



SCRIPTWRITER CONSULTANCY

Terms of Reference

BACKGROUND INFORMATION

New Mexico youth (below the age of 18 years), especially those that are involved in the justice system (YIJS), are at increased risk of engaging in risky sexual behaviors, experiencing unintended pregnancies, and contracting and spreading sexually transmitted infections (STIs). Many juvenile offenders do not regularly attend school and are likely to miss sexual education and STI/HIV prevention lessons that are provided in the classroom. Sexual health interventions within the juvenile justice system are limited in New Mexico, and those that exist provide very basic sexuality education using shame-, guilt-, and fear-based approaches.

In partnership with Policy Research Group (PRG) and funded by the Office of Population Affairs (OPA), PCI Media is designing and developing an entertainment education (EE) video intervention to reduce sexual and other risk behaviors and improve health outcomes and opportunities for YIJS. The intervention is part of the Juvenile Justice System Innovation and Impact Network (JJIIN).

PURPOSE OF THE CONSULTANCY

The purpose of the consultation is to provide the services listed below for PCI Media's JJIIN program in partnership with PRG.

The Scriptwriter will be responsible for creating three (3) 12–15-minute episodes of a high quality, entertainment education video-based drama that integrates specific, clear, and accurate educational messages and value/behavioral propositions related to the sexual health of young people involved with the juvenile justice system. The specific educational content and value/behavioral proposition messaging to be included will be provided by PCI Media in the form of a values grid. Additionally, the Scriptwriter will be provided with sample character profiles, a character map and initial storylines to refine and further develop the drama.

SCOPE OF WORK

The Scriptwriter will:

1. Participate in regular meetings to build knowledge and capacity around entertainment education (EE) as well as to understand the knowledge, attitude and behavior change goals of the video-based drama.

2. Read all background/informational materials, including the needs assessment report, design workshop report (including character profiles, character map and initial storylines), values grid and intervention concept paper.
3. If needed, participate in consultation sessions with young people involved with the juvenile justice system to further inform the characters and stories.
4. Participate in weekly meetings with PCI Media and respond timely to communication outreach.
5. Produce, in English, an overall storyline (synopsis) of the drama plot, character profiles, and episodic treatments for each episode and character profiles for all primary and secondary characters (as per directions to be provided). Submit documents for review by deadlines and incorporate all feedback as necessary until final approval is received in writing.
6. Produce three (3) episode summaries for the drama, outlining the scenes and key story developments in each episode. Submit episode summaries on time for review and incorporate all feedback as necessary until final approval is received in writing.
7. Write three (3) 12–15-minute episodes scripts. Submit scripts for review by deadlines and incorporate all feedback as necessary until final approval is received in writing.
8. Make adjustments to the scripts based on consultation sessions.

Deliverables:

1. Storyline (synopsis), character profiles (at least five to seven (5-7) characters and the story follows the same characters across the videos) for the (3) episodes of the EE video.
2. Episodic treatments for each of the three (3) episodes of the of the EE video.
3. Scripts for each of the three (3) episodes of the of the EE video.

SUBMISSION CRITERIA

Develop and submit an expression of interest (with a clear description of the schedule of activities and budget). The expression should include:

- a. Qualifications of the consulting firm/individual: Include CV and description of the firm/individual's background and experience in scriptwriting and TV/video drama production, in similar geographical, social/cultural contexts. Experience with writing entertainment education dramas is a must.
- b. Timeframe: Schedule for all activities.
- c. Budget: Show the itemized costs in US Dollars for personnel, and all expenses related to the full delivery of the consultancy.
- d. Portfolio Sample: Include samples of recent scripts the consultant has recently produced.

This contract does not allow payment of off-hours, medical insurance, taxes, and sick leave. All costs should be included and managed completely by the consultant. PCI Media will not make payments outside of a signed agreement.

Interested individuals/companies should submit a proposal no later than August 1st, 2022 to gleal@pcimedia.org. Subject line: **JJINN Scriptwriter Consultancy**.