

## **Terms of Reference**

### **1. Background and Introduction**

Reach a Hand Uganda is an organization that focuses on youth empowerment programs with emphasis on Livelihoods and skills development, Sexual Reproductive Health and Rights (SRHR), HIV/AIDS awareness and prevention including Livelihoods and skills development. Through the design of innovative, creative and effective communication strategies and campaigns, RAHU seeks to create awareness and mitigate the sexual health risks among the young people today using the internet.

Established in 2015, the RHRH Uganda platform is composed of 14 civil society organizations working to ensure the realization of improved social political and policy environment for the health of all young people in Uganda. The platform will focus on advocacy aimed at recognizing an inclusive environment for the realization of reproductive health rights of young people in Uganda. The platform seeks to work for the protection, respect and fulfillment of young people's Sexual Reproductive health and rights. The platform pays specific attention to freedom from stigma, discrimination and violence; access to comprehensive youth services, access to comprehensive SRHR information and an active and increasing space for young people's voices.

The following Terms of Reference (ToR) set out below, state out the working arrangements for the firm being hired by **Reach A Hand, Uganda (RAHU)** to document a human interest story. It lists vital information about the mode of this engagement, such as its purpose and background, terms, responsibilities, level of required support needed and general provisions governing these terms of reference.

### **2. Objectives of the Music Video**

- Amplify the SRH message in the video.
- Tell the story, challenges and experiences of young people in SRH
- Promote meaningful youth participation in SRH including recommended best practices
- Advocacy tool in promoting informed choices by the youth with regards to SRH

### **3. Target Audience**

The target audience for this video are all stakeholders in Sexual Reproductive Health including but not limited to policy makers, civil society and young people.

### **4. Scope of Work**

Production of a 5-7-minute video that shall be in both English and Luganda. Production must be within HD 1080p in common dl format for placement on the web and for potential broadcast use. The production process is as follows:

- Pre-production: The firm will organize and complete the pre-production video. The associated tasks are;
  - i. Develop scripts to clarify contents and expectations
  - ii. Propose documentation production schedule
  - iii. Propose a road map for video shooting
- Shooting relevant footage including identifying locations, models, props and costumes
- Post production including edits, mixing and synchronization according to international standards

## **5. Modalities of the assignment**

- **Management Arrangements**

RAHU will contract and supervise the firm through the project coordinator who will be the focal person for this assignment.

- **Logistical Arrangements**

RAHU will provide the firm with the people to interview which will be used as basis and guidance for video documentation.

- **Time Frame**

Production of the video must be done within 10 days. The deadline for final submission is December 8th, 2017

## **6. Expected Deliverables**

The firm will be required to present:

- A 5-7 min high quality video in a format acceptable by popular broadcast platforms.
- Final script of the video
- Complete raw footage of the video

## **7. Scope of price proposals and schedule of payments**

The firm shall be paid a professional fee upon completion of the following milestones;

- 40% after adoption of script
- 40% after presentation of draft video
- 20% after approval of final video and provision of all deliverables

The professional fees will be paid as a lump sum cost including all expenses related to the video. The contract price will be fixed regardless of changes in the cost components.

## **APPLICATIONS**

Interested parties should be submit their profiles and financial proposals via email with the subject: HUMAN INTEREST STORY PRODUCTION, to [info@reachahand.org](mailto:info@reachahand.org). Applications should be submitted no later than 17th November 2017