

No: 461

Date: 10-Jan-2018

Developing and Producing TV Spot TERMS OF REFERENCE (TOR)

1. Background:

YHDO is a non-governmental and non-for-profit organization, currently working in Afghanistan. YHDO primary focus is to offer a range of services to Afghan youth and other marginalized groups in the wider society, with its vision of a socially inclusive Afghanistan wherein the youth are empowered to exercise their rights in all spheres of their lives.

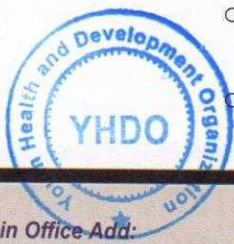
To better raise public awareness of child trafficking issues, strengthen partnerships and improve advocacy efforts, related to children rights in Afghanistan, YHDO proposes to develop a series of public service announcement TV spots to increase awareness and to promote the free legal support hotline being established by the Ministry of Justice (MoJ). The TV spots will be developed in consultation with relevant departments of ministry of justice and project task team.

2. Objectives:

The TV spots will be designed to promote child rights, provide information on available services for victims, and information on CTIP law in Afghanistan. A total of 5 TV spots will be developed during the project period, each spot will have specific thematic message for community awareness. The proposed thematic areas for television spots are shown in below table, however the themes and messages will be finalized in consultation with and YHDO team and relevant stakeholders.

3. Output and deliverables:

- Five television spots on child rights issues developed
 - o Produce edited video recording of the scenarios captured, and the footage of the recorded stories.
 - o Present TV spot film version, and hand over 2 master copies of each version to YHDO and two extra copies with the extra footage for future usage.



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- People awareness on free hotline number of ministry of justice increased
- Free hotline users for seeking legal advices and assistance increased

4. Scope of work:

The TOR is for the production of a 120 and 180 seconds long TV spot as it is mentioned in the below schedule. TV spot is expected to create awareness among the public about the benefits, scope and child rights and protection, trafficking in person, CTIP law and community actions for protecting child rights.

Thematic area	# of spots	Duration of TV spot
Child rights and child protection services in Afghanistan	1	3 minutes
Trafficking in person, and CTIP law- spot #1	1	2 minutes
Trafficking in person, and CTIP law- spot #2	1	2 minutes
Trafficking in person, and CTIP law- spot #3	1	2 minutes
Community actions for protecting child rights	1	3 minutes

The total running time of one TV spot shall be 120 and 180 seconds. The scenario of the TV spot shall be prepared in Dari and Pashto. The narration for the TV spot and subtitles/captions for the TV spot shall also be prepared in English.

Technical specifications of TV-Spot shall be as follows:

- Filming technology of the TV-Spot shall be in High Definition (HD) or High Definition Video (HDV) format
- The master copies of TV-Spot should be submitted in HD or HDV format. Moreover, submission of films in the BETACAM SP, DVD, MPEG and MOV formats is also a requirement.
- TV-Spot will be dubbed in Dari or Pashto and will be submitted with English subtitles.
- The music should consist of copyrighted work purchased from the music bank.
- The dubbing of the films will be realized by professional dubbing artists with the common decision of the Expert and YHDO.



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- High image quality, a meticulous editing, a coherent text, professional dubbing, graphic and mixing should be achieved.
- The sounds of the TV-Spot should be in stereo format.

5. Qualifications:

YHDO seeks a creative agency with depth, expertise and willingness to create innovative integrated TV spots for rural target audience.

- Registered with AISA or MOE.
- Minimum 5 years of proven professional experience in the TV-Production
- A proven track record in designing and producing creative and cutting-edge TV spots
- An experience working work local talents, leading a filming crew and managing production/sound studio to deliver high quality TV spots;
- Demonstrated creativity and ability to innovate for behavior change using TV as a media in Afghanistan;
- Displays cultural, gender, religion and age sensitivity and adaptability.

5. Duration of the Assignment

The assignment is expected to take 20 working days from the date of signing the contract.

6. Submission guidelines

Please submit your applications not later than Jan 19, 2018, 2pm AFT, as per below email address:

1. Technical application including background, technical approach, timeline and CV of key staff
2. Financial Proposal

applications.yhdo@gmail.com

