



LEGAL AND HUMAN RIGHTS CENTRE

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TERMS OF REFERENCE

A CONSULTANCY TO CONDUCT AN IMPACT ASSESSMENT SURVEY ON TELEVISION AND COMMUNITY RADION PROGRAMS, 2022.

1.0 Background and Introduction

LHRC has been producing a TV program called Sheria Zetu and Mlinzi wa Haki Radio Program in 20 community radios across the country. The program provides legal and human rights education to the public, for the purpose of ensuring the relevance of its current and future media programs.

The proposed Impact Assessment Survey will be used to collect data to measure the impact on TV program outcomes and impacts. The survey will consider having a representative sample from beneficiaries, attribution of impact through interviewing both beneficiaries and non-beneficiaries and provide results for impact level indicators as per the log frame. Both quantitative and qualitative methods will be used by the consultant to assess the impact of the programs.

The Impact Assessment Survey will be undertaken in close collaboration with the relevant staff of the LHRC in Arusha, Dodoma, and Dar es Salaam and the public.

1.1 Purpose of the Impact Assessment Survey

The survey will be conducted in the six regions of Dar es Salaam, Mwanza, Mbeya, Arusha, Mtwara and Dodoma highlighting the impacts of Sheria Zetu TV and Mlinzi wa Haki Radio programs on legal and human rights. The survey aims at informing LHRC on impact of public awareness on legal and human rights programs to the community.

The survey will also anchor LHRC's to improve or reorient an intervention or to form decision about whether to continue, discontinue, replicate, or scale up its interventions on use of television and community radio programs for public empowerment on legal and human rights.

2.0 Objectives

The main objective is to conduct an impact assessment survey on the context of legal and human rights in Tanzania.

2.1 Specific objectives

The main objective of this assignment is to assess the relevance of the LHRC Star TV program on Sheria Zetu and Mlinzi wa Haki radio program. The assessment of TV and Radio programs should have a special emphasis on:



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- 2.1.1 **Relevance** – How and to what extent are the TV and radio programs consistent with the target group’s needs, local conditions, and institutional priorities?
- 2.1.2 **Effectiveness** – To what extent did the TV and radio programs’ interventions contributed to the LHRC projects' high-level objectives and outcomes and the level of achievement in terms of implementing TV and radio programs as per LHRC annual work plan and strategic plan?
- 2.1.3 **Efficiency**—Are the TV and radio programs' inputs and resources translated into concrete results in an economically feasible manner?
- 2.1.4 **Sustainability** – To what extent do the TV and radio programs' benefits extend beyond the contract duration including the assessment of the anticipated results and risks?
- 2.1.5 **Impact** – What are the actual and expected changes that have occurred in the rural community and target group? (Including positive and negative, direct, and indirect) because of TV-Programs interventions.
- 2.1.6 **Gender Equality and Women Empowerment** – To what extent did the TV and radio programs contributed to the gender equality and empowerment as outlined in the LHRC documents?

3.0 In addition to the above, the impact assessment survey will focus on:

- 3.1.1 **Innovation:** In what aspects did the TV and radio programs manage to bring innovative solutions to meet the needs of the target groups, provide unique methods to overcome challenges, and demonstrate exemplary approaches within the rural development context
- 3.1.2 **Lessons Learned:** What are the key results (both positive and negative), insights, stories, and messages learned from LHRC programs worthwhile reporting to improve the design and implementation of the future programs?
- 3.1.3 **Sampling:** A statistically sound sampling methodology will be designed in collaboration with LHRC. The consultant may also be asked to prepare a technical document outlining the survey sampling methodology and roll-out plan.
- 3.1.4 The consultant will be responsible for the development of a stratified random sampling method under the guidance of LHRC. The sampling selection will consider control groups and will be based on beneficiary/non-beneficiary and the program target areas including the targeted regions, districts, and communities.

4.0 Methodology

The survey will use questionnaire, focus group discussion, key informants, and online public survey of data collection.

5.0 Phasing

The assignment will be undertaken in three key phases: preparation, implementation, and data analysis and reporting. The assignment will be completed after the presentation of the results in a workshop. Progress reports on key deliverables may be requested during and at the completion of each stage.



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The specific key tasks include:

5.1.1 Preparation

- i. Review the LHRC's contract with Star TV/ selected community radios.
- ii. Review reports submitted by Star TV/community radio from January 2020 to June 2022
- iii. Hold a meeting with LHRC communication team
- iv. Hold a meeting with the Star Tv/ community radios production crew/coordinators.
- v. Produce a preliminary findings report
- vi. Develop a full technical document discussing the survey instruments including sampling methodology, stratification details, and statistical assessment criteria; develop the sampling framework with a brief action plan.

4.1.2 Implementation

- i. Conduct field visits and manage the necessary processes for data collection.
- ii. Coordinate data collection work and ensure full compliance with the data entry protocols, data privacy and protection rules, and the transcripts.
- iii. The assessment process should respect ethical best practices in terms of obtaining consent from interviewees and respecting their right to privacy.

4.1.3 Analysis and Reporting

- i. Analyze and interpret the data/information collected from the field work.
- ii. Prepare a detailed report and analysis based on the submitted outline during the preparation phase. Modify and amend the report, if necessary, based on the feedback from LHRC.
- iii. The Impact Assessment results should be presented to the LHRC senior management team and relevant staff.

5.1 Main Deliverables

5.1.1 Impact Assessment Inception Report- This report will include a fully elaborated impact assessment approach and proposed survey instruments, sampling frames, and sampling methodology, interviewing method, number of FGDs and the number of participants and locations, draft questionnaires and other survey tools, data processing and analysis methodology, the outline of the final report and schedule of activities.

5.1.2 Final Impact Assessment Reports – To be submitted after two weeks of fieldwork. The final reports should be written in a clear and simple style, documenting the results of the Impact Assessment in accordance with the above terms of reference. The report will be written based on the submitted and approved outline during the preparation phase.



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6.1 Education, Qualification and How to Apply

6.1.1 Education:

Degree in a related field is required. Advanced university degree is an advantage.

6.1.2 Experience:

- A minimum of 3 years' experience in media, journalism, communications, or related fields.
- Excellent writing/ editing skills required
- Understanding of modern media landscape (both traditional and digital)
- Social media and popular culture savvy.
- Hands-on expertise and creative flair to develop compelling content for diverse audiences.
- Experience working with researchers and technical experts.
- Ability to process and present large quantities of data
- Familiarity with gender equality issues and human rights issues would be an asset.

6.1.3 How to apply:

Interested individuals with the required qualifications and experience should submit their application to lhrc@humanrights.or.tz, with the subject line “**Media Impact Survey Consultancy**”. The application should include:

- A consultancy technical proposal
- A cover letter indicating the candidate's motivation for this consultancy and relevant expertise and experience.
- copy of academic qualifications (University Degree) or organization profile.
- A proven record of similar work experience.

6.1.4 Closing Date

The closing date for the submission of applications is **15 August 2022**. Only those candidates who meet all qualifications and experience will be contacted for further consideration. Incomplete applications will be automatically disqualified.

7.1 Time Frame

- The consultancy to be carried out for 30 days inclusive of report submission.