

SCOPE OF WORK

Name/Title:	Stakeholders’ Audio/Visual Peace Messaging	Date: March 29, 2023
Objectives of the Audio/visual Messaging	<ul style="list-style-type: none"> ● To produce proper audio-video messaging that supports the peaceful conduct of electoral activities. ● To explore the pathway to peace for peaceful 2023 general and presidential elections in Liberia and other fragile contexts. ● Using stakeholders to share approaches/experiences of what has worked and what has not worked. 	
County(ies):	Montserrado, Bong, Nimba, Lofa, and Margibi Counties	Submission of Audio/visual Messaging: May 23 rd , 2023
POET	410878 – 101 - USAID	

Background:

The Youth for Peace (Y4P) project is a 36-month initiative implemented by Catholic Relief Services (CRS) in Liberia, with support from USAID Conflict Mitigation and Management (CMM) program. Y4P builds on the accomplishments of the USAID-supported Connect for Peace (C4P) project to help conflict-affected and marginalized youth in Montserrado, Bong and Nimba counties contribute toward a positive peace in Liberia.

The project is achieving this goal by 1) improving trust between youth and community members and 2) improving relationships between youth and elected and appointed officials. Using CRS’s innovative Binding, Bonding, and Bridging (3Bs/4Ds) methodology applying an appreciative inquiry approach, the project is cascading training and activities to build individual and institutional capacity, offer disparate adversarial groups opportunities for reconciliation, and establish trust between citizens and the state, enabling civil society and particularly youth and women to embrace diversity and foster a positive peace environment.

CRS will lead technical and organizational capacity development of core components and ensure quality monitoring, evaluation, reporting and learning. Despite all the interventions made across the various sectors including Advocacy, Capacity Building, and Empowerment of marginalized youth and vulnerable people across Liberia, suitable documentation through still photos and audio-video production that highlight beneficiaries sharing their success stories is deficient. Liberia is currently at a critical junction and requires all stakeholders ranging from top leadership structures to community leaders to raise their voices to support peace efforts. This activity will be conducted using media platforms through the airing of prominent individual voices about peace election messaging.

Objectives

The Youth for Peace(Y4P) will support the production of media content that will feature key stakeholders (Opportunity youth, political parties' youth, politicians, media gurus, religious leaders and institutions, students, marketers and prominent citizens who will voice their commitment to promoting peaceful elections. The audio/visual messaging will communicate messages that support the conduct of a peaceful election. shows achievements of the project activities and share learnings from it as well. The objectives of this initiative are:

- To produce proper audio-video messaging that supports the peaceful conduct of electoral activities.
- To explore the pathway to peace for peaceful 2023 general and presidential elections in Liberia and other fragile contexts.
- Using stakeholders to share approaches/experiences of what has worked and what has not worked.

Relevance

The production of this audio/visual messaging will not only afford donors, ministries, and civil society organizations the platform to spotlight the importance of supporting the peace process and sustaining the gains made in Liberia and the level of impact on their community but will also explore methodologies to replicate this approach in other contexts.

Moreover, the audio/visual messaging will target the least reached parts of Liberia through the use of local vernaculars (Bassa, Kpelle, Gio, and Mano) and they will be aired on major communities and national radio stations. The message production will be aired before, during, and after the 2023 general and Presidential elections.

This is pivotal based on the hypothesis that when a particular identity group listens to their leader(s) on the media concerning the peaceful conduct of election activities, they are 89.2 % highly likely to abide by and adhere to such message.

Methodology

The audio/visual messaging will use approved National Election Commission messaging to enhance and broadcast these peace messages. The audio/visual will feature a total of 16 key prominent individuals from Montserrado, Bong, Nimba, Margibi, and Lofa Counties. The audio/visual will also highlight partners and their contributions and or achievements to the development of Liberia.

The consultancy will include the following activities:

- Meeting with project staff to discuss SoW and scenarios that will be used to produce the audio/visual.
 - Develop a draft outline of the audio/visual messages.
 - Vocal record the scenarios in local Liberian English

- Transcribe vocal recordings into vernaculars such as Bassa, Kpelle, Gio, and Mano
- Provide draft copies of the audio/visual for project team review.
- Submit the final copy of the audio/visual for airing.

Deliverables:

The key deliverables for the consultant are as follows:

- Liaise with the project team and partners to identify key stakeholders for reciting approved peace messaging.
- Provide technical expertise and advice to the project team where necessary.
- Produce 16 audio/visual messaging copies in simple Liberian English.
- Produce 16 copies of the audio/visual messaging each in local vernaculars, Bassa, Kpelle, Gio, and Mano

Timeline for deliverables:

The period of this consultancy is expected to be **22 days**. The level of effort and timeframes are estimates and subject to change.

Activity	Deliverable	Proposed Level of Effort	Indicative Timeframe
Meet with the project team to familiarize with the context for product deliverable	Discussions with the project team	1 day	24 th April
Develop a draft outline of the audio/visual messages	Identify stakeholders for the audio/visual messaging.	3 days	25 – 27 April
Revise and or review draft messages with the project team	Final messages ready for recording	1 day	28 th April
Vocal records the messages in simple Liberian English and local vernaculars	Interview and capture identified stakeholders in Margibi, Bong, Nimba, Lofa, and Montserrado Counties.	12 days	29 th April
Provide a draft version of the audio/visual various messages for the project team.	Initial production of the documentary in HD format.	2 days	10 – 11 th May
Submit 2 final copies of the HD video documentary	Production of HD copies of the documentary.	1 day	23 th May
Total working days		22 days	

Key Working Relationships:

Internal: Peacebuilding Program Manager, Program Officer and Program Assistant

Period of Performance: The total period of performance for the work to be accomplished of this SoW will begin on **24th April – 23rd May 2023.**

Qualifications and skills:

- Minimum of five years' experience in digital media production, especially drama production for audio and video use
- Possess creative flair, originality, and a strong visual sense.
- Strong computer skills
- Ability to grasp client needs and consider practical solutions.
- Attention to detail and flexibility.
- Experience creating video content products for international non-government organizations.