



Call for FM Radio Service Provider for Radio Advert/Spot Messages and Talk Shows.

1) Background:

Kilimo Trust is a not-for-profit organization working on agriculture for development across the East African Community – in Burundi, Kenya, Rwanda, Tanzania, and Uganda. Kilimo Trust is a go-to implementing partner for inclusive and sustainable market-led agricultural value chain development in the region.

Kilimo Trust received a grant from AGRA to implement a three-year project entitled "Enhancing Access to Markets for an Inclusive Agricultural Transformation (EAMIAT)." The project aims to improve the income, food, and nutrition security of MSMEs and farmers by creating sustainable trade opportunities. Implemented by a consortium of four partners, Kilimo Trust focuses on promoting innovative post-harvest handling (PHH) practices to ensure grain quality in the Busoga, Sebei, and Bugisu subregions of Eastern Uganda.

2) Objective:

Kilimo Trust seeks Interested Local FM Radio Service Providers to sensitize farmers in Busoga, Bugisu, and Sebei Sub-Region in Eastern Uganda on the significant effects of Aflatoxin on grain value chain and human health, Aflatoxin Management and Control through radio adverts/spot messages and talk shows under the EAMIAT Project.

3) Assignment:

We require Local FM Radio Registered companies to quote for sensitizing farmers on the significant effects of Aflatoxin on the grain value chain and human health, Aflatoxin management, and control through radio adverts/spot messages and talk shows under the EAMIAT Project.

S/N	ITEM DESCRIPTION	QUANTITY
Lot 1	Produce Radio advert/spot message in Lusoga	1 Radio advert / Spot message
	Run Radio advert/Spot messages in Lusoga of not more than 2min for one month	50 (2 per day) Radio adverts / Spot messages
	Host a Talk Show in Lusoga of at least 1 hour once a week for 3 Weeks	3 Talk Shows
Lot 2	Produce Radio advert/spot message in Lugisu.	1 Radio advert / Spot message
	Run Radio advert/Spot messages in Lugisu of not more than 2min for one month	50(2 per day) Radio adverts / Spot messages
	Host a Talk show in Lugisu of at least 1 hour once a week for 3 Weeks	3Talk shows
Lot 3	Produce radio advert/spot message in Kupsabiny.	1 Radio advert / Spot message
	Run Radio advert/Spot messages in Kupsabiny of not more than 2min for one month	50(2 per day) Radio adverts / Spot messages
	Host a Talk Show in Kupsabiny of at least 1 hour once a week for 3 Weeks	3 Talk shows

#### 4) Key deliverables for the assignment

- a) Recording of the spot message.
- b) Recording of the talk show
- c) Content Development & Production
  - i) Recording the spot messages in Lusoga, Lugisu, and Kupsabiny (one per language) respectively.
  - ii) Pre-approval of scripts to ensure alignment with the project's messaging.
- d) Broadcast & Airtime Execution
  - i) Air 50 spot messages per language (2 per day for one month) on designated local FM stations.
  - ii) Host 3 interactive talk shows per language, each lasting at least 1 hour, featuring experts on aflatoxin effects, management, and control.
- e) Listener Engagement & Tracking
  - i) Monitor audience participation during talk shows (e.g., call-ins, SMS, or WhatsApp messages).
  - ii) Summarize key questions and feedback from listeners, highlighting common concerns or knowledge gaps.
  - iii) Provide listener engagement statistics, including the number of interactions per session.
- f) Documentation & Reporting
  - i) Submit recordings of aired spot messages and talk shows as evidence of execution.
  - ii) Provide a detailed broadcast schedule, indicating dates and times for all spot messages and talk shows.
  - iii) Compile a post-broadcast report, summarizing:
    - Airtime usage (confirmation of adverts and talk shows aired).
    - The audience reached estimates and engagement levels.
    - Key discussion points and listener feedback trends

#### 5) Requirements.

This call is open to all Legally registered FM Radio companies in Eastern Uganda that broadcast in the specified local languages (Lusoga, Lugisu, and Kupsabiny). Interested FM Radio stations will be required to submit the following.

- i) Evidence of operating in the radio broadcasting business for at least five years.
- ii) Clearly indicate the broadcast area and the primary language(s) used.
- iii) A valid Tax Clearance Certificate.
- iv) Certificate of Incorporation as an FM radio company..
- v) Company Profile detailing a summary of company background, services, and relevant experience.
- vi) A valid trading License for the current year
- vii) Fully filled, signed, and stumped proforma invoice detailing the costs of the three items (spot messages, adverts, and talk shows) in local currency.

#### 6) Mode of Application.

All Interested FM Radio Service Providers must submit online via email to [recruitment@kilimotrust.org](mailto:recruitment@kilimotrust.org) company documents as guided in the above requirements (5) by Friday 21<sup>st</sup> Feb. 2025 before 11:59 pm.

The Prospective Service Provider MUST indicate in the Email the Region preferred and language.