



# Request for Proposal for Radio and Social Media Content Development / Dissemination

April 23, 2021

USAID/OTI Ethiopia Support Program  
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**dexis**  
consulting group

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## INTRODUCTION

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### 1.1 PURPOSE

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The purpose of this Request for Proposal (RFP) is to invite potential subcontractors to submit a proposal and quote for Radio and Social Media Content Development / Dissemination services. Dexis is currently implementing Ethiopia support program on behalf of USAID/OTI in Ethiopia.

Dexis anticipates that this RFP will result in a Subcontract Type agreement with a not to exceed ceiling of USD \$20,163.00.

### 1.2 COVERAGE & PARTICIPATION

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Dexis reserves the right not to enter into any subcontract, to add, remove, or edit any aspect of the subcontract's statement of work, prior to the negotiation of a subcontract without prior notification or liability. Dexis is not obligated to execute a subcontract nor is it committed to pay any costs incurred in the preparation and submission of the proposals.

## GENERAL INFORMATION

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### 2.1 THE ORGANIZATION

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Dexis Consulting Group is a for-profit company founded in 2001 to strengthen management systems for the U.S. Government across developing economies. Dexis provides monitoring and evaluation, program management, institutional support, project implementation, and training solutions to address some of the world's greatest challenges.

### 2.2 CHRONOLOGICAL LIST OF PROPOSAL EVENTS

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The following calendar summarizes important dates in the solicitation process. Offerors must strictly follow these deadlines.

RFP transmitted	April 24, 2021
Deadline for written questions	April 27, 2021
Answers provided to questions/clarifications (estimated)	April 28, 2021
Proposal due date	May 05, 2021
Subcontract award (estimated)	May 07, 2021

The dates above may be modified at the sole discretion of Dexis. Any changes will be communicated by e-mail to all prospective Offerors.

## PROPOSAL PREPARATION INSTRUCTIONS

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### 3.1 UNDERSTANDING

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In responding to this RFP, Offerors accept full responsibility to understand the RFP in its entirety, and in detail, including making any inquiries to Dexis as necessary to gain such understanding. Dexis reserves the right to disqualify any service provider who illustrates less than such understanding. Such disqualification shall be at no fault, cost, or liability to Dexis.

### 3.2 GOOD FAITH STATEMENT

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All information provided by Dexis in this RFP is offered in good faith. Individual items are subject to change at any time. Dexis makes no certification that any item is without error and is not responsible or liable for any use of the information or for any claims asserted there from.

### 3.3 COMMUNICATION

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All questions or clarifications regarding this RFP must be in writing and submitted to [esibids@dexisonline.com](mailto:esibids@dexisonline.com). Questions and requests for clarification, and the responses thereto, will be circulated to all RFP recipients who have indicated an interest in this RFP.

Only written answers from Dexis will be considered official and carry weight in the RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives of Dexis Consulting Group or any other party, will not be considered official responses regarding this RFP.

#### 3.3.1 OFFEROR INQUIRIES

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Applicable terms and conditions herein shall govern communications between Dexis and Offerors in relation to this RFP. All questions related to this RFP are to be directed in writing to:

Name	<b>Error! Reference source not found.</b>
Mr. Fasil Birru	<a href="mailto:esibids@dexisonline.com">esibids@dexisonline.com</a>

#### 3.3.2 ADDENDA

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Dexis will make a good faith effort to provide a written response to the questions or requests that require addenda per the *Chronological List of Proposal Events* in Section 2.2.

### 3.4 SUBMISSION INSTRUCTIONS

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Offers must be received via email by Offerors should send their offers by email to the individuals identified in Section 3.3.1, inclusive of one (1) email with the Offeror's technical proposal and a separate email with

the Offeror's cost proposal (10 MB limit per email). No cost information should be provided in the technical proposal. Further details can be found in Annex 3 Proposal Requirements.

Offers must be on company letterhead with the company's contact name and address. The subject line of the offer transmission email must identify the RFP reference number ETH036/PRF 001 and the Offeror's name.

### 3.4.1 Format/Content of the Offer and Requirements

An offer must:

- Be in the English language.
- Include a detailed technical proposal for the implementation of the scope of work as included in this RFP.
- Provide resumes for all Key Personnel, not to exceed three pages per individual.
- A detailed, itemized budget inclusive of all required costs. Pricing must be in ETB. Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation. The Offeror must agree to keep these prices valid for a minimum of 60 calendar days.
- Detailed budget narrative which addresses and explains every cost included in the cost proposal.
- Be complete and submitted on company letterhead.
- Include proof of successful completion of a similar project and a brief description, as well as place and year of implementation.
- Names, addresses, and telephone numbers of three business references, and approval to contact those references. Dexis reserves the right to request and check additional references.
- A contact name, email address, and telephone number for an authorized negotiator of the Offeror.
- A completed cover letter, Evidence of Responsibility, and Size Self-Certification, provided in Annex 1.
- If an Offeror anticipates issuing a subcontract for any part of this Statement of Work, they must disclose who is the anticipated recipient and the dollar value. Failure to disclose this in the proposal may result in either exclusion from competition or termination after award.
- Offerors must provide proof of legal registration under the laws of the country in which they operate.

