
Terms of Reference for Engagement of a Media Production Firm to Provide Technical Media Support Services to PIND Events and Audio-visual Productions

BACKGROUND

PIND is a corporate social enterprise established in 2010 by Chevron Corporation to support a portfolio of socio-economic development programs for Nigeria's Niger Delta in order to improve standards of living of communities in the region. PIND fosters partnerships with a diverse range of organizations including bilateral and multi-lateral aid agencies, federal and state government agencies in Nigeria, private companies and civil society to promote peace and equitable development in the region. With an overarching goal of increasing income and employment in the region, the Foundation has two main programs supported by four key enablers. They are:

- **Economic Development:** Facilitates inclusive, sustainable and diversified economic growth enabled by improved analysis, advocacy and capacity building of market actors.
- **Peace Building:** Strengthens conflict management systems and capacities for enabling peace & economic growth, utilizing analysis & advocacy to address constraints to peace
- **Enablers:** Enables PIND's program delivery in an integrated approach that encompasses capacity building, advocacy, communications, gender and social inclusion.

PROJECT BACKGROUND

PIND's third strategic phase plan (2020-2024) has positioned Communications as a strategic enabler to the organization's two core program areas of economic development and peacebuilding. Findings from a Participatory Strategic Review (PSR) of PIND's partners and stakeholders which took place in 2019 noted that PIND has low publicity and visibility of its programs and accomplishments. Stakeholders strongly believed that strategic communications and visibility are essential and recommended that the communication of achievements and program results be upscaled in order to raise visibility and enhance the reputation of the Foundation. Raising visibility means getting people to know about PIND, talk about PIND, and engage with PIND so its reputation can become stronger to attract target stakeholders to support PIND's cause, partner with PIND, fund PIND's programs and replicate PIND's proven models.

In response to this, PIND's strategic communication objective in the new phase is to increase the level of awareness of PIND and its programs so as to enhance its reputation and credibility as a thought leader, go-to organization, catalyst, and convener among traditional donors, federal and state governments, private sector investors, the media and PIND internal stakeholders. One key approach to achieving this objective is to ensure the integration of communication strategies into projects implementation

through projects field communication with the goal of delivering effective communications support to the Foundation's field project teams in meeting their strategic goals while strengthening the PIND brand among key project stakeholders.

This positioning is expected to, in turn, help PIND to influence spend in new projects that reduce conflict and poverty in the Niger Delta as well as to raise funds for its programs and organizational sustainability.

To actively utilize the media to achieve PIND's strategic communications Objective, PIND requires the services of a media productions firm or firm to support it to attain its desired strategic communications objectives.

PURPOSE OF PURPOSE OF THE ASSIGNMENT

The purpose of this activity is to engage a media production firm to provide professional and high quality outputs which at the least meets industry standard for a period of one year to support the Communications Unit mandate of providing visibility to PIND activities/events through audio-visual technical support, video storytelling and photography of such activities/events, while also providing a script to screen video production support to PIND's field communication activities that support the Foundation's programs and projects communication and advocacy efforts.

SCOPE OF WORK/ ACTIVITIES AND TIMELINE

The scope of work will cover areas of technical and creative media support such as:

1. Scriptwriting:

- **Documentary Production:** A script outline will be developed which will be populated with responses gathered from the field/event - Post production scripting.
- **Other Formats:** A pre-production script will be required for other formats of video production other than documentary productions.

2. Transcript: Provide transcripts of all interviews conducted, and the finalized video products for scripting and archiving.

3. Video recording: Film footage using high-quality DSLR cameras at international standards of 25 fps, 22450 kbps minimum bitrates, 16:9 aspect ratio, and at a resolution of 1920 x 1080 or 3840 x 2160, with clear sound captured using the appropriate sound recording equipment.

Event Videography:

During PIND and partner events and activities, a master camera, a roving camera will be used to gather footage.

