Population Reference Bureau

Request for Applications (RFA)

**RFA Information**

Issue Date April 23, 2021

RFA Name **Podcast Training Partner for International Health and Environment Series**

Ceiling Amount $60,000

Point of Contact Alana Barton, [abarton@prb.org](mailto:abarton@prb.org)

**Due Dates**  Questions Due 5:00pm EDT on May 7, 2021

Applications Due 5:00pm EDT on May 14, 2021

Submit the questions and proposals to Alana Barton at [abarton@prb.org](mailto:abarton@prb.org). Responses to questions will be shared with all interested partners.

Complete the application here.

PRB expects to make an award in late May.

**Request for Applications**

**Overview/ Scope of Work**

PRB is soliciting applications from radio journalism experts or radio development organizations to implement podcast production training in Africa or Asia on environment and reproductive health themes.

The selected partner will provide training in audio production including sound and narrative capture and editing, as well as support identifying and mapping themes for long-form audio storytelling. **The partner will provide start-to-finish technical support for** **teams of radio journalists, community radio groups, or tech savvy advocates**. Teams will select a reproductive health and environment, population, gender, or youth theme to explore deeply. The finished podcast series will be distributed in participants’ countries and communities through radio and will reach an international audience with dissemination online.

The goals of this project are to build the skills and competitiveness of participating teams by introducing new storytelling formats and skills, and to share community and national stories about environment and reproductive health topics with an international audience. We hope the project will encourage understanding, communication, and solutions around series themes.

**The partner must be able to conduct training both in-person and virtually; the presence of staff based in Africa or Asia will be considered an asset.** The training content and curriculum will focus on:

* An in-depth format and creative style that examines and explains complex topics, emphasizing the gathering and use of compelling natural sound, soundbites, and strong narrative development.
* Credible data use and information sourcing, including source diversity and first-hand perspectives.
* Scripting and editing to present the most engaging content.
* Opportunities for all team members to try different roles, including hosting.
* Broad dissemination and shaping stories that appeal to people across borders.

**The training will take place from May-September 2021, with planning to begin immediately after selection of the partner.** Tasks to be carried out within this period include:

* Support application review and participant selection.
* Facilitate or co-facilitate virtual training sessions, guiding participants comprehensively through series production using PRB’s Podcast Training Curriculum.
* Organize series broadcast on at least two radio stations.
* Coordinate podcast hosting and launch, including promotion.

**PRB will create a subaward with one partner to fulfill this scope of work. The partner will work with PRB media programs staff to select participating teams and decide training formats.**

**Required Qualifications and Eligibility**

PRB seeks applications from organizations that meet the following qualifications.

* *Location:* Based anywhere, with a presence in [USAID priority countries](https://www.usaid.gov/news-information/press-releases/nov-6-2020-usaid-re-designates-18-high-priority-countries-under-water-world-act#:~:text=The%20high%2Dpriority%20countries%20for,Madagascar%2C%20Mali%2C%20Mozambique%2C%20S%C3%A9n%C3%A9gal) strongly preferred.
* *Technical expertise:* Experience with media development, including journalist training; expertise in radio and podcast production and audio journalism; subject-matter knowledge and experience working around reproductive health and environment themes.
* *Personnel:* Personnel with technical expertise in radio and podcast production; journalist trainers experienced in highly interactive teaching methods and familiar with media development monitoring and evaluation.
* *Institutional capacity:*
  + Managerial, financial, and administrative experience and capabilities to organize and provide logistical support for intensive audio journalism training.
  + Financial and administrative personnel able to prepare financial reporting in adherence to USAID and PRB requirements.

The applicant must be prepared to accept an award issued in accordance with [USAID Standard Provisions for Non-U.S. Nongovernmental Organizations](https://www.usaid.gov/sites/default/files/documents/1868/303mab.pdf) and either have or obtain a Data Universal Numbering System (DUNS) number before award.[[1]](#footnote-1)

If applicable, the successful applicant organization must adhere to [legislative restrictions](https://www.usaid.gov/global-health/legislative-policy-requirements) on the use of U.S. foreign assistance funds for abortion-related activities. Please note: These restrictions preclude the use of U.S. foreign assistance funds to lobby for or against abortion.

**Deliverables**

Due dates are approximate and may be revised with written approval from PRB.

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| **#** | **Milestone** | **Milestone Documentation** | **Estimated Due Date** |
| **A** | **Participant Selection** | | |
| A.1 | Launch a call for participants in the country or countries where training will be implemented. | Feedback on PRB call for participants draft and application form. | May 24, 2021 |
| A.2 | Application review. | List of finalist candidates with recommendations. | June 7, 2021 |
| A.3 | Communication with selected participants. | Signed participation agreements from all participants. | June 14, 2021 |
| **B** | **Training, Phase I** | | |
| B.1 | In-person training. | Story/episode maps for series content, including themes and sources. Workplan for episode production with roles and responsibilities. | June 28, 2021 |
| **C** | **Training, Phase II** | | |
| C.1 | Virtual training. | Draft scripts for episodes, audio clips for episodes. | July-September, 2021 |
| C.2 | Technical coaching. | Record of technical coaching sessions including dates, participants, and topics addressed. | July-September, 2021 |
| C.3 | Script review. | Edits on script drafts with guidance and direction where needed. | July-September, 2021 |
| C.4 | Editing and production support. | Record of editing and production support sessions including dates, participants, and topics addressed. | July-September, 2021 |
| C.5 | Series launch and podcast. | Airtime MoUs for radio broadcast, hosting contract or invoice for podcast platform, and promotion for the series—including jingles or spots produced by the participants. | September 15, 2021 |
| C.6 | Reporting and results. | Complete participant surveys, Hits/views on podcast and social media promotion, final activity report. | September 30, 2021 |

PRB anticipates awarding a cost reimbursable contract with payment based on the successful completion of the above deliverables.

**Selection Criteria**

PRB will select the partner(s) based on a combination of factors, including quality of the proposal, technical expertise with audio journalism production, experience and familiarity with podcasting, training personnel based in Africa or Asia, and experience with media development around reproductive health and environment themes.

**About PRB**

Population Reference Bureau (PRB) is a mission-driven organization headquartered in Washington, D.C. PRB’s staff includes researchers, data analysts, policy analysts, and communications experts who help others understand and leverage data and research from the population, health, and demographic fields. In doing so, we help policy decisionmakers and program implementers improve the well-being of people through evidence-based policies and practices. Under the USAID-funded PACE Project—Policy, Advocacy, and Communication Enhanced for Population and Reproductive Health— PRB works closely with global actors, national and local governments, USAID missions, and civil society to build champions, bridge sectors, and communicate effectively through data-driven, innovative products.  Learn more about PRB [here](https://www.prb.org/about/) and the PACE project [here](https://thepaceproject.org/about/).

1. Provisions are available at [www.usaid.gov/sites/default/files/documents/1868/303mab.pdf](http://www.usaid.gov/sites/default/files/documents/1868/303mab.pdf). DUNS numbers can be obtained at no charge at <https://fedgov.dnb.com/webform>. [↑](#footnote-ref-1)