

# **CHANGEMAKERS :**

## ***INNOVATIVE TELEVISION FOR DEMOCRATIC CHANGE IN DR CONGO***

Search for Common Ground (SFCG) is laying the foundations for an innovative new reality television series which will promote young models of positive change in the new democracy of the Democratic Republic of Congo. Following decades of dictatorship, failed states, and war, the DRC is heading into its second year of democracy after holding free and fair elections in 2006.

The new TV series, called CHANGEMAKERS, will build on the best reality formats innovated around the world and particularly on the African continent. The program will be launched through a two-month spot campaign highlighting the possibility of youth to choose a better future through their strategic participation in democracy. The spots will call upon youth to nominate their fellow youth to be contestants for the CHANGEMAKERS reality TV program and have the chance to test themselves against other fellow youth in achieving change in Congo's new democracy. These young Congolese, between the ages of 15 and 25, will be selected for the CHANGEMAKERS contest based on their vision and drive to turn Congo's new democracy into a system for bettering the lives of its citizens.

Once the contestants are identified, they will be followed by SFCG cameras during a two-week period as they attempt to effect the change they aspire to see and live in their communities. The youth will be mobilized into 'Change-teams' and will be given specific concrete tasks – "CHANGEMAKERS CHALLENGES" - along the way to move closer to achieving their goals. Each team will be followed by audience members during the month, who will comment on the youth's attempts to make change through SMS text messages.

CHANGEMAKERS will be hosted by a young Congolese who will be the dynamic link throughout the month-long competitions, reminding the contestants and the audience members of key building blocks of DRC's democratic system and processes which could help the youth to reach their goals. The host will also maintain a degree of suspense throughout as the audience discovers each next stage of the CHANGEMAKERS CHALLENGE.

### **THE IMPACT:**

The hope is that this format will directly address these targets:

- Motivating Congolese youth to pursue their dreams and believe in positive change
- Highlighting strategies within the democratic system through which ordinary citizens can effect change on a community level
- Emphasizing education, communication and collaboration as critical tools for success
- Emphasizing hard work, dedication and teamwork as positive values
- Highlighting Congolese role models, particularly youth engaging with democracy, with whom others can identify

## **JOB ANNOUNCEMENT: CONSULTANT EXECUTIVE PRODUCER**

**The successful candidate will have the following qualifications and experience :**

1. At least 4 years of demonstrated experience as a television producer, particularly of programs targeting youth audiences
2. Experience in supervising all aspects of television production (preference to those with experience in reality formats, with fiction being an added advantage) including Writing, Casting, Direction and Editing
3. Experience in managing a television production team
4. Ability to take initiatives and provide creative leadership to a SFCG Congolese production team.
5. Excellent communication and interpersonal skills
6. Be available to start immediately or within 3-4 weeks maximum
7. Experience in successfully using the media for social change is an advantage.
8. Ability to speak French (or Lingala) is an advantage, but not a necessity
9. Ability to work independently and handle multiple tasks
10. Project management skills
11. Strong writing and organizational skills.
12. Computer proficiency and knowledge of latest editing software

**The successful candidate will be offered a 3-month consultancy contract and will undertake the following scope of work:**

1. Researching and preparing the pilot episode of the reality TV program
2. Supervising the recruitment of production team members
3. Providing orientation and supervision to the production team.
4. Overseeing the work of engineers, technicians and other project personnel. Create work schedule, establish performance factors and monitor results.
5. Conceptualising the creative, aesthetic framework for the reality TV program, in collaboration with the SFCG production team
6. Testing the creative formats with target audience in Kinshasa
7. Supervising the casting of 'change-teams' based on the nominations received and follow-up research
8. Supervising the filming of two change-teams to be included in the pilot program
9. Supervising the editing the pilot program
10. Supervising the pre-test of the pilot program
11. *(Possibility of finalising spot campaign, depending on arrival date of consultant)*

### **Working conditions**

Search for Common Ground will offer a competitive consultancy fee to the executive producer commensurate with experience and expertise. Housing in Kinshasa, transport and communications costs will be covered by SFCG during the 3-month period. Logistics, administrative and financial support services will be covered by SFCG. The consultant will be supported by an Assistant Producer from SFCG DRC and will be supervised directly by the Country Director of Search for Common Ground in the DRC.

**To Apply:** Please send a motivation letter, a current CV, a list of references as well as the editing platform and technical equipment you would prefer to utilize for this production to [lenas@sfcg.org](mailto:lenas@sfcg.org) and [wimanselme@yahoo.co.uk](mailto:wimanselme@yahoo.co.uk) with the subject heading: *Changemakers TV Program* by 17h00 on 2 April 2008. Submission of a demo tape/DVD upon request. More information on Search for Common Ground in the DRC can be found at [www.sfcg.org](http://www.sfcg.org)

## PRELIMINARY PROPOSED CALENDAR

*Please note that this calendar aims to give an overall idea of the expected production timing and target date of early July for the launch of the program.*

30 April – 30 June	<ul style="list-style-type: none"> <li>○ Broadcast of 4 spots on estimated 3 national broadcasters, flighting period of 2 weeks for each spot</li> </ul>
1 – 15 May	<ul style="list-style-type: none"> <li>○ Arrival and installation of Executive Producer and preliminary production preparations</li> </ul>
15 - 31 May	<ul style="list-style-type: none"> <li>○ Reception of 'nominated changemakers', analysis, research</li> <li>○ Recruitment of SFCG Production team in Kinshasa; initial training</li> <li>○ Program creative and aesthetic framework developed and tested</li> </ul>
2 - 16 June	<ul style="list-style-type: none"> <li>○ 'Change-team' for the pilot program selected</li> <li>○ Filming of pilot episode</li> </ul>
16 – 30 June	Editing and finalizing
1 - 9 July :	Pilot program pre-test
10 – 30 July	<ul style="list-style-type: none"> <li>○ Adjustment of program based on pretest results</li> <li>○ Filming of launch episode</li> <li>○ Program launch by end of month</li> </ul>