



Peripheral Vision International

2018 MEDIA COLLABORATION AWARDS

CALL FOR APPLICATIONS

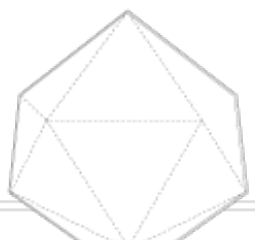


by Peripheral Vision International / Uganda

March 1st, 2018



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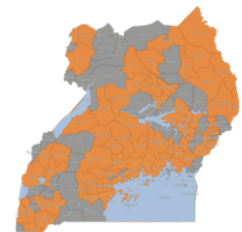
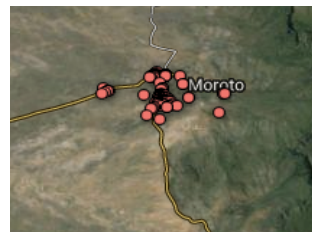
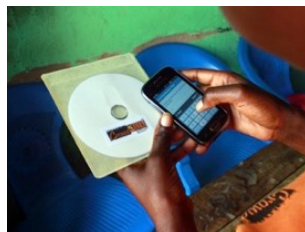
Overview

Peripheral Vision International (PVI) is soliciting applications from eligible non-profits in Uganda who are interested in a service-provision award through which PVI works with successful organizations to professionally produce public service announcements on their behalf. Concept notes will be accepted until April 1, 2018 and the 10 award recipients announced by April 15, 2018. Further details on PVI, the call for applications, and the process for applying are below.

About Peripheral Vision International (PVI)

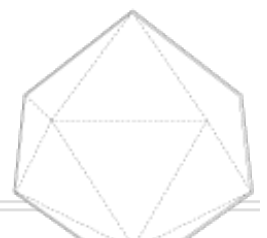
PVI's mission is to use media, technology, and popular culture to catalyze social change in East Africa and beyond. Working in a multidisciplinary team and together with partners, PVI designs and tests communication on health, gender, livelihoods and citizenship for hard-to-reach and marginalized populations.

In 2011, PVI began as a pilot project in Uganda seeking to impact big social problems through communication design and existing media technology. The first project, **CrowdPullerz**, developed advocacy videos for screening in a few thousand Ugandan video halls. The work has since grown into a portfolio of five core projects including highly rated national TV shows, videos screened on the back of motorbikes taken to rural communities, and mobile-based social good gaming.



CrowdPullerz Overview

Our longest running programme, CrowdPullerz develops advocacy videos for screening in Ugandan video halls, restaurants, beauty salons, shops and other offline locations. This “music television with a message”, packages top local music videos with social content onto DVDs, which are distributed for free through the informal media sector. A custom app has been developed to survey and geotag these locations, and PVI maintains the largest dataset of these informal distribution venues in the region. “Crowdpullerz” program currently distributes video content to **8,000 public screens** (video halls, bars, beauty salons, long distance buses, etc.) every month across **20+ districts**, reaching an audience of millions with limited access to traditional and new media.



About the Call for Applications

In 2018, PVI will award 10 organizations services worth a total of \$150,000 for support in producing and distributing video spots/Public Service Announcements (PSAs). Awards will be in provision of service, not in cash. For each of the 10 finalists, **PVI will develop, produce and distribute an advocacy video** (60-120 seconds in length) communicating a message/call to action chosen by the finalist. Distribution will be via the CrowdPullerz platform as well as online.

We are currently seeking concept notes from local and international NGOs registered in Uganda, who meet any of the following criteria:

- Entities representing vulnerable and marginalized communities (incl. women facing exploitation, abuse and/or violence; people living with disabilities; children and youth)
- Entities challenging norms in society
- Entities working nationally, or in multiple districts in Uganda.

Review and selection process

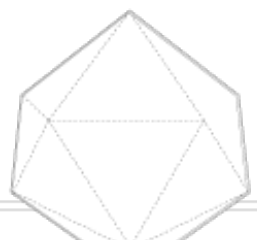
Step	Process	Deadline
1	Submission of concept notes	Friday March 30 th , 2018 at 5:00pm GMT
2	Review and selection of received concept notes by PVI (Shortlisted applications will be invited for a pitch meeting/skype/call)	Monday, April 16 th , 2018.
3	Proposal pitch to PVI committee	TBD; finalists will be notified shortly after
4	Co-creation process with PVI team	4-8 weeks
5	Production of the videos	Q2/3 of 2018
6	Distribution of the videos	Q2/3/4 of 2018

Format of concepts

The Proposals must be no more than 4 pages. Proposals longer than 4 pages will not be considered.

Proposals should include the following sections:

1. Name of the organization and contact information
2. Short description of your mission and work





Peripheral Vision International

3. Description of a cause, activity or service that you would like the advocacy video to highlight. Try to describe why the cause/activity is important and how the video will empower the target beneficiaries.
4. Who is your target audience? Keep in mind the purpose of this award is to benefit your beneficiaries. We will not work on projects aimed primarily at funders/donors.
5. What specific change do you want the video to have in your target audience (i.e. knowledge acquisition, attitude change, behavior change, etc.)?
6. How will you expand the reach of this video beyond PVI's distribution?
7. How will you measure the success of the video?
8. Description of your project team highlighting diversity and gender balance.

Application process

The deadline for submissions is Friday March 30th, 2018 at 5:00pm (EAT) (UTC+3).

Concept notes must be sent by email with the Subject line "MEDIA COLLABORATION AWARDS CALL 2018" to the following email address: gosia@pvinternational.org.

Please submit any queries via email to gosia@pvinternational.org.

