

TERMS OF REFERENCE

ENGAGEMENT OF A SERVICE PROVIDER FOR THE AUDIO VIDEO PRODUCTION (AVP) OF THE MIWD MAASIN WATERSHED MANAGEMENT COMMITTEE'S VIDEO INFORMATION AND EDUCATION COMMUNICATION (VIDEO-IEC) MATERIAL.

I. BACKGROUND

The Maasin Watershed is Metro Iloilo Water District's biggest source of raw water which it pipes in to its concessionaires, all the way from Maasin up to the far reaches of the City Proper of Iloilo. Its role in providing potable water for the province and city of Iloilo is both fundamental and essential, hence, preserving the ecological balance of the Maasin Watershed should be on the top tier list of the natural resources that citizenry of Iloilo must preserve—this already goes without saying that MIWD and stakeholder agencies (such as the Department of Environment and Natural Resources and the Maasin LGU) must also do their best in preserving the sustainability of water extraction of the Maasin Watershed.

But this involves getting the public's sympathy towards the Watershed's ecology, and this will necessitate the use of Information and Education Communication materials, broadcast through the number one multimedia channel that the modern 21st century world has to offer: The Social Media.

II. QUALIFICATION REQUIREMENTS

The service provider shall comply to the following:

1. Should be a bona-fide video production team based in Iloilo City or anywhere in the Philippines and has a track record in AVP production for major Iloilo-based AVP projects.
2. Should be registered online with the Philippine Government Electronic Procurement System as a legitimate service provider for government requirements and with complete business registration documents.
3. Must have produced at least three (3) AVP projects locally or international for government and other firms by providing copy of outputs.

III. TIMELINES AND DELIVERABLES

1. Two professionally produced (2) 3-minute Audio Video Productions centering on the subject matter, at 1080p HD resolution. at H264.
2. Time allotment: 15 days for the script drafting and submission, and 15 days for the production proper. Delivery Period is 30 days upon receipt of Job Order.
3. Specific directions, requirements, guidelines and tasks for the service provider/video producer are elaborated further down in the document.

IV. THE TARGET DEMOGRAPHIC

There will be two (2) Video IEC, each one specifically aimed towards specific target demographic, with the aim to cast a wide a net as possible with both demographics aiming for the widest audience reach.

The target demographics are:

- a) **16-35 Year Olds** (The *Gen-Z* and *Millennials*), hereafter known as Demographic 1, or **D1**
- b) **35-40 Year Olds** (The *Baby Boomers* and *Generation X*), hereafter known as Demographic 2, or **D2**

V. LENGTH OF VIDEO IEC

Factoring in the nature of social media and the limited attention span the target audience, **each** of the **two** Video IEC will run for approximately **3 minutes each**.

VI. SPECIFIC OBJECTIVE TOWARDS TARGET AUDIENCE

The internet being a bloated smorgasboard of information and entertainment, any message that is going to be produced need to be as compact, succinct and equally entertaining as well in order to compete for the audience's attention because realistically, they likely will not even give the video (we produce) a click.

Truthfully speaking, nobody clicks on a random video on the internet—specifically on social media—unless it catches their attention; and this goes double if the video is too long, not visually appealing, or if the content tries to cover so much ground. Hence, information has to be as dense as possible for every second that we capture the attention of the target audience.

Furthermore, both demographic group respond to visual and aural stimulation very differently. What is appealing to 50 year olds will not be appealing to a high school student, hence the need to diversify the approach per demographic group.

1. For Demographic 1 (**D1**), the aim is to Educate target market on the fundamental role of the Maasin Watershed in our daily lives
2. For Demographic 2 (**D2**), to remind the older generation of the beauty of the watershed that is slowly being eroded by ecological negatives (climate change, erosion, etc); subject matter can switch to watershed in general but will need to mention Maasin Watershed

VII. APPROACH

1. **D1:** To cram as much basic information while being visually attractive to the target demographic

2. **D2:** To instill a sense of awe towards nature and its beauty and what we could lose if not tended properly

VIII. OVERRIDING VISION/GOAL PER AVP TOWARDS THE TARGET AUDIENCE

1. **D1:** To Inform
2. **D2:** To Awe

IX. VISUAL DIRECTION

1. **D1:** Fast paced but not frantic, will include typography to emphasize important informational points in the V/O.
2. **D2:** Slow Paced, will include typography to emphasize important emotionally evocative points in the V/O

X. SCRIPT STRUCTURE (LOOSE SUGGESTIONS)

1. The script must be written by an environmental subject specialist or by a member of the MIWD Watershed Management Committee, and unanimously approved by the MIWD Watershed Management Committee itself.
2. Suggested script structure for **D1:** 18-25 sentences total, @ approx 6 sentences /min
3. Suggested script structure for **D2:** 15-20 sentences total, @ approx 5 sentences /min; looser structure: can use poetry; script can include interview, testimonial, etc as appropriate by Video Prod team.

XI. V/O AND AUDIO DIRECTION

1. **D1:** Normal pace of reading script, (no notes on music bed)
2. **D2:** Slower pace of reading script, incorporating serene music bed and sound fx (ie folk guitar, birds chirping etc etc)
3. If music is to be used, it must all be be copyright-free music.

XII. APPLICATION

Applications should contain an expression of interest, curriculum vitae, list of portfolio stating relevant achievement and capacity to undertake the work.

Please send all applications electronically to miwdprocurement@gmail.com and miwdpio@gmail.com on or before March 9, 2022 at 3:00 pm. .