Particular Administrative Conditions and the Technical Specifications, which are contractual in nature, wherefore they must be signed by the successful bidder in witness whereof, in the same act of formally executing the contract.



### 3. CONDITIONS TO BE COMPLIED WITH WHEN PROVIDING THE SERVICE

#### *a. Bids:*

Interested parties will submit bids according to the conditions set forth in the administrative specifications, in the proper manner and form, for translation and interpretation services.

#### *b. Specifications:*

PRODUCT	DESCRIPTION
<b>Media presence:</b> Buying and management of slots and spaces in national and regional media (print, digital and broadcast) covering ARAP Programme and activities.	Coverage (in at least 3 newspapers including online newspapers) based of about half page covering an ARAP concrete activity
	One full page advertising on national newspaper (e.g. Graphic news, etc.)
	One minute public service announcement on national TV in prime time
	One minute public service announcement on regional TV in prime time
	One minute public service announcement on national radio
	One minute public service announcement on regional radio
<b>Adaptation and dissemination of media products:</b> Support and lead – when requested – the adaptation of technical reports and documents into accessible media products (articles, press releases, media briefs, soundbites, etc.) tailored to Ghanaian media.	Development of 10 press releases
	Dissemination and placement of a press release on 5 national newspapers (both print and digital)
<b>Dissemination of ARAP news on Ghanaian media:</b> Support and lead - when requested - in planning,	Organisation of one press conference attended by all major media houses (print, broadcast and digital)



coordination, scheduling and logistics, for press briefings, roundtables, major conferences and seminars, public or broadcast appearances, and other communications-related activities sponsored by ARAP or any of the ARAP Stakeholders.	
<b>Media monitoring:</b> lead the monitoring of media (print, digital and broadcast) of relevant topics for the programme and mentions of ARAP in national, regional and local media.	Media monitoring and issuing of one daily alert and a weekly report of media mentions of ARAP, as well as compiling annual reports

The products not included in this list will be determined during the implementation of the project. The products listed above are not considered as a purchase volume commitment by FIIAPP, as only the necessary products for the project implementation will be required.

#### 4. ADDITIONAL SERVICES

Additional services are considered those that may be derived from the free provision or allocation, by the tenderer, of services pertaining to the purpose of the contracting, as long as they can be financially assessed and are related to and directly useful for developing the purpose of the contract.

#### 5. DELIVERY AND BILLING

The successful bidder is entitled to the payment of the agreed price, under the conditions laid down in the contract, corresponding to the work actually performed or delivered, and formally received by the Foundation.

Payments will be made in Euros.

Payment will be made by bank transfer within a period of no more than sixty days as from the date when an invoice is submitted.

The successful company undertakes to comply with the agreed delivery period, for each order, therefore assuming the liability in the event of a delay.

All the bidding material will have to be delivered in electronic format or digital form. The contracted company will be responsible for this cost (storage space).

When specific situations will require the delivery of materials in physical support, the products will be delivered to the offices of FIIAPP in Ghana, being



responsibility of the contracted company the customs procedures. FIIAPP's offices in Ghana are located at the following address:

**ARAP / FIIAPP**

Secant Tower Office Building  
Plot No. 398, Papa Monrovia St.  
(formerly 7th Lane) – Osu, Accra  
Ghana

Other products would be requested to be delivered in Ghana at the stakeholders premises in Accra or other regions, to be defined during the project implementation.