



**Diffusion dans toute la région du Lac Tchad
Broadcasting throughout the Lake Chad Region**

REQUEST FOR PROPOSAL

Okapi Consulting request proposals for shortwave radio transmission services for Radio Ndarason Internationale into the Lake Chad region.

Radio Ndarason Internationale is a critical information source for our listeners. The station has built its reputation on the quality and reliability of its broadcasts, and the integrity of its programme content.

RNI produces and broadcasts content linked to the African Union mandates peace and stability effort in the Lake Chad region. Content is in the Kanuri, Kanembu and Buduma languages and targets areas that have been affected by the Boko Haram insurgency. RNI currently has more than 7,5 million regular listeners on Shortwave and fm.

Most listeners to RNI listen through broadcasts on shortwave received on multiband shortwave receivers widely available throughout the Lake Chad region. The most popular radio, made by the Chinese company Kchibo, sells for about 1500 Central African Francs (+/- €2,5).

There is a strong tradition of listening to SW broadcasts in the Sahel, mainly for two reasons:

1. There is little to no communications infrastructure in most of the region, meaning that terrestrial broadcasts on FM are not available
2. There is little confidence in content broadcast by local state broadcasters, who are perceived as simply being mouthpieces of the ruling party.

SW complements the expanding FM transmission infrastructure by reaching places not covered by FM. SW has the added advantage of continuing to operate even if there are political or technical reasons preventing FM from operating – the SW transmitter is beyond the reach of legislation or political whims of any actors within the Lake Chad Basin.

Specifications

The shortwave transmission services required must adhere to the following specifications:

Times: Continuous and uninterrupted service from 05h00-08h00 UTC and 18h00-21h00 UTC (Daily).

Period: Six month period, starting as soon as possible.



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Frequency Range: 5000 – 15000 KHz

Minimum Transmitter Power: 250kW

Minimum Signal Field Strength across the Target Region: +70dBu.

Target Region: a circular region with a radius of 225km with a central point at 13.081648, 14.460642 (13°04'53.9"N 14°27'38.3"E).

S.I.N.P.O: 55555 (Signal, Interference, Noise, Propagation, Overall – each receiving a score from 1 to 5, with 5 being the best reception result.)

Evaluation of Bidders

The successful bidder will be a reputable registered company having provided similar services for at least 5 years with no affiliations to any political groups or governments.

In addition bidders will be assessed on their ability to achieve the following Key Performance Indicators:

1. Receive both file based and live programme content delivered via FTP and other streaming methods, sometimes delivered close to the transmission time.
2. Carry out assessment of the received content against the expected transmission schedule.
3. Play out content automatically from a central facility for onward routing to transmitter sites.
4. Negotiate frequency clearance via the relevant international bodies, with consideration given to the frequencies previously used by RNI and expected by the audience.
5. Produce a transmission plan for both Summer and Winter seasons to provide high quality reception of shortwave radio signals in the target region defined above, at no more than 250kW of transmitter power, and ideally via "first hop" from the transmission site to the target reception area.
6. Shortwave signals should be of sufficient received field strength in the target area to exhibit minimal fading and provide an excellent listener experience (minimum +70dBu).
7. Provide transmission services from secure infrastructure, safe from interference by governments or other parties, with a preference for off-shore facilities.
8. Monitor transmissions from a central facility with the ability to intervene and report in the event of faults.



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9. Stand up alternative broadcasts immediately from an alternative transmitter site in the event of faults affecting the scheduled transmitter site, to ensure that RNI broadcasts are maintained at all times.
10. Provide detailed reporting of transmission incidents, including the times, cause, and follow up actions required from any outages.
11. Provide a service credit regime for refunds in the event outages exceed a specified threshold.
12. Provide access to monitoring services in region for the purposes of checking the required broadcasts have been delivered.
13. Ensure quality signal delivered to a region including but not limited to Zinder in western Niger, Abeche in eastern Chad, the Tibesti region in northern Chad, Garoua in Northern Cameroon and all places within this geographic zone.
14. To ensure a successful partnership, suppliers must provide clear and comprehensive evidence demonstrating their ability to meet all of our evaluation criteria and address our specific needs within their detailed proposal or quotation.