



# **ENTERTAINMENT EDUCATION VIDEO DRAMA PRODUCTION CONSULTANCY IN NEW MEXICO**

## **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 Production Consultant will be responsible for producing 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 episodic treatments and scripts will be provided by PCI Media. Additionally, the Production Consultant will be provided with sample character profiles and character map to help inform the casting.

### **SCOPE OF WORK**

The Production Consultant 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 background/informational materials, including the values grid, character profiles, character map and scripts and intervention concept paper.
3. Participate in weekly meetings with PCI Media and respond timely to communication outreach.
4. Produce a storyboard and a technical shooting script. Submit documents for review by deadlines and incorporate all feedback as necessary until final approval is received in writing.
5. Produce, cast, shoot and edit three (3) 12–15-minute episodes of a high-quality, entertainment education video-based drama. Submit footage and cuts for review by deadlines and incorporate all feedback as necessary until final approval is received in writing.
6. Make edit adjustments to the episodes based on pretest sessions.
7. Post produce and finalize the three (3) 12–15-minute videos, including color grading, music, titles, visual effects, etc.

***Deliverables:***

1. Storyboard and a technical shooting script for the (3) episodes of the EE videos.
2. Character casting process document/report, with pictures and production notes.
3. Footage and review cuts for each of the three (3) episodes of the of the EE video.
4. Three (3) 12–15-minute episodes of a high quality, entertainment education video-based drama, delivered in HD format, (1018p minimum) including:
  - a. HQ Broadcast Master ready version
  - b. HD Web-ready Master version
  - c. HQ Full aspect ratio, textless “clean” Master version (split tracks)

**SUBMISSION CRITERIA**

Develop and submit a proposal (with a clear description of the schedule of activities, budget and sample materials for a similar scope pf work). The proposal should include:

- a. Qualifications of the consulting firm/individual: Include CV and description of the company/individual’s background and experience in TV/video drama production, in similar geographical, social/cultural contexts. Experience with producing entertainment education dramas is highly preferred.
- b. Location: Preferred site for production is Albuquerque or Santa Fe, New Mexico.
- c. Timeframe: Schedule for all activities. Tentative schedule for production: September-October, 2022.
- d. Budget: Show the itemized costs in US Dollars for personnel, and all expenses related to the full delivery of the consultancy.
- e. Portfolio Sample: Include samples of recent finalized fiction works.

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](mailto:gleal@pcimedia.org), Subject line: **JJIN EE Video Production Consultant**.