



TERMS OF REFERENCE

A Consultancy for Public Relations and Publicity Coordination Services. “Awareness Programs on Sexual Bribery and Sexual Exploitation”

1. Profile

Centre for Equality and Justice (CEJ) is a women’s organization that works with a focus on war- affected women’s issues and has a strong action-oriented research and advocacy focus. CEJ’s mission is the achievement of gender justice so that men and women live in a society that is free, just and equal. Its objectives are the promotion of gender equality, advancing the rule of law, good governance and democratic principles, promoting women’s advancement and economic empowerment, advocating for the commitment to international human rights standards and by fostering partnerships with grassroots level women’s networks.

2. Background

CEJ is currently implementing a project which aims to empower military widows (predominantly Sinhalese widows in the North-Western and North Central Provinces) and war widows (predominantly Tamil widows in the Northern Province) by addressing the high incidence of sexual bribery and sexual exploitation against them, which also acts as a significant barrier to their socio-economic advancement and perpetuates vulnerability and intergenerational conflict. It will empower the targeted women and their families by improving access to information and services, supporting the formation of women’s collectives, and supporting sustainable income-generation. It will also collaborate with public officials and state institutions to strengthen their commitment to prevent and respond to sexual bribery and to protect military and war widows from sexual exploitation. This will be complemented by the strengthening of civil society to hold systems and decision-makers accountable.

3. Scope of Work

The consulting party will be responsible for supporting CEJ’s overall outreach activities and visibility on mainstream media under the project. Specifically, the consulting agency will:

- Provide information with statistics on the most popular radio stations and programmes, television stations and programmes, and widely consumed newspapers among the English/Sinhala and Tamil speaking audiences respectively.
- Secure quotations for air-time in selected programmes on television, radio and slots on print media after the programmes/newspapers have been selected in consultation with CEJ.
- Coordinate and support script-development (if needed) between CEJ and the selected media outlet.
- Secure air-time/screen-time/ print space at the selected media outlets, upon CEJ’s approval.
- Facilitating the airing of:
 - Radio Serials in Sinhala and Tamil.
 - Radio Advertisements in Sinhala, Tamil, and English.
 - Television talk shows in English, Sinhala and Tamil.

- Television advertisements in English, Tamil and English.
 - and the printing of:
 - News/news features in English, Sinhala, and Tamil.
- Archive live and post-publicity responses and report the responses to CEJ.
- Provide a report on the publicity including the projected reach of each output and monitor if screen/air-time is utilised as agreed.
- Provide CEJ with a copy of all published material.
- Coordinate payment between CEJ and media outlet wherever applicable.

4. Time-line

Activity	Deadline
Attend Briefing by CEJ	September 25 2019
Decide on radio slots and secure slots (Advertisements and serials.)	October 02 2019
Coordinate material development between CEJ and the station	October10 2019
Monitor/produce report on air-time and usage of air-time (Serials)	October 15 2019- November 15 2019
Decide on Television slots and block-out the slots (Advertisements and talk shows)	October 15 2019
Coordinate filming/material development for telecasting	November 20 2019
Coordinate airing/filming	January 2019
Produce a report/ Monitoring of usage of television time (Talk shows)	February 15 2019
Coordinate/facilitate the running of advertisements on radio and television	February 20 2019- March 15 2019
Generate reports of monitoring air-time. (Advertisements)	April 02 2019.

4. Duration

The above consultancy is for the duration of 09 months, from September 2019- May 2020.

5. Payment

Remuneration will be agreed upon between CEJ and the consultants and set-out in the contract.