



## **TERMS OF REFERENCE**

### **PROCUREMENT OF A TV STATION TO PRODUCE AND BROADCAST A DOCUMENTARY ON CORRUPTION PERCEPTIONS INDEX (CPI) TRENDS ANALYSIS IN UGANDA SINCE 2018**

**Commissioning Organization:** Transparency International Uganda (TI-Uganda)

**Target Broadcaster:** English-language TV Station

**Date:** 20<sup>th</sup> April, 2026

#### **I. INTRODUCTION AND BACKGROUND**

Transparency International Uganda (TI-Uganda) is the national chapter of Transparency International – the global coalition against corruption. TI-Uganda is implementing the Civic Engagement for Accountability Project (CEAP)". The project aims at empowering communities to demand for accountability and enhancing public responsiveness to address citizens' concerns. In order to build civic awareness and action towards combating corruption, TI Uganda disseminates the findings of the Corruption Perceptions Index (CPI) annually.

The CPI is the leading global indicator for public sector corruption, scoring 182 countries worldwide according to their perceived level of corruption based on expert surveys by 13 standard data sources. Uganda's CPI performance has been concerning: the country scored 26 out of 100 in 2024 (unchanged from 2023), ranking 148 out of 182 countries with a score of 25 in 2025. Analysis shows Uganda's CPI score has experienced a rate of decline exceeding average East African, African, and global scores during 2012-2024 and 2019-2024 periods, with scores continuously below regional and global averages.

It is against this background that TI-Uganda seeks to commission a professional TV station to produce and broadcast a documentary analyzing CPI trends in Uganda since 2018 to raise public awareness and drive accountability discussions.

## 2. OBJECTIVES OF THE ASSIGNMENT

### 2.1 Overall Objective

To produce and broadcast a high-quality documentary that analyzes and communicates Corruption Perceptions Index trends in Uganda from 2018 to 2024, making complex data accessible to the general public and sparking national dialogue on corruption.

### 2.2 Specific Objectives

Specific Objective	Description
Data Visualization	To present Uganda's CPI scores from 2018-2024 in engaging visual formats
Trend Analysis	To illustrate short-term, medium-term, and long-term trends in Uganda's CPI.
Contextualization	To explain factors contributing to Uganda's CPI performance relative to East Africa, Africa, and global averages
Public Engagement	To make CPI data accessible to English and Luganda-speaking Ugandan audience
Call to Action	To inspire citizens to demand accountability and challenge corruption
Broadcasting	To ensure maximum reach through prime-time television broadcast

## 3. SCOPE OF WORK

The selected TV station will be responsible for the following:

### 3.1 Pre-Production

- Review TI-Uganda's CPI trends analysis data and research materials (2018-2024)
- Develop a documentary script and storyboard in consultation with TI-Uganda
- Identify and secure interviews with:
  - TI-Uganda representatives/anti-corruption experts

- Government accountability officers
- Civil society leaders
- Academics/researchers
- Citizens affected by corruption
- Create production schedule and shoot list

### 3.2 Production

- Film high-quality video content (minimum 1080p HD, preferably 4K)
- Conduct professional interviews with proper lighting, sound, and cinematography
- Capture B-roll footage relevant to corruption themes (government buildings, courts, public services, communities)
- Record voice-over narration in clear English and Luganda
- Film at least 10-15 interview segments

### 3.3 Post-Production

- Edit documentary to 25-30 minutes duration (excluding commercial breaks)
- Create engaging data visualizations for CPI scores and trends
- Add graphics and any other illustrations explaining CPI methodology
- Include subtitles for accessibility
- Produce a revision round based on TI-Uganda feedback before broadcasting
- Secure relevant approvals, waivers or authorizations to the production and broadcasting including patent/ copyrights.

### 3.4 Broadcasting

- Broadcast documentary on TV in English and Luganda language with national coverage
- Schedule prime-time broadcast (minimum 7:00 PM - 9:00 PM EAT)
- Provide a **competitive proposed methodology of broadcasting the trends analysis preferably in series during news hour.**
- Promote broadcast through station's social media channels
- Provide broadcast schedule at least 2 weeks in advance
- Achieve minimum viewership of 500,000 viewers across all broadcasts

### 3.5 Deliverables

Deliverable	Specification	Quantity
Documentary Film	25-30 minutes, HD/4K, English language	1 final master

<b>Deliverable</b>	<b>Specification</b>	<b>Quantity</b>
Raw Footage	All unedited interview and B-roll footage	1 hard drive/ Flash
Project Files	Editing project files, graphics, templates	1 hard drive
Broadcast Proof	TV broadcast recording/ online links with timestamp	3 recordings
Social Media Clips	3-5 excerpts (2-3 minutes each)	5 clips
Broadcast Certificate	Official letter confirming broadcast dates/times	1 certificate
Viewership Report	Audience metrics and reach data	1 report
Production Report	Full documentation of production process	1 report

#### **4. TECHNICAL REQUIREMENTS**

##### **4.1 TV Station Eligibility Criteria/ Proposal requirements**

<b>Requirement</b>	<b>Description</b>
License	Valid Uganda Communications Commission (UCC) broadcasting license
Coverage	National or at least Central Region coverage including Kampala
Language	Primary broadcast language must include English and Luganda
Experience	Minimum 3 years producing documentary content on related topics
Portfolio	At least 5 completed documentaries (provide links/examples)

