

MEDIA MOBLIZATION STRATEGY -2011

1 US Dollar= 85 PKR
1 Euro= 120 PKR

TASK	ESTIMATED CONSULTANCY PERIOD	RESOURCES REQUIRED	OUTPUTS	TIMELINES	BUDGET REQUIRED (Consultancy Fee) (PKR)	OTHER ADMINISTRATIVE COST REQUIRED*
<p>Task 1- Literature Review 1.1 Review of evaluation reports of LSBE 1.2 Video Documentary 1.3 SRHR Research Study of LSBE programme 1.4 Meetings with relevant staff (To showcase successes, point out challenges, and dispel wrong notions in upcoming media management initiatives).</p>	2 Days	<p>a) Evaluation of LSBE in Pakistan 06-10 b) Earlier evaluation reports for comparison c) Vidoe documentaries</p>	2 page Position paper containing facts / solutions to meet challenges (faced by adolescents) which can be showcased in media management interventions	10th June	42500	0
<p>Task 2- Review and Finalization of Media Hand Book / Guide Book Review of existing media guide book and finalize it. Besides other contents, the revised draft should contain a glossary of terminology used in LSBE, SRHR, and youth issues; stats and abridged studies on child abuse, rape, early marriage, violence against children, child molestation and the documented long-term effects on the personality of the abused child; govt. policies, existing laws and covenants Pakistan is committed to; and any other information that helps journalists understand the depth and gravity of the issue and to be able to write their scripts with clarity and ease of understanding.</p>	3 Days	All relevant reports, facts, stats and govt. comittments mentioned on the left. Rutgers WPF to provide soft copy of this material to the consultant, who'll collate, edit and format the information for publication. Once the guide book is finalized, Rutgers WPF will be responsible for its translation and necessary printing (As per requirement of the consultant).	The Revised Media Guide book of not more than 10 pages	30th June	63750	10000
<p>Task 3- Showcasing our Case in LSBE Learning Forums Rutgers WPF will have to organize three LSBE / SRHR education learning forums one in each district (Multan, Mitiari and Karachi) during 2011-12. The outputs of above noted tasks and the gained wisdom will be showcased in these learning forums where NGOs and the selected local media will be invited</p>	3 Days	Revised media guide book, Position Paper to showcase LSBE, List of local media (electronic, print)	Showcase LSBE in learning forums	The learning forums will be organized by Rutgers WPF Partners in November 2011	63750	90000

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<p>Task 4- Media Sensitization Workshops on SRHR Issues and encourage Debate: Karachi- 02 Workshops Multan- 01 Workshop Mititari- 01 Workshop Gujranwala- 01 Workshop Each workshop will be of one day duration a) For journalists/writers/talk show hosts: The objective is to give participants the language to talk about attitudes and practices related to sexuality, the need for LSBE, what has been achieved and what is the goal, and how to look for and treat news stories and features on these issues. They will also be briefed on the gravity of the situation in child protection, and the need to have a frank debate between adults, particularly parents, on how best to protect our children from disease and abuse. Journalists will also be provided with tools and ideas to do news stories and features on the issue. Trainings for FM radio staff will be focused in the districts where LSBE programme is running. b) For WFP and partners' staff: The NGO sector is used to communicating in jargon. In these workshops they'll be introduced to the techniques of constructive interaction with media, to use appropriate language, and</p>	6 Days	<p>a) Guide book for journalists mentioned above b) Feedback of earlier LSBE programme (06-2010) c) List of resource persons who could be from partner organisations or independent social commentators and experts to interview. The consultant will prepare list of participants and Rutgers WPF's Implementing partner will help in inviting the participants</p>	05 successful sensitization workshops each containing at least 15 media participants	31st July	127500	230000
<p>Task 5- One day training workshop for Rutgers WPF Staff To orient them how to engage / deal with media</p>	2 Days	<p>a) media hand book, b) Any designed recourse / module</p>	Staff oriented on dealing with media amicably	15th July 2011	42500	0
<p>Taks 6 - A concerted and sustained media campaign to advocate LSBE and sexuality education (using a different term in urdu). It'll use English and Urdu-language national newspapers and periodicals, Sindhi language papers, FM radio channels in Karachi, Hyderabad, Quetta, Multan, Gujranwala, and Islamabad, and mainstream TV talk shows in both English and Urdu.</p>	20 Days	<p>a) Handbook for journalists mentioned above b) Feedback of earlier LSBE programme (06-2010) c) List of resource persons who could be from partner organisations or independent social commentators and experts in the fields of education, psychology, sociology, sexuality, media, and religion who are articulate and could be relied upon to put forth a balanced view on LSBE and SRHR issues. The names to represent all parts of the country and with multiple language proficiency. (the list will be prepared both by the consultant and Rutgers WPF)</p>	a) At least five pieces in print medium every month b) At least three radio discussions with guests/audiences every month c) At least two tv discos/mo d) Creating an enabling environment through the above mentioned progs.	July- Nov 2011	425000	0

Note:

1) Rutgers WPF will pay 250 dollars / day for this 36 days consultancy (The tax will be deducted as per rules)

2) Rutgers WPF will pay per diem as per organizational policy and bear all the additional logistical cost (travel and accomodation cost) of the consultant.

*The other administrative cost include travel, accomodation, meal, per diem and stationery cost

Sub-Total	765000	330000
Total Budget		1095000
Available Funds in Hamara Kal Project (EU)		500000
Additional Funds Required from HQ		595000

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Funds Required in Euros					5409	