The master camera operator will undertake the following responsibilities:

- Capture speeches, paper presentations, and other key activities on the stage
- Footage captured must be well framed, well exposed, and steady, running uninterrupted during speeches, presentations, and other key activities
- Provide video feed for live streaming
- Support roving camera to capture footage from break out or syndicate sessions
- Deliver footage to the assigned person(s)

The roving camera operator will undertake the following responsibilities:

- Capture well-framed, well-exposed footage to support the content of the master camera. Filming the audience, their actions, and reactions (e.g., participants taking notes or paying apt attention, etc.)
- Provide video feed for live streaming
- Double as a second camera to the master camera by filming activities on the stage/podium
- Double as interview room camera operator
- Capture footage from break out or syndicate sessions
- Film footage with a DSLR camera rigged on a steady cam vest
- Deliver footage to the assigned person(s)

Field Videography:

- Provide a detailed creative production concept that is inclusive of approaches to collecting story-based interviews and B-rolls, a production plan/schedule for review, discussions and consensus building
- Develop a production plan from pre-engagement phone calls and scheduling with the respondents
- Shots with multiple angles should be captured for shot angle variations during interview, thus use of two cameras for interview set-up is highly encouraged.
- Gather b-rolls for overlay. This may be of respondent, locations relevant to the storytelling, etc. Gathering of b-rolls is just as important as the interview itself. All respondents must have b-rolls gather.
- Caption and catalogue footage recorded for ease of access post production.
- Deliver footage to the assigned person(s).

In all cases, the videographer(s) *is expected to get all persons filmed to sign PIND’s photo/video release consent form as part of the deliverables.*

4. **Video editing:** Edit videos with creative graphic content using either Adobe Premiere Pro CS 6 and above or Final Cut Pro X video editing software, Adobe After Effects and other creative editing and graphics design applications. Project files after finalized video is produced should be consolidated into a folder with accompanying footage and stored in a hard drive to be handed over to PIND.

A breakdown of the deliverables of the editor is as follows:

- Assemble footage gathered into an audio-visual product using motion graphics and musical scores to produce a seamless, creative and engaging video according to the script developed
- Produce a rough draft of the initial edit for review
- Incorporate feedback of rough edit received to produce fine edit
- Subtitle the entire length of the video discourse regardless of language spoken in the fine edit
- Provide fine edit for approval to color grade and finalize.
- Deliver finalized video product.
- Work with the direction and supervision of an assigned person(s).
- Showcase the highest level of creativity and time efficiency.

4. Sound engineering and recording: This comprise of the spectrum of sound engineering and recording such as:

- Provide live sound for events using a multichannel mixer, amplifier, and equalizer set up with podium microphones and handheld microphones.
- Record voice narrations for audio and audio-visual productions such as radio jingles, videos, and pre-recorded radio-programming products, etc.
- Produce music scores for post-production.
- Sound-mix final video edits in post-production using Adobe Audition, Pro Tools or other professional audio recording/editing applications.

5. Photography: Provide photography support using high performing, professional DSLR cameras like the Canon 5D Mark IV, Nikon D810, D850 etc. along with other relevant equipment required for the quality delivery of assigned tasks.

The event photographer is expected to:

- Capture images in raw format not jpeg
- Edit the captured images to improve their quality
- Caption pictures taken, to communicate the activity taking place within the image captured. All pictures captured (both raw and edited jpeg) are to be captioned to answer the questions: who, what, where, when, and why within context of the images' story
- At least 30 pictures that tell the story about the event are captioned, edited and uploaded to PIND's SmugMug online photo library
- For events that last more than a day, at least relevant 10 pictures will be required daily to support live event communications efforts
- All raw pictures taken are to be delivered to the assigned person(s)

The field photographer is expected to:

- Provide a detailed creative concept for the photography production that is inclusive of approaches to collecting story-based pictures, a production plan/schedule for review, discussions and consensus building
- Develop a production plan from pre-engagement phone calls and scheduling with the respondents

- Capture innovative field-based pictures that tell relevant stories of the program(s)
- Pictures of the project participant/support actor/peace actor which depict COVID-19 compliance such as use of facemask etc. should be captured among other pictures captured
- Caption pictures taken, to communicate the activity taking place within the image captured and upload to PIND’s SmugMug online photo library

In all cases, the photographer **is expected to get all persons photographed to sign a PIND photo/video release consent form as part of the deliverables.**

6. Lighting: Provide lighting support using appropriate lighting equipment.

The lighting technician is expected to:

- Provide all lighting equipment necessary
- Ensure that the main hall, other break out halls and the interview room are professionally lit

7. Media Management: Ensure that edited, captioned, and watermarked pictures are archived in a hard drive and, upload pictures in PIND's online library; SmugMug (with captions).

8. Live Streaming Support: Provide live stream support to PIND or partner events with clear audio and visuals from multiple angles, and engagement support from virtual participants (such as sharing comments and other engagements with live audience, managing the virtual waiting room, etc.)

