

Re-Advertisement

Expression of Interest (EOI) for provision of Mass media /Broadcast Media (TV & Radio)

EOI/12/2026

Introduction and Background

Windle International Somalia (WISOM), through its e-WINS Project co-funded by the European Union, is dedicated to advancing the economic empowerment of women-led small businesses in Jubaland. The project adopts a strategic and holistic approach aimed at strengthening the resilience of women entrepreneurs, enhancing their capacity to access economic opportunities, and elevating their visibility within the broader socio-economic landscape. Through targeted interventions, the project not only supports women in overcoming structural barriers but also amplifies their voices by showcasing their achievements, challenges, and innovations. Mass media outreach particularly through radio and television serves as a central pillar of this strategy, enabling the project to reach wide and diverse audiences and to influence public perceptions about women's economic roles.

To ensure inclusive and broad-based public engagement, the e-WINS project seeks to partner with qualified Broadcast Media outlets (both TV and Radio). These partnerships will facilitate the rollout of a comprehensive, multi-platform awareness campaign designed to reach women and community members in both rural and urban settings. By leveraging the extensive reach and credibility of mass media, the collaboration aims to highlight the critical contributions of women entrepreneurs to local economies, promote positive narratives around gender equality, and stimulate constructive public dialogue on shifting discriminatory norms.

The campaign will serve as a platform for storytelling, education, and advocacy promoting women's leadership, encouraging community support for women-led enterprises, and fostering a more enabling environment for women's participation in economic development. Ultimately, this initiative aims not only to inform the public but also to catalyse long-term behavioural and societal change that supports inclusive growth and sustainable development across Somalia.

2. Purpose of the Consultancy

The purpose of this advert is to engage qualified mass media partners who will collaborate closely with Windle to design, produce, and disseminate a comprehensive and wide-reaching media awareness campaign. This partnership will capitalize on the technical expertise, reach, and infrastructure of broadcast media to amplify women's voices, challenge entrenched gender stereotypes, and promote greater opportunities for women's economic empowerment.

Proposed Partnership Scope under Activity I.I.2: Community Engagement and Media Outreach Initiative, Kismayo 2026, is as below:

REGION	LOCATION	SCOPE OF PARTNERSHIP
Jubaland	Kismayo	TV & Radio Content Production and Broadcast, Community Dialogues and other outreach activities

2. SCOPE OF WORK

The selected media partner(s) will be responsible for delivering the following four integrated components:

Component 1: Strategic Media Partnership

Establish a formal media collaboration through a signed MOU with WISOM. Conduct an inception meeting within two weeks of MOU signing to finalize the joint workplan, confirm key contacts, and align on EU visibility requirements. Develop a joint outreach and content implementation plan, define roles, branding standards, timelines, and performance indicators. Establish content review and approval workflows and ensure all produced content complies with the EU Communication and Visibility Manual for External Action.

Component 2: Multimedia Content Production

Co-produce and broadcast high-quality multimedia content in Somali and English across television, radio, podcast, and digital platforms. Content formats shall include: TV talk shows and feature segments (25–30 min each), radio programs (15–30 min each) targeting urban and rural audiences, podcast series on entrepreneurship and innovation (minimum 20 min, maximum 45 min per episode), short documentary-style videos featuring women entrepreneurs (minimum 1080p HD), and youth-focused digital reels (30–60 seconds). Thematic content areas shall include: women-led enterprises and success stories, access to finance and financial literacy, climate-smart agriculture and rural entrepreneurship, digital inclusion and e-commerce, youth and innovation, and male allyship and inclusive economic growth.

Component 3: Community-Level Engagement and Public Dialogues

Organize and co-facilitate 6 public dialogue events (one per thematic campaign wave) in e-WINS target regions, each targeting a minimum of 80 participants (minimum 60% women; youth aged 18–35 comprising at least 30%). Conduct 3–4 community outreach events including community fairs showcasing at least 15 women-owned businesses per fair. Facilitate community awareness meetings introducing e-WINS opportunities in partnership with local authorities. Co-host media panels featuring women entrepreneurs, youth, and male allies for simultaneous broadcast. Implement structured feedback collection using post-event surveys at each event.

Component 4: Structured Digital Campaign Waves

Implement 6 annual thematic digital campaign waves, each running for two weeks, covering the themes: Women in Business, Women in Agriculture, Digital Inclusion, Women in Leadership, Ending Economic Exclusion (aligned with 16 Days of Activism against GBV), and Youth & Women Innovation. Each wave

shall include: a unified hashtag and sub-themes, coordinated influencer engagement, graphic toolkits and standardized messaging, short-form video content, live interactive sessions and Q&A forums, and cross-platform dissemination (Facebook, X/Twitter, YouTube).

3. ELIGIBILITY CRITERIA

To be considered for this partnership, interested media Company must meet the following requirements:

A. Mandatory Requirements (Pass/Fail)

- Registered media organization in Somalia with a valid operating license
- Clear policies on safeguarding, informed consent, and privacy protection.
- Commitment to ethical journalism and avoidance of harmful stereotypes.

B. Technical Capacity (40% weighting)

- Access to professional video/audio production facilities (HD video, podcast recording).
- Skilled team including producers, editors, journalists, and social media managers (attach CVs).
- Ability to deliver multilingual content in Somali (Maay, English, and/or Arabic where applicable).
- Proven track record in producing content on women's empowerment or social development.

C. Reach and Audience (30% weighting)

- Established presence across TV and/or Radio and digital platforms.
- Demonstrated ability to reach urban and rural audiences in Jubaland/Kismayo.
- Evidence of audience metrics (followers, viewership ratings, engagement data).

D. Community Engagement Capacity (20% weighting)

- Demonstrated ability to design and implement community awareness campaigns.
- Capacity to facilitate public forums and community dialogues.

E. Monitoring and Reporting (10% weighting)

- Capacity to track and report on reach, engagement, and impact.
- Ability to provide analytics dashboards and qualitative feedback reports.

4. TECHNICAL PROPOSAL

Interested organizations must submit the following documents compiled into a Technical Proposal PDF, clearly labeled as "Technical Proposal":

- a. Cover Letter expression of interest (LEOI).
- b. Updated Profile 2026
- c. Valid Broadcasting License and/or Certificate of Registration.
- d. Technical Proposal proposed media plan, programming approach, and content strategy aligned with the scope of work.
- e. Audience Reach Evidence coverage map, listenership/viewership ratings, or platform analytics.
- f. Portfolio of Prior Work samples of past community campaigns or development-related programming (minimum 2 samples).

- g. CVs of Key Personnel journalists, producers, editors, and social media managers.
- h. Safeguarding, informed consent, and editorial ethics policy documents.

5. HOW TO APPLY.

Eligible media company are invited to submit their application using this link
<https://forms.gle/vUYCv7PxAipZNQEY7>
on or before 28th October 2026.

Windle International Somalia selection processes reflect our commitment to equal opportunity, and we encourage all qualified companies to submit their application. If you be selected will be asked to complete and sign our code of conduct and Protection from Sexual Harassment, Exploitation and Abuse, and Child Safeguarding Policy.