### 3.5 Selection Criteria

The evaluation of each response to this RFP will be based on its demonstrated competence, compliance, format, and organization. The purpose of this RFP is to identify those suppliers that have the interest,

capability, and financial strength to supply Dexis with the product and/or service identified in the Scope of Work.

### 3.6. EVALUATION CRITERIA

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#### Highly technical services

Evaluation Criteria	Evaluation Sub-criteria
<b>Technical Approach, Methodology</b>	
10 points	Proposed implementation methodology (including resources)
10 points	Experience in applying innovative approaches to content development
<b>Management, Key Personnel and Staffing Plan</b>	
10 points	Personnel with the skills / experience required to perform the scope
<b>Corporate Capabilities, Experience, and Past Performance</b>	
10 points	Experience in radio content production and social media management
10 points	Familiarity/experience with the topic
<b>Cost/Price</b>	
50 Points	Financial Proposal

#### Evaluation Criteria Grading for Each Criterion:

Exceptional	5 Points
Exceeds Expectations	4 Points
Meets Expectations	3 Points
Meets most but not All Expectations	2 Points
Non-Responsive to Expectations	1 Point

### 3.7 SELECTION AND NOTIFICATION

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Offerors whom Dexis determines to possess the capacity and past performance to compete for this subcontract will be selected to move into the negotiation phase of the competition. Written notification will be provided via e-mail. Offerors not selected will not be notified.

## STATEMENT OF WORK

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### 4.1 DESCRIPTION OF SERVICES

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The scope of work (SOW) consists of two parts that could be implemented by the same company or two different entities:

1. *Radio Content Development / Dissemination:* The organization/consultant will gather content during the two-day workshop to develop six to eight radio episodes that will be aired over a national radio network (e.g., Fana Broadcasting) and the AAU community radio station. Key tasks include:
  - Create 4-6 episodes of 30–45-minute content on the thematic areas discussed during the two day workshop, experiences shared and outcomes.
  - Develop a dissemination plan for content produced (include timeline and national radios station to be used as well as number of languages it will be translated into for the content produced).
  - Produce all episodes and present audiences with high quality audio content that is creative, educational, informative and accessible to the general public.
  - Identify and secure (pay for) airtime for the targeted audience on national radio and AAU's community radio.
  - Submit content three to seven days in advance for release for a non-partisan review process and ensure feedback is incorporated at each milestone.
  - Disseminate content in accordance with the dissemination plan.

The organization/consultant must provide all equipment, resources, and personnel required to professionally produce high quality radio episodes (e.g., recording equipment, editing / production software/equipment/space, music library, etc.). The AAU/CFGS will be closely consulted during the content development process.

2. *Social Media Content Development / Dissemination:* The organization/consultant will gather content during the two-day workshop to develop creative and engaging social media content to disseminate learning and outcomes. Key tasks include:
  - Develop a content and dissemination plan for content produced (include timeline and social media platforms)
  - Provide social media management services for six weeks, with an estimated level of effort of five hours per week.
  - Develop high quality social media content based on themes, learning, and outcomes related to the workshop that is creative, educational, informative and accessible to the general public (release over a span of six weeks).
  - Post content on CFGS/AAU Twitter and Facebook accounts, as well as other new platforms that would help meet the activity's social media objectives.
  - Submit content three to seven days in advance for release for a non-partisan review process and ensure feedback is incorporated.
  - Disseminate content in accordance with the dissemination plan.



The organization/consultant must provide all equipment, resources, and personnel required to professionally produce high quality social media content. The AAU/CFGS will be closely consulted during the content development process.

## 4.2 REQUIRED DELIVERABLES

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- Kick-off call and detailed workplan.
- Develop detailed dissemination plan
- Attend two-day workshop and gather content (e.g., conduct all appropriate recording, interviews, images, etc.).
- *For Radio Component Only:* Produce 4-6 radio episodes of content, each 30-45 minutes long, for national radio and AAU community radio.
- *For Social media Component Only:* Develop social media content and disseminate via CFGS social media accounts and suggested new platforms, as appropriate.
- Participate in the USAID/OTI ESP Non-Partisan Review process
- Disseminate content appropriate for targeted audience.

