# PRF SHORT TERM media videographer / Media communication specialist *Terms of Reference*

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| Project Name: | The Poverty Reduction Fund |
| Number of positions: | 1 |
| Position: | **Media Videographer / Media Communication Specialist** |
| Duty Station: | Home-based, PRF national office in Vientiane and recording sites |
| Duration: | 3 months, starting from 01 August – 31 October , 2014 |

## BACKGROUND

The Poverty Reduction Fund Project was legally established by Decree from the Prime Minister of Lao PDR (No. 073/PM) on 31 May 2002. The project development objectiveis toimprove the access to and the utilization of basic infrastructure and services for the project’s targeted poor communities in a sustainable manner through inclusive community and local development processes.

* Phase I (2003-2008): PRF received a total of USD 19.3 million from the World Bank to implement number of participatory rural development projects in 1,984 villages, 21 districts within 7 provinces. PRF particularly invested into such development projects as construction of 254 secondary schools, 50 small bridges, 64 dispensaries, 1,012 community water supply, 199 irrigations, and 2,420 kilometre long of roads.
* Transitional period (2008-2011): PRF further gained a grant aid of total USD 20 million from international organizations, including USD 15 million from the World Bank and USD 5 million from Swiss Agency for Development and Cooperation (SDC) to implement 1,266 sub-projects associated with 4 sectors - healthcare, education, agriculture and public work. In 2010, PRF gained additional financial support of total USD 7.92 million from the Lao Uplands Food Security Improvement Project (LUFSIP), which is a project financed by the three sources of aid assistance (totally USD 14.60 million)
* PRF Phase II (2011-2015). For the second phase $57 million, was approved in 2011 to provide assistance to approximately 275 rural kum bans in 38 districts and 10 provinces. The financing partners include WB, AusAID and SDC. The Project will continue to provide support to villages in six of the seven existing PRF I target provinces (Savannakhet, Saravanh, Houaphanh, LuangNamtha, Sekong and Xiengkhouang). In addition, the Government has requested that the Project expands to villages in an additional four provinces (Phongsaly, Oudomxay, Luangphabang, and Attapeu).

In its 2nd phase, the Poverty Reduction Fund aims to strengthen its pro-active outreach to program stakeholders with information on what PRF is, what it does, how it works, and how one can benefit from it. Focus will be on informing and educating targeted Kum Ban and villages. The main objectives of this revised IEC M&S are:

* + Inform local communities in the targeted Kum Ban how the PRF II funded projects will support them and introduce the process of community participation.
  + Provide communities with the means to provide feed-back and access project and operational information.
  + Ensure that stakeholders get relevant information about the PRF II – status, projects, results etc.
  + Ensure visibility of PRF vis a vis the Government of Lao and the international donor community.

In addition, in response to the Government’s request that the PRF also address livelihood challenges, the PRF II would support livelihoods activities on a parallel financing track through a grant (US$2.6 million) financed by the Japan Social Development Fund (JSDF). The livelihood pilot would be implemented during three years in five districts in Houaphan and Savannakhet provinces, where PRF has a strong presence, and be closely aligned with the PRF’s planning cycle. It would have a strong gender and ethnic group focus and seek to test models for effective and sustainable rural livelihood improvements for poor communities. Depending on the success of the pilot, options for scale-up and replication would be developed accordingly.

## MAIN OBJECTIVES OF THE POSITION

The main objective of the position is to produce 6 trainings films related to the construction, supervision and maintenance of small scaled infrastructure by the communities in order to strengthen both confidence and community members capacity, in order to ensure that the infrastructures supported by the PRF will be in line with ministries standard, being of good quality and sustained.

These Video will be used at local levels to train the Village Implementation Team, the village Operation and Maintenance team and the Kum ban Facilitators.

