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TRIP REPORT:
TECHNICAL ASSISTANCE VISIT TO ZIMBABWE

Prepared by: Billy Mutta, JHU/PCS Consultant

Dates of In-Country Work:
July 27 - August 14, 1985

Population Communication Services
Population Information Programme
The Johns Hopkins University
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EXECUTIVE SUMMARY

Billy Mutta, Head of the Film Production Training Department Kenya Institute of Mass Communication (KIMC), Nairobi, Kenya, visited Zimbabwe, July 27 to August 14, 1985 to assist the IEC staff of the Zimbabwe National Family Planning Council (ZNFPC) in film production. As a film-maker and former Head of the Voice of Kenya Documentary Unit, he has had considerable experience in film production, particularly in the African region.

The purpose of the trip was:

1. To provide assistance to the ZNFPC Information, Education and Communication (IEC) staff as required, for the production of a motivation and information film on the operation of the Council;
2. To provide specific technical assistance in training the IEC staff in:
 - a) Techniques of film production
 - b) Budgeting for film and video
 - c) Film and video production management
 - d) Audience research strategies
 - e) Script-writing for film and video;
3. To provide the IEC staff with assistance in developing a checklist on the above as well as a manual of instructions for video and film productions by the Council;
- 4) To explore the costs and resources for the transfer of films to video to provide for further outreach and dissemination of Council productions; and
- 5) To provide assistance to the IEC staff in the planning and the technical treatment of a second film on the activities of the Council's Community-Based Distribution (CBD) program. This assistance included drafting a prototype of contractual and bidding letters.

Recommendations are as follows:

1. The Council should be provided with video playback facilities - Low Band U-matic and VHS. This would lessen the burden of work for the IEC staff and save fuel costs.
2. The IEC staff should be assisted in developing their film production know-how. They should be supported in their desire to attend short (basic) courses in film and video documentary production. Such courses are offered at the KIMC, Nairobi, Kenya.
3. For any future films to be made by the Council, a consultant should arrive in-country at least a week before shooting.
4. A proper shooting/technical schedule should be drawn up and all preparatory work undertaken well in advance of filming.
5. The IEC staff should conduct a thorough equipment and capabilities check on any contractor being chosen for proposed bids.

LIST OF ABBREVIATIONS

ARRI BL	-	Arriflex Blimp
CBD	-	Community-Based Distributor
IEC	-	Information, Education and Communication
JHU/PCS	-	The Johns Hopkins University/Population Communication Services
KIMC	-	Kenya Institute of Mass Communication
SFB	-	Sender Freies Berlin
SYNC	-	Synchronization
ZBC	-	Zimbabwe Broadcasting Corporation
ZNFPC	-	Zimbabwe National Family Planning Council

INTRODUCTION

The purpose of the trip was:

1. To provide assistance to the Zimbabwe National Family Planning Council Information, Education and Communication staff as required for the production of a motivational and information film on the operation of the Council;
2. To provide specific technical assistance in training the IEC staff in:
 - a) Techniques of film production
 - b) Budgeting for film and video
 - c) Film and video production management
 - d) Audience research strategies
 - e) Script-writing for film and video;
3. To provide the IEC staff with assistance in developing a checklist on the above as well as a manual of instructions for future video and film productions by the Council;
- 4) To explore the costs and resources for the transfer of films to video to provide for further outreach and dissemination of Council productions; and
- 5) To provide assistance to the Information, Education and Communication, (IEC) staff in the planning and the technical treatment of a second film on the activities of the Council's Community-Based Distribution (CBD) program. This assistance included drafting a prototype of contractual and bidding letters.

The IEC unit of the ZNFPC is undoubtedly one of the busiest departments of the Council. The IEC staff are very enthusiastic about their work and well oriented to the use of the media in support of family planning programs. The three full-time members are IEC Chief, Mrs. Florence Chikara; Mass Media Manager, Mrs. Kumbi Kasambira; and Print Manager, Mr. Godfrey Tinarwo.

Film Production

The IEC Unit had requested technical assistance for the development of a 15-minute motivational and information film on the operations of the ZNFPC. Bids were solicited from film companies in Zimbabwe, and accepted from one firm, FILMCOM, Ltd. Production on the film had been anticipated to start in January; however, filming was rescheduled for July by the IEC staff because of work pressures.