## 4.3 ANTICIPATED PROJECT TIMELINE

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No.	Deliverable Description	Due Date
1	1.1. Kick-off call and detailed workplan. 1.2. Develop detailed dissemination plan.	Within 2 days of award
2.	2.1. Attend two-day workshop and conduct all appropriate preparation.	Within 2 -3 days of award.
3.	3.1. Simultaneously produce and disseminate 4-6 episodes of content, 30-45 minutes long, for national radio and AAU community radio in accordance with the work plan and dissemination plan.	Week 1- Week 2.5
4.	4.1. Produce and disseminate social media content in accordance with the work plan and dissemination plan.	Week 1- Week 2.5

## ORGANIZATIONAL REQUIREMENTS

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### 5.1 LICENSE, CLEARANCE, AND APPROVALS

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The Offeror must already possess all legally required licenses, clearances, and/or approvals to provide the goods or services requested by the Scope of Work. If the Offeror is lacking any of those items, time to secure them should be included and specified in the proposed project timeline.

## ADDITIONAL TERMS & CONDITIONS

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### 6.1 NON-DISCLOSURE AGREEMENT

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Any subcontract issued by Dexis will contain either a Non-Disclosure Agreement or provisions covering the disclosure of information in the course of completing the Scope of Work.

### 6.2 INTELLECTUAL PROPERTY

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The Respondent should not use any intellectual property of Dexis including, but not limited to, all logos, registered trademarks, or trade names of Dexis, at any time without the prior written approval of Dexis, as appropriate.

### 6.3 OFFERORS' RESPONSES

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All accepted Responses shall become the property of Dexis and will not be returned.

### 6.4. PARTIAL AWARD

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Dexis reserves the right to accept all or part of the Offer when making the award.

### 6.5 LIABILITY

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Dexis reserves the right to accept or reject any quotation or stop the procurement process at any time, without assigning any reason or liability. Dexis shall not be liable to any Offeror, person, or entity for any losses, expenses, costs, claims, or damages of any kind:

- Arising out of, by reason of, or attributable to, the Offeror responding to this RFP; or
- As a result of the use of any information, error, or omission contained in this RFP document or provided during the RFP process.

### 6.6 NO COLLUSION

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Collusion is strictly prohibited. Collusion is defined as an agreement or compact, written or oral, between two or more parties with the goal of limiting fair and open competition by deceiving, misleading, or defrauding a third party.

## 6.7 GENERAL TERMS

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Dexis will only consider responsive Offers from responsible offerors for award. Prices quoted must be valid for entire length of contract (15 Weeks). Unit prices are required and in the case of discrepancies between unit price and total price, the unit price will be taken as reference basis in the evaluation. All procurement will be subject to Dexis contractual terms and conditions, and contingent on the availability of client funding.

## 6.8 ENTIRE RFP

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This RFP, any addenda to it, and any attached schedules, constitute the entire RFP.

**Dexis has zero tolerance for fraud. Fraud is any act or omission that intentionally misleads, or attempts to mislead, to obtain a benefit or to avoid an obligation. If you have concerns about potential fraud in any way related to Dexis projects, contracts, or activities, please visit <https://www.lighthouse-services.com/index.html>.**

ANNEXES

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ANNEX 1: COVER LETTER

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[Offeror: Insert date]

NAME

TITLE

Dexis Consulting Group

Reference: Request for Proposal ETH036/RFP001

Subject: [Offeror: Insert name of your organization] technical and cost proposals

Dear NAME:

[Offeror: Insert name of your organization] is pleased to submit its proposal in regard to the above-referenced request for proposals. For this purpose, we are pleased to provide the information below:

Name of Organization's Representative:

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Name of Offeror:

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Type of Organization:

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Taxpayer Identification Number:

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Address:

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Address:

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Telephone:

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Fax:

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E-mail:

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We are further pleased to provide the following annexes containing the information requested in the RFP:

[Offerors: Each offeror must read and understand the requirements of this RFP, and include all required

information and annexes.]]

Sincerely yours,

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Signature

[Offeror: Insert name of your organization's representative]

[Offeror: Insert name of your organization]

## ANNEX 2: CERTIFICATIONS

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### Evidence of Responsibility

#### *Company Name*

*Company Name* makes the following statements with respect to Contractor Responsibility:

- 1) *Company Name* has adequate financial resources to perform the contract, or the ability to obtain them;
- 2) *Company Name* is able to comply with the required or proposed delivery or performance schedule, taking into consideration all existing commercial and governmental commitments;
- 3) *Company Name* has a satisfactory performance record;
- 4) *Company Name* has a satisfactory record of integrity and business ethics;
- 5) *Company Name* has the necessary organization, experience, accounting and operational controls, and technical skills, or the ability to obtain them (including, as appropriate, such elements as production control procedures, property control systems, quality assurance measures, and safety programs applicable to materials to be produced or services to be performed by the prospective contractor and subcontractors).;
- 6) *Company Name* has the necessary production, construction, and technical equipment and facilities, or the ability to obtain them; and
- 7) *Company Name* is qualified and eligible to receive an award under applicable laws and regulations (e.g., Equal Opportunity, Clean Air and Water, Small Business Subcontracting, etc.)