9. Live Sound Support: Provide clear and crisp sound at PIND or partner events. During instances of panel sessions, each panellist will be assigned a microphone; a podium microphone should be used when a podium is set up, and a set of extra microphones for participant engagements. The sound engineer will also be required to share sound out puts for live camera recording(s) and virtual broadcast.

ACTIVITIES, DELIVERABLES AND TIMELINE

S/N	Description of activities	Deliverables	No of days	Associated Deliverables (Codes)	Delivery Date
<p>Harvest Human Angle Field based-activity Photo Stories of Project/Program Success and Produce 2-3 Minutes Human Angle and Ecosystem Impact Story Videos of PIND Projects/Programs Across At Least 5 States of the Niger Delta. (view hyperlinks for samples of quality of expected products)</p>					
Photographer					
T1	Attend and contribute to inception meeting	Attend and contribute to inception meeting	1	D1	April, 2022
T2	Develop a production plan from pre-engagement phone calls and scheduling with the respondents	Production plan with respondent participation confirmed is developed	5	D2	April, 2022

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T3	Develop detailed creative concept for the photography production that is inclusive of a production plan/schedule	Detailed creative concept for the photography production that is inclusive of a production plan/schedule approved	2	D3	April, 2022
T4	Capture storytelling pictures of field/action-based activities showing PIND's value chain project activities, project participants/service providers/peace actors in 9 states of the Niger Delta Take aesthetic and aerial, close-and other creative frame dimensions of pictures of PIND's agricultural value chains and SMEs sectors: poultry, palm oil, cassava, aquaculture, cocoa and offshoot businesses related to them	Treated and captioned (jpeg and raw formats) field-based activity pictures showing PIND's value chain project activities, project participants/service providers/peace actors/others in the Niger Delta delivered to PIND	10	D4	April, 2022
T5	Collect signed photo/video release consent form from persons photographed	Signed photo/video release consent forms from persons photographed delivered	4	D5	April, 2022
T6	Upload selected jpeg photos with captions on PIND's online photo gallery – SmugMug.	Approved selected jpeg photos uploaded with captions on PIND's online photo gallery – SmugMug.	1	D6	April, 2022
Video - Production					
T7	Inception meeting	Attend and contribute to inception meeting	1	D7	April, 2022
T8	Develop a production plan from pre-engagement phone calls and scheduling with the respondents	Production plan with respondent participation confirmed is approved	5	D8	April, 2022
T9	Develop detailed creative concept for the video production of thirty-six (36) 2-3 mins videos that is inclusive of a production plan/schedule, Synopsis, and script	Detailed creative concept for the video production that is inclusive of a production plan/schedule, Synopsis, and script approved	2	D9	April, 2022
T10	Film interviews, interviewee b-rolls, and other general b-rolls relevant to the storytelling	Interviews of respondents, b-rolls of interviewees, and other general b-rolls relevant to the context of	10	D10	April, 2022

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		the story being told are captured			
T11	Collect signed photo/video release consent form from persons photographed	Signed photo/video release consent forms from persons photographed delivered	4	D11	April, 2022
Video Post-Production (Scripting, Editing, Sound mix, Video Transcription & Subtitling)					
T12	Develop script from field responses gathered for review and feedback Finalize and share approved video scripts for post-production	Script for video production approved	5	D12	April, 2022
T13	Compose original music score and sound mix for the video productions (no plagiarism of music score) Assemble footages to produce draft thirty-six (36) 2-3 mins videos in line with approved scripts using motion graphics, animated text, infographics, pictures, B-roll footage and musical scores and present to PIND for review and feedback	Text transcribed and subtitled approved success story video products across PIND projects and programs as produced as below: Market Systems Development – 18 success stories across (3 per value-chain) A2E – 3 success stories across location (Delta, Bayelsa, and Ondo) Peace building – 5 (across selected 5 states) Delta Youth Employment Pathways – 5 success stories (1 per sector) BMOs/communities (ecosystem change) success stories – 5 Total = 36 (2-3 mins success story videos)	20	D13	April, 2022

