



REQUEST FOR PROPOSALS – SOUTH SUDAN MEDIA AUDIENCE SURVEY SUSTAINABLE INDEPENDENT MEDIA ACTIVITY (SIMA)

Issue Date: **December 13, 2024**

Questions Due Date: **December 20, 2024**

Proposal Due Date: **January 6, 2025**

Anticipated Award Date: **January 19, 2025**

To Whom It May Concern:

IREX (International Research & Exchanges Board) is seeking proposals from qualified research firms to provide technical assistance in the design and implementation of a media audience survey in South Sudan. The study should include a quantitative media audience survey with a sample size that should be at a minimum large enough to be representative of the population in the target areas, and may also include qualitative interviews, focus groups, or other techniques as proposed by the successful bidder and approved by IREX. The purpose of the media audience survey **is to generate data and information on media structure, audience consumption patterns, and media funding and investment outlook in South Sudan.** It is up to the bidder to decide the methodology with a sample size up to **1500 households.** IREX reserves the right to withdrawal this request for proposal at any time up to award the contract.

About SIMA

The Sustainable Independent Media Activity (SIMA) is a USAID-funded project launched in September 2022. SIMA's goal is to improve access to credible, accurate, and reliable information for South Sudanese citizens by promoting the sustainability of high quality, independent radio operations.

SUMMARY

SIMA is commissioning a media audience survey to focus on the following counties of South Sudan: Juba, Kapoeta South, Torit, Pibor, Twic, Awerial, Rumbek; Aweil, Leer, Baliet, Malakal, Renk, Kuajok Turalei, Wau, Jur River, Yambio, Yei, Bentiu, Ruweng, Maban, Akobo and Bor. The selected respondent will conduct the media audience survey.

The specific objectives of the media audience survey are:

1. To understand the nature and structure of the media industry in South Sudan
2. To understand audience consumption patterns, habits and access in South Sudan

3. To understand South Sudan's private sector media funding and investment outlook (for media).

The results will be used to inform the media sector, IREX, donors and private sector in strategic positioning and designing media interventions that respond to the needs of communities and media consumers. The survey will also provide available primary data for use by the media sector in the long term.

METHODOLOGY

Qualitative and quantitative approach through employing household survey and targeted key informant interviews, focus group discussions, or other methods, but these must be described and justified in detail in the narrative proposal. Each survey is estimated to 30-45 minutes. However, as IREX recognizes that the circumstances might not be favorable for face-to-face interviews or make it difficult, bidders may propose a mixed methods approach including utilization of technology if they provide adequate consideration of the effects of those methods and justification for their use. As well, bidders should present approaches to ensure the validity of results despite the different data collection methods in the sample, and a contingency plan for switching interview methods that is in budget and still accomplishes the objectives of the study within the proposed budget.

The survey will include the above-mentioned locations, though final locations and samples may change and will be determined in consultation with IREX. Bidders should propose and justify a sample size and methodology that results in a survey that is representative of the South Sudanese media audience and communities. The survey approach should adhere to principles of inclusivity, high ethical standards and reliability of the process. Data sources should include representations from youth, women, people with disabilities, IDPs, community and religious leaders, the elderly, private sector, media entities and any other specific groups that may be identified as part of audience survey design.

DELIVERABLES

1. Inception report with audience survey tools, including the sampling framework and methodology in English language to also be translated as may be required.
2. Field procedure plan (includes field protocols, data management logistics, quality assurance and control measures, etc.).
3. Detailed recruitment, training, supervision and monitoring plan for the data collection.
4. Detailed audience survey plan with spelt out timelines
5. Pilot feedback report from 150 sample surveys for approval before actual survey commencement.
6. Ongoing bi-weekly field reports on progress/number of completed interviews, data quality checks, difficulties, and other issues such as access, security etc.
7. Raw data and tabulated results in English in SSPS format or syntax files of the 1500 completed interviews. Also excel files with topline frequencies, crosstabs, and tables with variables of interest.

8. Final presentation (using application of choice) to highlight key findings, data visualizations, conclusions, and recommendations. A draft narrative report in MS word for feedback and comments from IREX
9. A final narrative report in MS word that addresses comments and feedback provided
10. Final PowerPoint slides highlighting key findings, conclusions, and recommendations

All deliverables should be submitted electronically in readable formats.