## scope of work

1. Write script and story board, review and clarify script and recording guide with PRF IEC team from a cinematic point of view.
2. Produce 6 stories of video as follow:

a) Produce15 minute training video clip about general building construction and operation forthe community (Refer to technique of implementation, building construction, Script and recording guide for operation building construction Video for details about video’s goals and objectives

b)Produce10 minute training video clip about general building maintenance(Refer to technique of implementation, building construction, Script and recording guide for operation building construction Video for details about video’s goals and objectives).

c) Produce an approximately 15 minute training video clip about water gravity fed construction and operations for the community (Refer to implementation technique water fed gravity construction, Script and recording guide for water fed gravity construction Video for details about video’s goals and objectives).

d) Produce an approximately 10 minute training video clip about maintenance water gravity fed maintenance by community (Refer to operation technique water fed gravity Script and recording guide for water fed gravity construction Video for details about video’s goals and objectives).

e) Produce an approximately 15 minute training video clip about drill well construction and operation by the community (Refer to implementation technique drill well, Script and recording guide drill wellVideo for details about video’s goals and objectives).

f)Produce an approximately 10 minute training video clip about maintenance of drill well by community ( Refer to maintenance technique drill well, script and recording guide for drill well video for details about video’s goals and objectives)outputs

The Output will be a complete, final, edited and dubbed video master suitable for duplication and 10 copies of each video:

Minimal standards:

1. Frame size and image dimensions- 720 pixels wide x 576
2. Variable Bit Rate- 10.08 Mbit/s
3. Screen Aspect ratio: 4:3
4. Interlacing- Compatible
5. The product shall be suitable for reproducing to DVD for use at district levels on common video players. .

**PRF RESPONSIBILITIES**

PRF responsibilities are as follow:

1. Compile background information for Video- making firm’s reference and orientation
2. Provide the script and recording guide for review with videographer and ensure technical information is accurate.
3. Brief the Video - making firm on the series of videos to be taken and the requirements.
4. Select potential sites for shooting
5. Accompany the Video - making firm to locations and provide feedback on PRF needs re: content, angle, and framing.
6. Review the videos with the Video –Production- firm and provide feedback for the final master not more than 10 calendar days after the video production firm delivered the first, respectively the second cut. This refers to all outputs of the Video Production firm (scripts, DVD-Covers and video)
7. Prepare a discussion guide for facilitators using the video in the field.

## Tentative schedule

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| --- | --- | --- | --- | --- | --- |
| **No** | **TASKS** | **June** | **July** | **August** | **September** |
| **1** | **Operation building construction film** |  |  |  |  |
|  | Revise script | X |  |  |  |
|  | Travel to target location | X | X |  |  |
|  | Produce video & Revise |  |  | X |  |
|  | Produce final video |  |  | X | X |
| **2** | **Maintenance building film** |  |  |  |  |
|  | Revise script | X |  |  |  |
|  | Travel to target location | X | X |  |  |
|  | Produce video & Revise |  |  | X |  |
|  | Produce final video |  |  | X | X |
| **3** | **Operation water fed gravity** |  |  |  |  |
|  | Revise script | X |  |  |  |
|  | Travel t Produce video | X | X |  |  |
|  | Produce video & Revise |  |  |  |  |
|  | Produce final video |  |  | X | X |
| **4** | **Maintenance water fed gravity** |  |  |  |  |
|  | Revise script | X |  |  |  |
|  | Travel Produce video | X | X |  |  |
|  | Produce video & Revise |  |  | X |  |
|  | Produce final video |  |  | X | X |
| **5** | **Operation drill well** |  |  |  |  |
|  | Revise script | X |  |  |  |
|  | Travel Produce video | X | X |  |  |
|  | Produce video & Revise |  |  | X |  |
|  | Produce final video |  |  | X | X |
| **6** | **Maintenance drill well** |  |  |  |  |
|  | Revise script | X |  |  |  |
|  | Travel Produce video | X | X |  |  |
|  | Produce video & Revise |  |  | X |  |
|  | Produce final video |  |  | X | X |

**Note:** The schedule can be adjusted according to the starting period of the consultant

## REPORTING

The consultant will report to………..

## Required qualifications:

* Professional videographer with a minimum of 5-year experience and portfolio of work for developing video-scripts and shooting guides, video recording, preparation of videos.
* Experience with rural development projects and photographing demonstrations, documentation and training methods.
* Knowledge of development issues and understanding of rural Lao cultures is an asset
* Ability to grasp ideas quickly, thinks creatively, take initiative and be innovative
* Fluent in English is an asset.
* Women are strongly encouraged to apply.