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Post-Production of 3-5 Minutes Post-Event Training Activity Video of PIND-DMG Events Solar PV Training (Click this link to see an idea of a sample product)					
T14	Develop script from field responses gathered for review and feedback	Script for video production approved	5	D14	April, 2022
	Finalize and share approved video scripts for post-production				
T15	Compose original music score and sound mix for the video productions (no plagiarism of music score)	3-5 minutes text transcribed, subtitled, creative and engaging activity highlight video produced in line with approved script, using motion graphics, animated text, infographics, pictures, B-roll footage and musical scores approved and shared with PIND.	10	D15	April, 2022
	Assemble footages to produce draft 3-5 mins creative and engaging activity highlight video in line with approved script using motion graphics, animated text, infographics, pictures, B-roll footage and musical scores and present to PIND for review and feedback				
	Transcribe all approved video outputs from audio to text and add subtitles				
	Finalize transcribed and subtitled video products using feedback from PIND				
Delta Youth Employment Program (DYEP) Documentary - Video/Photography – The documentary will showcase the DYEP project and capture positive feedback or success stories from project participants implementing partners, and other stakeholders. This will highlight the training approach, model, project design, lessons, learned and other relevant themes that will tell the story of the DYEP project. Here is an example.					
Post Production – Scripting, Editing, Sound mix, Video Transcription & Subtitling					
T16	Develop for review and feedback, a script for the 5 mins project close-out video documenting PIND’s Delta Youth Employment program (DYEP), telling the story from marketing communication angle, targeting development donors and other major PIND stakeholders using, footage and	Script reviewed, finalized, and approved for editing	5	D16	April 2023

	pictures gathered among other media assets				
T17	Assemble footage and pictures gathered from the field to produce a 5-minutes video about PIND’s Delta Youth Employment program (DYEP)	Rough edit developed and shared for feedback and improved to produce fine edit	5	D17	May 2023
T18	Compose original music score and sound mix for the video productions (no plagiarism of music score)	5-minutes video about PIND’s Delta Youth Employment program (DYEP) reviewed and approved	3	D18	May 2023
	Transcribe all approved video outputs from audio to text and add subtitles				

Workshops on Oil Palm Access to Quality Seedling holding Delta, Rivers, and Ondo States – Stakeholders in the different states will meet to discuss issues around how farmer can get quality oil palm seedlings so they can improve their productivity and yield. There will be panel and breakout sessions during the forums in each state. [Here](#) is a sample of a 1-minute post-event highlight video of one of our forums and a set of [pictures](#) from another.

Photographer

T19	Attend pre-event team meeting and creative photography	Attend and contribute to pre-event team meeting Creative photography plan developed the before the event after the team meeting	3	D19	TBD
T20	Capture at least 30 storytelling pictures of each state workshop, highlighting key moments, actions and activities	30 selected and approved pictures of each state workshops treated to enhance image quality and storytelling	3	D20	TBD
	Edit the captured images to enhance their quality				
T21	Caption 30 selected and edited pictures taken, to communicate the activity taking place within the image captured	Selected and edited 30 pictures captioned to highlight key moments, actions and activities of each state event	3	D21	TBD
T22	At least 30 pictures, and edited pictures that tell the of the forum are and uploaded to PIND’s SmugMug online photo library with caption	At least 30 captioned, and edited pictures that tell the story about the event are and uploaded to PIND’s	3	D22	TBD

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		SmugMug online photo library			
T23	Deliver all raw pictures taken and signed consent forms are to be delivered to the assigned person(s)	All raw format pictures delivered to PIND along with signed photo/video release consent forms from persons photographed	1	D23	TBD
T24	Collect signed photo/video release consent form from persons photographed	Signed photo/video release consent forms from persons photographed delivered	3	D24	TBD
Master Camera Operator					
T25	Attend pre-event team meeting and set up the evening before the event	Attend and contribute to pre-event team meeting All set up and sound checks done before the morning of the event	3	D25	TBD
T26	Capture professional quality footage of the workshop such as speeches, remarks, and paper and audience presentations as well as the audience, their actions, and reactions (e.g., participant taking notes or paying apt attention) with clean and clear audio.	Professionally captured and captioned footage of the events delivered to PIND	3	D26	TBD
T27	Deliver video and audio feed from master camera for live streaming	Seamless and clear audio and video of master camera streamed live virtually	3	D27	TBD
T28	Deliver all footage filmed to assigned person(s)	All raw footages filmed footages delivered to assigned person(s)	1	D28	TBD
T29	Capture creatively, interviews with participants and facilitators with clean and clear audio	Footages of creatively conducted interviews following the interview guidelines with clean and clear audio recorded	5	D29	TBD
T30	Collect signed photo/video release consent form from persons recorded/interviewed	Signed photo/video release consent forms from persons recorded/interviewed delivered	3	D30	TBD

