



Terms of Reference (ToR)

Open Call for Professional Media Company: Podcast Recording and Production

1. Background

Our organization is seeking a professional media company to assist in recording and producing high-quality podcast episodes. These episodes aim to engage diverse audiences by addressing key topics relevant to our mission, including social issues, interethnic cooperation, and community development.

2. Objective

The selected media company will be responsible for the end-to-end production of podcast episodes, ensuring professional quality, creativity, and timely delivery.

3. Scope of Work

The media company will undertake the following tasks:

- **Pre-Production:**
 - Collaborate with the project team to develop a creative and technical plan for each episode.
 - Provide guidance on format, tone, and style to align with the project goals.
- **Production:**
 - Record audio for podcast episodes using professional-grade equipment.
 - Conduct on-site or remote recording sessions as needed.
- **Post-Production:**
 - Edit and mix audio to ensure clarity and sound quality.
 - Add music, sound effects, and other elements to enhance the listening experience.
 - Finalize episodes in multiple formats suitable for online distribution.
- **Delivery:**
 - Provide all final podcast episodes in a format ready for publication.
 - Submit all raw audio files and supporting materials to the project team.

4. Deliverables



- Professionally produced podcast episodes (number of episodes to be determined based on the agreement).
- Edited audio files and raw recordings.
- Summary of key project steps and post-production notes for each episode.

5. Qualifications

The ideal media company should have:

- Proven experience in podcast recording and production.
- Access to high-quality recording and editing equipment.
- Expertise in audio editing software and sound engineering.
- Strong communication and collaboration skills.
- A creative approach to storytelling.

6. Timeline

Specific deadlines for each episode will be determined upon selection.

7. Budget

The budget for this project will be agreed upon based on the proposal submitted by the selected company. Applicants are required to provide a detailed cost breakdown.

8. Application Process

Interested media companies are invited to submit the following documents by [submission deadline]:

- A detailed proposal, including approach, methodology, and timeline.
- Portfolio of relevant work or examples of previous podcast projects.
- Detailed financial offer, including all costs.
- Company profile and team resumes.

9. Selection Criteria

Applications will be evaluated based on:

- Relevance and quality of the portfolio.



- Creativity and understanding of the project goals.
- Cost-effectiveness and clarity of the financial proposal.
- Technical capacity and experience.

10. Submission

Please submit your application via email to [contact email address] with the subject line: "Podcast Production Proposal – [Company Name]".

11. Contact Information

For inquiries, contact:

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