At the onset of the consultancy, I found that despite clear and precise production specifications drawn up by the IEC staff. FILMCOM, although winning the bid, was ill-equipped and unprepared to carry out contractual responsibilities. For example, I found that FILMCOM did not have a silent or blimp camera to use for shooting synchronized audio/video sound. What they were attempting to use was a very old and noisy 16mm Bolex camera. Furthermore, the company planned to shoot the film sequence without sound and later "dub" in the audio to the film track. The IEC staff was advised that this would be unacceptable for such an important production as the film being developed since "dubbing" voice in sync with video is very difficult to achieve. Following consultations between the IEC Chief and FILMCOM, it was established that the company would not be able to obtain a suitable camera for the production. However, since FILMCOM had won the tender and an agreement had already been signed between the ZNFPC and the company, there was little that could be done at this stage. Furthermore, FILMCOM failed to develop a shooting schedule for the production or contact would-be participants for filming. As there was no shooting schedule made before my arrival, most of the time was spent on contacting the would-be participants of the film, casting, and making arrangements for shooting. I realized, however, that this aspect of making all contacts for the film was stipulated in the contract between the Council and the film company. As a result, the film crew left all arrangements to the IEC staff while the crew waited and went out only to shoot when arrangements were made. I pointed out to the IEC staff such loop-holes in their contract with FILMCOM which I felt did not fully protect the Council.

As a result of the above and other related production problems, assistance was provided to the IEC staff, primarily the Media Manager, in preparing a shooting schedule and ensuring the day-to-day compliance of FILMCOM with their contract with the ZNFPC. Because of these problems, the scope of work with the ZNFPC was revised following agreement by JHU/PCS to include:

- a) Providing support to the Mass Media Manager in the monitoring and supervision of the film crew;
- b) Assisting in the preparation of a shooting schedule;
- c) Ensuring compliance of contract by FILMCOM;
- d) Providing assistance to the IEC staff in the planning and the technical treatment of future films on the activities of the Council;
- e) Identifying facilities (local companies) for transfer of film to video and video to video; and
- f) Providing (general) assistance to the IEC staff on all matters pertaining to video and film production including:
 - Stages in film production
 - Budgeting
 - Research and script-writing
 - Production management
 - Post-production work
 - Audience research.

For any future films to be made by the Council, a consultant should arrive in-country at least a week before shooting is scheduled. A proper shooting and technical schedule should be drawn up and all preparatory work undertaken well in advance of filming. More importantly, the IEC staff should conduct a thorough equipment and capabilities check on any contractor chosen from a bid.

In order to efficiently develop video productions, Council staff should be provided with video playback facilities, Low Band U-Matic and VHS. This would lessen the burden of work for the IEC staff and save fuel costs.

As part of efforts to support staff in the development of other ZNFPC visual material production work, a review was made of video facilities in Harare. Following my own inquiry, I found that the following firms had adequate facilities for transfer from film to video:

1. Central Film Laboratories
2. Zimbabwe Broadcasting Corporation
3. Production Centre

Out of the three above firms, Central Film Laboratories would be the most appropriate company for film transfer and video for the following reasons:

- They are by far the most experienced in video production and film transfer in Zimbabwe.
- They have excellent facilities.
- Their price is reasonable.
- They can undertake work at reasonably short notice.

Production Rates in Zimbabwe

Video Recording (non-commercial)	\$100 per hour \$650 per day
Video Editing (non-commercial)	\$ 70 per hour \$450 per day
Presenter's Fee	\$ 75 per presentation
Audio Recording	\$ 60 per hour \$ 30 minimum
Lighting Hire (as required)	\$100 per day approximately
Make-up	\$150 per day
Tape Charges	\$ 30 per presentation
Models (Professional)	\$ 50 per hour
Pre-production Charges	\$ 10 per cent of total charge
Production Fee	\$ 75 per day
Telecin Transfer	\$100 per hour
Dubbing-U-matic to VHS	\$ 50 per hour
Script and Research	\$250 per presentation (approx.)
Translation and Research	\$200 per presentation (approx.)

Production is undertaken on Low Band U-Matic, but can be transferred to High Band, 1 inch, VHS or Betamax.

