

Terms of Reference

1.Context

With funding from UNFPA, Reach A Hand Uganda is implementing the music project under the UNFPA/GOU 8th Country programme. The music project is part of a broader communications campaign that combines mass media with community based approaches to increase uptake of Family Planning, Maternal Health and Adolescent Sexual and Reproductive Health services. The campaign also seeks to contribute to efforts to end teenage pregnancy and child marriage by engaging communities in dialogue aimed at addressing factors that give rise to these practices.

Reach A Hand, Uganda (RAHU) seeks to contract a firm to develop a Music Video to popularize further the audio song.

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)** under the communications for GoU/UNFPA 8th Country programme. 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 audio.
- 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. Audience

Young people aged between 12-24 years are the key target audiences for this video campaign.

4. Scope of Work

Production of a 5-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 video 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.

The program coordinator will work closely with the UNFPA IP manager to provide quality assurance, control and guidance to the assignment to ensure that it meets UNFPA criteria.

- **Logistical Arrangements**

RAHU will provide the firm with an audio which will be used as basis and guidance for drafting the video concept.

- **Time Frame**

Production of the video must be done within 30 days. The deadline for final submission is 31st May 2017.

6. Expected Deliverables

The firm will be required to present:

- A 5 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;

- 30% after adoption of script
- 30% after presentation of draft video
- 40% 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: MUSIC VIDEO PRODUCTION, to info@reachahand.org. Applications should be submitted no later than May 5, 2017.