I declare under penalty of perjury that the foregoing is true and correct.

*Name*

*Title, Company Name*

**Subcontractor Size Self-Certification Form**

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<b>Reference Number:</b>	Funding agency's solicitation or contract number
<b>Project Name:</b>	Enter full name of project
<b>Company Name:</b>	Full legal name
<b>Address:</b>	Street address
<b>City, State, Zip:</b>	City, State Zip
<b>DUNS Number:</b>	123456789
<b>Primary NAICS Code:</b>	Primary NAICS code
<b>Other NAICS Codes:</b>	NAICS code(s) under this project
<b>Contact Person:</b>	Name, Title
<b>Contact Phone Number:</b>	(555) 555-5555

**Type of Entity:**

If you have difficulty ascertaining the business size status, please refer to SBA's website ([www.sba.gov/size](http://www.sba.gov/size)) or contact your local SBA office.

- Large Business     Small Business     Nonprofit     Educational     Government

If "Small Business" is checked above, and if applicable, please identify any additional small business designations under which the company qualifies. You may wish to review the definitions for the below categories in the Federal Acquisition Regulation 19.7 or 52.219-8 ([www.acquisition.gov/far/](http://www.acquisition.gov/far/)) to determine applicability.

- |  |   |
|--|---|
| <input type="checkbox"/> Small Disadvantage Business | <input type="checkbox"/> VOSB                       |
| <input type="checkbox"/> 8(a)                        | <input type="checkbox"/> SDVOSB                     |
| <input type="checkbox"/> HUBZone                     | <input type="checkbox"/> Alaskan Native Corporation |
| <input type="checkbox"/> WOSB                        | <input type="checkbox"/> Indian Tribe               |

By signature below, I hereby certify that the business type and designation indicated above is true and accurate as of the date of execution of this document, and I further understand that under 15 U.S.C. 645(d), any person who misrepresents a business' size status shall (1) be punished by a fine, imprisonment, or both; (2) be subject to administrative remedies; and (3) be ineligible for participation in programs conducted under the authority of the Small Business Act.

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Signature and Title

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Date

## ANNEX 3: PROPOSAL REQUIREMENTS

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Each proposal must consist of two (2) sections, as follows:

### 1) Technical Volume

**Technical Approach and Methodology/Management; Key Personnel; Corporate Capabilities, Experience, and Past Performance; and Staffing Plan/Safety and Integrity** (not to exceed ten [10] pages combined). How offeror submissions will be evaluated is listed in Section 3.5: Selection Criteria and Section 3.6: Evaluation Criteria. The offeror's submission should clearly detail how it intends to meet the terms of the included scope of work and deliverables in Section 4: Scope of Work.

**Past Performance References and Sample Work** (no page limit), including:

A minimum of three client (and/or employer) references, to include:

- Name of company/person
- Name of point of contact
- Email address
- Phone number
- Short description of services rendered and applicability to scope of work

Past performance detail on previous projects implemented with similar scopes of work within the last three (3) calendar years. Please list only the research and mapping work you have implemented within that time frame, a brief description of how each is relevant to this scope of work, and the contact details for each previous client or donor.

Sample work including, but not limited to, open source interactive maps, data visualizations, infographics, etc. can be included in this section. The sample work offered may be from the projects cited for your past performance references, but it is not mandatory.

### 2) Cost Volume

The Cost Volume must include a budget **in Excel format with access to formulas** that encompasses the Offeror's:

- Labor
- Other direct costs
- Any indirect costs/rates (as applicable)
- Fee (if any)
- Written budget narrative (additional details below)

Offeror's are encouraged to use the cost proposal template below.

Description	Unit	Quantity	Frequency   Unit Cost	Total Price
I. Labor				



<b>II. Program Material &amp; Equipment</b>				
<b>IV. Travel (if any)</b>				
<b>V. Indirect Costs (if any)</b>				
<b>VI. Fee (if any)</b>				
<b>Total</b>				

Offers must show unit prices, quantities, and total price. The budget should be broken out by the anticipated levels of effort or nature of taskings. All items, services, etc. must be clearly labeled and included in the total offered price. Costs must be expressed in ETB.

The cost proposal shall also include a **budget narrative** that explains the basis for the estimate of each cost element or line item. Information that supports these costs must be provided in enough detail to allow for a complete analysis of each cost. The total length of the budget narrative should not exceed five (5) pages. Final budget(s) will be contingent on an evaluation of cost reasonableness and additional information may be requested to substantiate offeror costs. Dexis reserves the right to review all cited indirect costs.

Offeror's are strongly encouraged to provide commercial pricing schedules that they have consistently used with other clients.