T25	Attend pre-event team meeting and set up the evening before the event	Attend and contribute to pre-event tram meeting All set up and sound checks done before the morning of the event	3	D25	TBD
Roving Camera Operator					
T31	Attend pre-event team meeting and set up the evening before the event	Attend and contribute to pre-event tram meeting All set up and sound checks done before the morning of the event	3	D31	TBD
T32	Capture quality footage of the workshop to support content of the master camera filming the audience, their actions and reactions (e.g. a participant taking notes or paying apt attention)	Professionally captured and captioned footage of the events delivered to PIND	3	D32	TBD
T33	Double as a second camera to the master camera by filming activities on the stage/podium	Footage of key activities captured to support the master camera	3	D33	TBD
	Conduct Interviews of stakeholders' present	Stakeholders present at the forum are interviewed for use in video production			
T34	Deliver video and audio feed from roving camera for live streaming	Seamless and clear audio and video of roving camera streamed live virtually	3	D34	TBD
T35	Deliver all footage filmed to assigned person(s)	All raw footages filmed footages delivered to assigned person(s)	1	D35	TBD
T36	Capture creatively, interviews with participants and facilitators with clean and clear audio	Footages of creatively conducted interviews following the interview guidelines with clean and clear audio recorded	5	D36	TBD
T37	Collect signed photo/video release consent form from persons recorded/interviewed	Signed photo/video release consent forms from persons recorded/interviewed delivered	3	D37	TBD
Livestream					
T38	Attend pre-event team meeting and set up the evening before the event	Attend and contribute to pre-event tram meeting	1	D38	TBD

		All set up and sound checks done before the morning of the event			
T39	Livestream feed with clear audio and video from the master and roving cameras to accurately depict the conversation for a virtual audience	Seamless livestream of each state roundtable with clear audio and video broadcast to the virtual participants	3	D39	TBD
T40	Support virtual participants' participation and engagement (such as audio output, sharing comments and other engagements with live audience, managing the virtual waiting room, etc.).	Virtual participants are well supported to participate effectively in the workshops	3	D40	TBD
Post Production – Scripting, Editing, Sound mix, Video Transcription & Subtitling					
T41	Develop script for a 3-5 minutes post-event highlight video using, footage and pictures gathered from each state workshop among other media assets	3-5 minutes post-event highlight video reviewed and approved	10	D41	TBD
	Assemble footage and pictures gathered from each state workshop to produce a 3-5 minutes post-event highlight video				
	Compose original music score and sound mix for the video productions (no plagiarism of music score)				
	Transcribe all approved video outputs from audio to text and add subtitles				
	Finalize, transcribe and subtitle video products using feedback from PIND				
	Develop script for a 3-5 minutes post-event highlight video using, footage and pictures gathered from each state workshop among other media assets				

MSME Stakeholder Linkages Forum Port Harcourt – This forum will bring together key actors in the MSME ecosystem such as NAFDAC, SON, Chambers of Commerce, and others to deliberate on improved support to facilitating MSEM growth in the Niger Delta. The 1-day forum will feature key presentations and panel sessions by panelists and speakers.

Photographer					
T42	Attend pre-event team meeting	Attend and contribute to pre-event team meeting	3	D42	TBD
T43	Capture at least 30 storytelling pictures of the forum, highlighting key moments, actions and activities	30 selected and approved pictures of the forum treated to enhance image quality and storytelling	3	D43	TBD
	Edit the captured images to enhance their quality				
T44	Caption 30 selected and edited pictures taken, to communicate the activity taking place within the image captured	Selected and edited 30 pictures captioned to highlight key moments, actions and activities of the forum	3	D44	TBD
T45	At least 30 pictures, and edited pictures that tell the of the forum are and uploaded to PIND's SmugMug online photo library with caption	At least 30 captioned, and edited pictures that tell the of the forum are and uploaded to PIND's SmugMug online photo library	3	D45	TBD
T46	Collect signed photo/video release consent form from persons photographed	Signed photo/video release consent forms from persons photographed delivered	3	D46	TBD
T47	Deliver all raw pictures taken and signed consent forms are to be delivered to the assigned person(s)	All raw format pictures delivered to PIND along with signed photo/video release consent forms from persons photographed	1	D47	TBD
Master Camera Operator					
T48	Attend pre-event team meeting	Pre-event team meeting a day to each of the events attended and contributed	3	D48	TBD
T49	Capture professional quality footage of the forum such as speeches, remarks, and paper and audience presentations as well as the audience, their actions, and reactions (e.g., participant taking	Professionally captured and captioned footage of the forum delivered to PIND	3	D49	TBD

