

Call for proposals: News distribution agency

About Afrobarometer

Afrobarometer (AB) is a pan-African, nonpartisan, nonprofit research network that tracks political, economic, and social conditions in Africa. Guided by the vision that African societies thrive when African voices count in public policy and development, Afrobarometer provides high-quality data and analysis on citizens' evaluations and experiences of democratic governance and quality of life. Afrobarometer (AB) is a trusted source of high-quality data and analysis on what Africans are thinking. With an unmatched track record of more than 385,000+ interviews in 42 countries, representing the views of more than three-fourths of the African population, AB is leading the charge to bridge the continent's data gap. This data is provided as a public benefit and is freely available to policymakers, policy advocates, civil society organizations, academics, news media, donors and investors, and ordinary Africans.

Afrobarometer is seeking qualified and experienced firms to submit proposals for the provision of news media distribution services for Afrobarometer across Africa.

Scope of work

The objective of this Request for Proposals (RFP) is to identify a reputable firm capable of efficiently and effectively distributing news media content related to Afrobarometer's research findings across various media channels in Africa, as well as international media reporting on Africa. The selected firm will be responsible for enhancing the visibility and reach of Afrobarometer's research outcomes, ensuring widespread dissemination and impact.

The successful bidder will be required to perform the following tasks:

- Ensure a wide distribution of Afrobarometer's research reports, press releases, infographics, videos, photos and other multimedia content to national and Pan-African media, as well as international media reporting on Africa.
- Utilise digital platforms, social media, and other online channels to maximise the online presence of Afrobarometer.
- Monitor media coverage and prepare regular comprehensive reports and analytics on the impact and reach of Afrobarometer's media campaigns.

Proposal submission

Interested and qualified firms are invited to submit a detailed proposal addressing the requirements outlined in the RFP. The proposal should include, but not be limited to:

- Evidence of establishment and existence under the laws of the country of its incorporation
- Company profile, including relevant experience in news media distribution in the African context, and proof of a database of hundreds and thousands of media contacts who report on Africa.
- Proposed media distribution strategy, highlighting innovative approaches to reach diverse audiences.
- Budget and cost breakdown for the proposed services.



- References from at least three (3) previous clients with similar requirements.

All bids should be sent by 17h00 GMT on 8 March 2024 to contact@afrobarometer.org and jappiah@afrobarometer.org