RESPONSIBILITIES

Responsibilities of the Research Firm

The firm will conduct the research according to a work plan and budget to be agreed upon prior to start. The researcher(s) will be responsible for:

- Developing and submitting an Inception report with audience survey tools, including the sampling framework and methodology.
- Developing and submitting a procedure plan that includes field protocols, data management logistics, quality assurance and control measures, etc.
- Developing and submitting a recruitment, training, supervision and monitoring plan for the data collection.
- Developing and submitting an audience survey plan with spelt out timelines
- Submitting the pilot feedback report from 150 sample surveys for approval before actual survey commencement.
- Presenting bi-weekly field reports on progress/number of completed interviews, data quality checks, difficulties, and other issues such as access, security etc.
- Producing and submitting raw data and tabulated results in English in SSPS format or syntax files of the 1500 completed interviews. Also excel files with topline frequencies, crosstabs, and tables with variables of interest.
- Producing and submitting final presentation (using application of choice) to highlight key findings, data visualizations, conclusions, and recommendations. A draft narrative report in MS word for feedback and comments from IREX
- Producing and submitting a final narrative report in MS word that addresses comments and feedback provided
- Producing submitting and presenting PowerPoint slides highlighting key findings, conclusions, and recommendations

Responsibilities of IREX include:

- Review and providing feedback and approval of all deliverables
- Supporting the research firm with obtaining security clearance and other relevant approvals from Media Authority, Ethics Board, RRC, National Bureau of Statistics
- Supporting the research firm with contacting key stakeholders (USAID, media organizations, IREX team)
- Ensuring timely payment in agreed amounts to the researchers.
- Ensuring compliance with USAID requirements.

DURATION AND SCHEDULE

The research including research design, implementation, and reporting should not take more than four months starting as soon as possible. All research will be conducted based on a detailed work plan and taking into account the budget available. All deliverables are due no later than **April 30, 2025**.

PROPOSAL SUBMISSION

Interested parties are invited to send a technical proposal, timeline, and detailed budget in USD, with the following information:

Technical Proposal (max 20 pages, excluding relevant annexes):

- A demonstration of the understanding of the audience survey as per this RFP
- Proposed sample frame and structure, methodology, and locations for qualitative and quantitative survey.
- Proposed qualitative research description and justification.
- Clearly outlined implementation plan for the audience survey
- Recruitment and training of data collectors, and safety and security considerations for data collectors.
- Data collection tools and methods for ensuring data integrity/quality assurance.
- Contingency plans if face-to-face interviews are not possible.
- Proposed timeline

Detailed Budget:

The estimated budget should have sufficient detail to determine the price elements and should separate costs for the required quantitative survey from any additional research methods proposed by the bidder.

In addition, bidders are requested to submit:

- Profile and portfolio of the firm clearly presenting experience in conducting research.
- Resume(s) of technical key staff that will be assigned to the project.
- References to two to three previous clients for related work.
- Example of previously conducted research reports in similar contexts, including one that shows data visualization.

Lastly, shortlisted bidders may be asked to do a presentation and question and answer session with IREX.

1. Evaluation Criteria

Organizations interested in providing this service must demonstrate:

- Substantial and proven experience with media audience survey.
- Knowledge of the South Sudan or East African context.
- Ability to adjust smoothly to changing situations and able to value active involvement of stakeholders and their engagement.
- Strong report writing skills.

- Reasonable and transparent budgeting.

Proposals from interested parties will be evaluated according to the following criteria:

- Technical approach: 50%
- Cost proposal: 30%
- Past performance (preference for performance in South Sudan and USG funded projects surveys): 20%

All questions must be received no later than the Questions Due Date indicated above to **npinault@irex.org**. Responses to questions will be sent to all parties on the Responses to Questions date indicated above.

If you decide to submit a proposal, please e-mail the technical proposal and additional documents to info.sima@irex.org no later than **January 6, 2024: 5:00 PM EST**. Late submissions will only be considered if in the best interests of the project, and then at IREX's sole discretion.

All proposals submitted must be valid for a period of not less than sixty (60) calendar days from the closing date indicated above. IREX expects to reserve the rights for this research. IREX may at its discretion ask for additional information.

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