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	notes or paying apt attention) with clean and clear audio.				
T50	Deliver video and audio feed from master camera for live streaming	Seamless and clear audio and video of master camera streamed live virtually	3	D50	TBD
T51	Deliver all footage filmed to assigned person(s)	All raw footages filmed footages delivered to assigned person(s)	1	D51	TBD
T52	Capture creatively, interviews with participants and facilitators with clean and clear audio	Footages of creatively conducted interviews following the interview guidelines with clean and clear audio recorded	5	D52	TBD
T53	Collect signed photo/video release consent forms from persons recorded/interviewed	Signed photo/video release consent forms from persons recorded/interviewed delivered	3	D53	TBD
Roving Camera Operator					
T54	Attend pre-event team meeting	Pre-event team meeting a day to each of the events attended and contributed to	3	D54	TBD
T55	Capture quality footage of the forum to support content of the master camera filming the audience, their actions and reactions (e.g. a participant taking notes or paying apt attention) Conduct Interviews of stakeholders' present	Professionally captured and captioned footage of the forum delivered to PIND Stakeholders present at the forum for use in video production	3	D55	TBD
T56	Double as a second camera to the master camera by filming activities on the stage/podium	Footage of key activities captured to support the master camera	3	D56	TBD
T57	Deliver video and audio feed from roving camera for live streaming	Seamless and clear audio and video of roving camera streamed live virtually	3	D57	TBD
T58	Deliver all footage filmed to assigned person(s)	All raw footages filmed footages delivered to assigned person(s)	1	D58	TBD
T59	Capture creatively, interviews with participants and facilitators with clean and clear audio	Footages of creatively conducted interviews following the interview	5	D59	TBD

		guidelines with clean and clear audio recorded			
T60	Collect signed photo/video release consent form from persons recorded/interviewed	Signed photo/video release consent forms from persons recorded/interviewed delivered	3	D60	TBD
T56	Double as a second camera to the master camera by filming activities on the stage/podium	Footage of key activities captured to support the master camera	3	D56	TBD
T57	Deliver video and audio feed from roving camera for live streaming	Seamless and clear audio and video of roving camera streamed live virtually	3	D57	TBD
Livestream					
T61	Livestream feed with clear audio and video from the master and roving cameras to accurately depict the conversation for a virtual audience	Seamless livestream of each state roundtable with clear audio and video broadcast to the virtual participants	3	D61	TBD
T62	Support virtual participants' participation and engagement (such as audio output, sharing comments and other engagements with live audience, managing the virtual waiting room, etc.).	Virtual participants are well supported to participate effectively in the workshops	3	D62	TBD
Post Production – Scripting, Editing, Sound mix, Video Transcription & Subtitling					
T63	Develop script for a 3-5 minutes post-event highlight video using, footage and pictures gathered of the forum among other media assets Assemble footage and pictures gathered from the forum to produce a 3-5 minutes post-event highlight video Compose original music score and sound mix for the video productions (no plagiarism of music score) Transcribe all approved video outputs from audio to text and add subtitles	3-5 minutes post-event highlight video reviewed and approved	10	D63	TBD

	Finalize, transcribe and subtitle video products using feedback from PIND				
<p>Cocoa Intervention Video Production – This video will capture activities of PIND’s Cocoa value chain intervention in Ondo and Cross Rivers States. It will also showcase the success how these project activities have benefitted project participants (small holder farmers, business service providers, off takers, and farmer associations). The proposed video format is a 5-minutes engaging marketing video that shows the value of PIND’s work within the sector in the states. See sample here.</p>					
Production					
T64	Attend and contribute to production inception meeting with PIND team	Inception meeting held	1	D64	Q3 2022
T65	Develop synopsis and production/activity plan for 5 mins marketing communication video about PIND’s Cocoa Intervention and share for review and feedback	Synopsis and production/activity plan for 5 minutes marketing communication video showcasing PIND’s Cocoa intervention in in Ondo and Cross River States and Edo.	3	D65	Q3 2022
T66	Film respondent interviews and gather interviewee b-rolls and other relevant b-roll footage in Ondo and Cross River States.	Footage and b-roll gathered for post-production according to approved synopsis and production plan	5	D66	Q3 2022
Post Production – Scripting, Editing, Sound mix, Video Transcription & Subtitling					
T67	Develop for review and feedback, a script for the 5-minutes video about PIND’s Cocoa value chain intervention, telling the story from marketing communication angle, targeting development donors and other major PIND stakeholders using, footage and pictures gathered among other media assets	Script reviewed, finalized, and approved for editing	5	D67	Q3 2022
T68	Assemble footage and pictures gathered from the field to produce a 5-minutes video about PIND’s Cocoa value chain intervention	Rough edit developed and shared for feedback and improved to produce fine edit	5	D68	Q3 2022
T69	Compose original music score and sound mix for the video productions (no plagiarism of music score)	5 minutes video about PIND’s Cocoa value chain intervention video reviewed and approved	3	D69	Q3 2022

