

Terms of Reference | Mixed Media Documentary on Fix My Community

About Twaweza

We believe in an open society, built on the human impulse to make a difference; where information and ideas flow, citizens engage and authorities are accountable to the people.

Mission areas

- 1. To demonstrate how citizens can come together to collectively address their systemic development problems, and make government work better for them**
- 2. To enable citizens' voices, interests and experiences to be heard and taken seriously in decision-making across multiple governance levels**
- 3. To promote and protect open civic space which enables citizens to freely assemble, organise, speak and act**

Key ideas

Twaweza believes that agency or action from citizens, in particular in the form of raising their voices to ensure that they can access the entitlements that government has promised them, and responsiveness or accountability from government officials, in terms of listening to and acting on the feedback from citizens, are critical ingredients for transformative development.

Twaweza works by building on existing successes or creative and innovative ideas. Rather than looking to reinvent the wheel, where we find success we seek to enhance, amplify or build on that success. And Twaweza pursues an innovative approach to scale: spreading key ideas among individuals or through media to diffuse success beyond our own interventions.

About FixMyCommunity

FixMyCommunity is a local radio show run by TransNile Broadcasting in Moyo District. It is a daily show that runs on Monday to Friday for one and half hours, giving listeners an opportunity to share issues in their respective communities and leaders a chance to respond to citizens' concerns, a lively radio talk-show that began in 2010.

The topic for each episode is selected based on the call INS to the talk shows. On average each of the talk shows gets ten (10) call INS and each lasts more than five minutes to express what makes them sad or happy in the provision of social services and any other government programs.

Originally known as the stress factor, the show has allowed citizens' to freely share their views and leaders of the district respond to the issues raised. This has most recently seen the road works by Uganda National Roads Authority from Moyo town to Laropi kick off, a gambling group that had camped in Moyo town sent off, the staff and patient relationships have improved in Metu Health Center III.

Over the years the Fix my Community show gained the local leaders attention because of the persistent and recurrent phone calls on issues of concern, the issues raised were potentially great risks and of life threatening impacts on populations, aligned to the District Development Plans, and demonstrated the capacity of the communities to mobilize themselves for social actions.

Objective

Twaweza is seeking an experienced video production team to produce a short film on the FixMyCommunity radio show. The film seeks to inspire audiences to, in their various capacities, push for or enable establishment of similar programs in different areas. See detailed list of audiences below

Brief description

Combining interviews with relevant stakeholders (proposed list below) and animated re-enactments of FixMyCommunity's successes, the film will be visually engaging and inspiring, moving beyond a traditional documentary format to an innovative mixed media production.

Audiences

Note: These objectives are for the film but also Twaweza's ongoing advocacy around FixMyCommunity

- Resident District Commissioners - to have a more positive attitude towards media-based problem-solving accountability programming, to facilitate and encourage official participation in similar programs, and to spread the success and concept of the program to colleagues.
- District technocratic team - to participate in any similar initiatives started in their district, to have a more positive attitude towards these types of initiatives, to initiate their own attempts to respond to problems identified by citizens.
- Local civil society - to replicate the initiative
- Local media - to replicate the initiative
- Office of the Prime Minister, Government-Citizen Interaction Centre, ministry of local government - to endorse the initiative specifically or the concepts generally, to encourage local officials' participation and endorsement, and to support the permission process for establishing these programs.

Relevant actors for interviews (proposed)

- Program Manager
- Local officials who have participated
- Resident District Commissioner
- Citizens / Listeners / Callers
- Head, Government-Citizen Interaction Centre (tbc)

Consider diversity and representation issues

Scope of Work & Technical Requirements

We welcome creative ideas and suggestions for innovative delivery of the message. But since many of the successes of the program happened in the past, we do not want the film to consist of talking heads only. Thus we propose animated (targeted at adults) re-enactments of the successes of the program. See visual references.

The documentary is to be motivational, with interviews from local communities, local leaders and Twaweza.

The film will be produced in English, and in the highest quality standards.

The final outputs required are a 26 minute version of the film, a 5 minute version and a total of five one minute or less clips of key quotes or moments from the longer version for use on social media.

The entire film production i.e. writing, filming, editing, voicing/narration etc. should be done by the contractor

Contractor will deliver a final ready-to-air product in broadcast standards of the 26 minute film, a broadcast and compressed for online product of five minutes and compressed versions of the one minute videos.

Expected timeline

1. The film-maker shall commence the work as soon as possible, immediately upon signing the contract. Twaweza will provide research reports and key contacts to enable the film-maker to compose the film outline and conceptualise the animated or other creative aspects.
2. A detailed work plan and draft outline should be submitted within 10 days.
3. A detailed budget and shooting schedule should be provided prior to commencing filming. Travel to the project site will be coordinated with the implementers and will take place prior to creation of the animated content.
4. The rough cut of film should be provided to Twaweza for review and approval.

Activity	Expected timeframe
Submission Deadline	31 March 2020
Review of proposals, final selection (Twaweza)	20 April 2020
Contracting (Twaweza)	24 April 2020
Planning, reading reports, engaging program producers and local leaders, work plans, outline (film-maker)	11 May 2020
Review, feedback, approval (both)	22 May 2020
Fieldwork (film-maker)	up to 12 June 2020
Editing, creating animation, submission of first draft (film-maker)	up to 3 July (3 weeks from end of fieldwork)
Review (Twaweza)	17 July 2020
Edits (film-maker)	31 July 2020
Final review (Twaweza)	7 August 2020
Final edits, submission of all deliverables	14 August 2020

Visual References

https://www.youtube.com/watch?v=UYD_Jpk-bT0

<https://www.youtube.com/watch?v=NUUeGianTKM>

<https://www.youtube.com/watch?v=szoDChv8W-o>

<https://blog.pond5.com/8431-8-films-that-artfully-combine-live-action-with-animation/>

Qualifications

1. Minimum of three (3) years' documented work experience in the area of film/reportage/documentary writing, producing, directing and editing; experience in creating high quality adult-facing animations
2. Access to highest quality filming, light, sound and editing equipment.
3. Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism;
4. Ability to communicate and conduct interviews in English.
5. Track record of successful materials filmed in the region and/or on similar topics would be an asset.

To apply

Prospective applicants should submit a short proposal (no more than three (3) pages, no need for inserting text directly from these terms of reference) including a detailed budget (an additional 2 pages) and three samples of relevant work to mchemutai@twaweza.org, wmuhumuza@twaweza.org by 31 March 2020.

Note: the budget should not include travel costs as these will be provided as per Twaweza's policies. The proposal can include estimates for the cost of using the film-maker's company vehicle to travel to, around and from Moyo (petrol, wear and tear) but Twaweza reserves the right to provide a hired car if this is more cost effective.