

To : SUPPLY CHAIN MANAGEMENT

Re : Community Radio Film Campaign: November 2022 – March 2023

Date : 26 October 2022

Requestion number: REQ 02645

Specification:

Description	Qty	Unit Price	Total Price (Per Unit)
<p><b>OBJECTIVE</b></p> <p><b>Appointment of a Service Provider to execute a community radio campaign.</b></p> <p>The 5 month Community Radio Campaign aims to achieve the following objectives:</p> <ul style="list-style-type: none"> <li>To create and increase our community radio media footprint within our 11 districts, particularly in rural areas ok KZN.</li> <li>To promote film participation across all mediums and age groups.</li> <li>To create a longing for film activities within our province specifically joint initiatives with other sectors to promote the Film industry</li> <li>To enable KZNFC to share success stories</li> <li>To strengthen the KZNFC Brand within areas where we are dominant, and to create awareness of the Brand in areas where we are not present in.</li> </ul> <p><b>CAMPAIGN LAYOUT</b></p> <p><b>We would like to spread the campaign over a period of 5 months</b></p> <ul style="list-style-type: none"> <li>Interviews : To encourage interaction through listenership within that radio station. Having an expert share information, encourage listeners to call in and participate.</li> <li>Talent profiling : Scouting and identifying talent within communities, encouraging talent identification and development through various mediums such as; producing , directing etc.</li> <li>Informercials and Promos : Through informercials and promotions, we can promote the KZNFC and promote good stories of KZN Film.</li> <li>Social Media : Radio stations to post KZNFC content on their social media platforms e.g Facebook, Twitter, Instagram.</li> <li>Profile KZNFC projects</li> </ul>			

OUR KINGDOM IS YOUR STAGE

Board members: N. Malange, J. Wills, M. Mzimela, N. Mthembu, L. Berning, C. Coetzee, L. Ngcobo, S. Zondi

KZN Film Commission • 10th floor Musgrave Towers, 115 Musgrave Road, Berea 4001, South Africa Tel: +27 31 003 9000 Email: info@kznfilm.co.za

<p><b>POTENTIAL PARTNERSHIPS</b></p> <ul style="list-style-type: none"> <li>• With every campaign our mission is to build business relationships and to reach out to a number of stakeholders within the sectors such as :Local Municipal offices in each district</li> <li>• Travel and Tourism stakeholders</li> <li>• Producers, Directors, Actors</li> <li>• Higher Educational Institutions</li> <li>• Industry organizations in the province (SWIFT, SAACYF, SAGA, Writers Guild SA, IBFC, DFO, EFA)</li> </ul> <p><b>RADIO CAMPAIGN</b></p> <ul style="list-style-type: none"> <li>• 30 Seconds adverts (1 slot per week per radio station for five months)</li> <li>• 5 minutes interviews (4 per month per radio station for five months)</li> <li>• Social media posts (1post per day, per social platform, per radio station for five months on Twitter, Facebook and Instagram)</li> </ul> <p><b>Target District Municipalities Community Radio.</b></p> <ul style="list-style-type: none"> <li>• Ethekwini; (Inanda FM, Vibe FM)</li> <li>• Umkhanyakude, (Rise FM and Maputoland),</li> <li>• King Cetshwayo , (North Coast, Icora FM)</li> <li>• Umgungundlovu (Umgundlovu FM)</li> <li>• Zululand (Zululand FM)</li> <li>• Ugu (Ugu Youth)</li> <li>• Uthukela (Nqubeko FM)</li> <li>• Amajuba (Abusekho Ubunzima, Newcastle)</li> <li>• Other community radio stations</li> </ul>			
<b>Total Price (Exclusive of VAT)</b>			
<b>VAT @ 15%</b>			
<b>Grand Total (VAT Incl)</b>			

**Contact Person: Mu Ngcolosi**

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**EVALUATION CRITERIA:**

- **Prequalification Criteria (Disqualifying Criteria)**  
B-BBEE status Level 1 or 2, an EME or QSE

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- **Price and Preference Points:**

80/20 preference points will be applicable for the evaluation of this process in accordance with the Preferential Procurement Policy Framework Act 2000 (Act No. 5 of 2000 and B-BBEE Act).

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