The above rates apply to all production houses in Harare, i.e. :

Production Centre (Pvt) Ltd. (Video and Audio)
Central Film Laboratories (Video and Film processing)
Theatre Projects (Facilities and Lighting)
FILMCOM (Film)
Eyes and Ears (Film)
Media Associates (Sound)
Shed Recording Studios (Music and Jingle recordings)

Handouts on film production and samples of shooting scripts, shooting schedule, budget, contracts, bidding letters and a questionnaire on audience research were left with the IEC staff for future reference (See Appendix E).

Staff Tutorials in Film Production

In order to support future staff efforts in film production, the staff were also provided with a number of sample materials to guide them in the basic techniques of film production. The sample production materials (See Appendix E) which were discussed and left behind with the staff included:

- a) A draft agreement for Commissioned Film Productions
- b) A film production strategy sheet
- c) Sample Production Duty Roster
- d) A sample film script
- e) A sample film budget
- f) Audience Research Questionnaire
- g) Film contract/Agreement document

These handouts are currently used by students at the Kenya Institute of Mass Communication in Nairobi. They should provide good resource materials for the Council staff in their development of audio/visual programs in general.

In addition, the IEC staff received in-depth tutoring in a number of film production, management and technical subjects including:

- Bidding letter
- Contract
- Idea and Film Treatment
- Research
- The shooting script
- Shot No.
 - Exterior/Interior
 - The location
 - The time-day or night
 - Description of shots
- The shooting schedule
- Post-production work
 - Processing
 - Editing
 - Sound transfer
 - Commentary recording and mixing
 - The release print

After a long session with the IEC staff at the end of my tour, I was quite satisfied that they would be in a better position to negotiate a proper film agreement for any future productions for the Council as well as supervise small-scale video productions.

The IEC Unit is undoubtedly one of the busiest departments of the Council. The IEC staff are very enthusiastic in their work and well oriented to the use of the media in support of family planning programs. Their workload is very heavy, however, and additional staff may be needed if additional tasks are undertaken.

The staff should be assisted in developing their film production know-how. They should be supported in their desire to attend short (basic) courses in film and video documentary productions. Such courses are offered at the Film Production Training Department, KIMC, Nairobi.

LIST OF CONTACTS

Zimbabwe National Family Planning Council

Box ST. 220
Southerton
Harare
Tel: 67656/7/8/9

Dr. N. Mugwagwa, Director
Dr. E. Boohene, Operations Manager
Mrs. F. Chakira, IEC Chief
Mr. K. Kasambira, Mass Media Manager
Mr. G. Tinarwo, Print Manager

ZNFPC, Bulawayo

88A Barrow Street
Bulawayo

Mr. H. Sanagnile, Provincial Manager
Mrs. H. Motsisi, Provincial Nursing Officer
Sister Chipaunga, Ag. Senior Tutor

Filmcom (Pvt) Limited

1st Floor, Frankel House
2nd Street
HARARE
Tel: 702461

Mr. R. Fairlie (Film Producer) Managing Director
Mr. L. Allen (Producer/Cameraman) Director

Production Centre (Pvt) Limited

6th Floor, Memorial Building
Samora Machel Avenue
P.O. Box N.A. 303
HARARE
Tel: 765591

Mr. Lawford Sutton-Pryce, Managing Director

List of Contacts
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Film Production Services

Ministry of Information, Posts and Telecommunications
P.O. Box 8232
Causeway
HARARE
Tel: 707317

Mr. Lovemore Mahlahla, Head of Production Services

Central Film Laboratories (Pvt) Limited

7 Kenilworth Road
P.O. Box H G 496
Highlands
HARARE
Tel: 790821

Mr. E. J. Fernades, Technical Manager - Processing
Mr. H. J. Kramer, Technical Manager - Sound and Video

ZBC - Radio 4

P.O. BOX 9048
Mbare
HARARE
Tel: 790177

Mr. Victor Maunder, Head of Radio 4
Mr. K. J. Schmidt, Head of FES Project - Radio 4

Eyes and Ears (Pvt) Limited

6 Ludlow Road
P.O. Box HG 699
Highlands
HARARE

Mr. Ralph Stuchbury, Film and Video Producer