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	Transcribe all approved video outputs from audio to text and add subtitles				
	Finalize, transcribe and subtitle video products using feedback from PIND				

The engaged media firm will be required to work closely with the members of the PIND’s Communications Team, including routine calls to the team for virtual briefing and debriefing.

Note:

- The samples of media products provided are for reference purposes only. The vendor is expected to supersede them if not at the least meet the standard showcased.
- This term of reference and its subsequent contract engagement captures activities during the period of engagement that will require support. It also represents activities currently unforeseen that will require support during the contract duration; a master contract.
- Sample of previous work done must be submitted during application for review of quality of previous work done. Evidence of ownership of such works must also be established.

DURATION

This contract expected to run from May to 31 December, 2022.

HOW TO APPLY

Interested production firms should submit detailed technical and cost proposals AS SEPARATE DOCUMENTS to: procurement@pindfoundation.org with 'PIND EVENT MEDIA SUPPORT ' as the subject of the email, not later than Monday, April 18th, 2022. The technical proposal should not be more than 5 pages showing their suitability for the assignment, tactics for delivering the range of products within the apportioned timeline and innovative ideas for the products (preferably with link to samples included).

The detailed costing for the assignment should be in three parts:

- Professional fees per product: This means presenting the fee for the production video production, photography, or event to be supported. **Note: Fees MUST be product-based and NOT daily rate based.**
- Third-Party Costs for items or materials that would be required for the production and delivery of the videos. These would be receipted.
- Anticipated travel logistics costs for field filming in the focal States based on production tactics envisaged by firms and the extent of on the ground capacity.

Please Note: Final payment can only be considered as ready when all deliverables including Delivery of signed PIND PHOTO/VIDEO CONSENT FORM for each person captured in any visual or audio-visual product.

QUALIFICATIONS

- Must have a vast network of professional media support personnel across the Niger Delta.
- Experience in communication production within the develop sector
- Experience in event and field communication production
- Must be able to coordinate activities and productions in a professional manner exhibiting good work ethics.
- Must be able to work with little or no supervision while maintaining the highest level of creativity.
- Must be able to deliver in a timely manner.

SCORING CRITERIA

S/N	Scoring criteria	Scores allowed	Scored earned	Remark
1	Understanding of the scope of work/TOR, evidenced by the completeness of the proposal in addressing every aspect of the scope of work and good interpretation of the TOR	10		
2	Expertise and quality of previous work done – Review sample work videos produced by the vendor	20		
3	Experience in communication production within the develop sector covering areas such as agricultural market systems, community engagement/mobilization, advocacy, youth development and gender	10		
4	Experience in event and field communication production	10		
5	Quality of proposed ideas/tactics of how to achieve the video outputs to time and to quality (innovation and creativity)	25		
6	Cost proposed –important but quality trumps especially when the margin is not considerably wide.	20		

7	Gender mainstreaming with reference to gender equality in the composition of all participants in all phases of the project as well as applicant	5		
	Total score	100 points		

Mandatory Required items from vendors/consultants who intends to bid any work or service in PIND

1. Certificate of Business Registration
2. Profile of organization
3. Valid Tax Clearance Certificate
4. Tax Identification Number
5. Bank Reference Letter

Non-Discriminatory Clause:

PIND provides equal opportunity in employment and engagement for all persons, vendors, and contractors, and prohibits unlawful discrimination and harassment in all aspects of a contractual engagement or employment because of age, sex, gender, marital status, disability, nationality, race, religion, or any fact.