<b>Requirement</b>	<b>Description</b>
Equipment	Professional camera, lighting, sound, and editing equipment
Team	Dedicated team: director, cinematographer, sound engineer, editor, producer
Tax Compliance	Valid Tax Clearance Certificate from URA which should include the TIN

## 4.2 Technical Specifications

<b>Parameter</b>	<b>Specification</b>
Video Format	MP4/MOV, H.264/H.265 codec
Resolution	Minimum 1920×1080 (Full HD), 4K preferred
Frame Rate	25 fps (PAL standard)
Audio	Stereo, 48kHz, 16-bit minimum
Aspect Ratio	16:9 widescreen
File Size	Master file submission via hard drive/ Flash format or cloud

## 5. PROJECT TIMELINE

The assignment shall be completed within 5 **weeks** from contract signing:

<b>Phase</b>	<b>Activity</b>	<b>Duration</b>	<b>Timeline</b>
I	Contract signing & kickoff meeting	1 week	Week 1

Phase	Activity	Duration	Timeline
2	Research, script development & storyboard	1 weeks	Weeks 1
3	Pre-production (permissions, scheduling)	1 week	Week 2
4	Production (filming/interviews)	2 weeks	Weeks 4
5	Post-production (editing, revisions)	1 weeks	Weeks 5
6	Final delivery & broadcast	Ongoing	Week 8 onwards

## 6. BUDGET AND PAYMENT TERMS

### 6.1 Budget Categories

Bidders must provide detailed budget breakdown including:

Category	Description
Pre-production	Research, scriptwriting, location scouting, permits
Production	Crew fees, equipment rental, travel, accommodation, meals
Post-production	Editing, graphics, sound design, color grading, music licensing
Broadcasting	Airtime costs for minimum 3 broadcasts
Promotion	Social media promotion, press releases
Administrative	Project management, reporting, overheads (max 15%)
Taxes	VAT and applicable taxes (separately indicated)

### 7. Submission Details

Parameter	Requirement
Format	One original hard copy and soft copy via email
Sealing	Technical and financial proposals in as separate files
Labeling	Clearly mark "Technical Proposal" and "Financial Proposal"

Address	Transparency International Uganda, Kampala, Uganda
Email	info@tiuganda.org (soft copy also accepted)
Subject Line	"TIU/TOR/CPI/2026/TV Documentary Production Proposal"
Deadline	20 <sup>th</sup> MAY 2025
Time	5:00 PM EAT

**8. EVALUATION CRITERIA**

Proposals will be evaluated using a two-stage process:

**8.1 Stage 1: Technical Evaluation (Minimum 70 points required to proceed)**

Criterion	Weight	Points
Company Experience & Qualifications	20%	20
Relevant Portfolio (documentaries on governance/social issues)	20%	20
Technical Equipment & Capacity	15%	15
Key Personnel Qualifications	15%	15
Understanding of Assignment & Methodology	15%	15
Work Plan & Timeline	10%	10
References	5%	5
<b>Total</b>	<b>100%</b>	<b>100</b>

**8.2 Stage 2: Financial Evaluation (Only for technically qualified bidders)**

Financial proposals of bidders scoring ≥70 points will be opened. The evaluation will use the formula:

**Combined Score = (Technical Score × 70%) + (Financial Score × 30%)**

Where Financial Score = (Lowest Bid / Bidder's Bid) × 100

The bidder with the **highest combined score** will be awarded the contract.

**9. COUNTS OF TRANSPARENCY AND ANTI-CORRUPTION**

The selected TV station must:

- Adhere to TI-Uganda's anti-corruption guidelines throughout production
- Not engage in any bribery, fraud, or coercive practices
- Ensure all interviewees provide informed consent

- Maintain journalistic integrity and factual accuracy
- Avoid conflicts of interest
- Acknowledge TI-Uganda as commissioning organization in all broadcasts
- Not use CPI data or TI-Uganda's name for other commercial purposes without written consent

## **10. INTELLECTUAL PROPERTY AND RIGHTS**

- TI-Uganda shall own **complete copyright** and all intellectual property rights to the documentary
- The TV station grants TI-Uganda perpetual, worldwide rights to use, reproduce, distribute, and broadcast the documentary
- TI-Uganda may screen the documentary at events, share on digital platforms, and use excerpts for advocacy
- The TV station may use the documentary in its portfolio with TI-Uganda's acknowledgment
- All raw footage and project files shall be shared with TI-Uganda

## **11. CONFIDENTIALITY**

The TV station shall:

- Treat all TI-Uganda data, research, and documents as confidential
- Not disclose sensitive information to third parties without written consent
- Ensure all crew members sign confidentiality agreements
- Securely store and transfer data during and after production

## **12. MONITORING, EVALUATION, AND REPORTING**

The TV station shall:

- Attend all coordination meetings during the production with TI-Uganda
- Submit weekly progress reports during production
- Provide draft reviews at agreed milestones
- Incorporate TI-Uganda feedback within agreed timelines
- Submit post-broadcast viewership and impact report

## **13. CONTACT INFORMATION**

For queries and proposal submission:

**Transparency International Uganda (TI-Uganda)**

**Attention:** Administrator / Procurement Committee

**Email:** [info@tiuganda.org](mailto:info@tiuganda.org)

**Address:** Plot 190 Kigobe road/ Martyrs way Ministers village Ntinda

**Deadline:** 20<sup>th</sup> May 2026