

To : SUPPLY CHAIN MANAGEMENT

Re : Community Radio Film Campaign: November 2021 – March 2022

Date : 20 October 2021

Requestion number: REQ02151

Specification:

Description	Qty	Unit Price	Total Price (Per Unit)
<p>To source the services of a radio station for a radio campaign</p> <p>OBJECTIVE</p> <p>The 5 month Community Radio Campaign aims to achieve the following objectives:</p> <ul style="list-style-type: none"> To create and increase our community radio media footprint within our 11 districts, particularly in rural areas ok KZN. To promote film participation across all mediums and age groups. To create a longing for film activities within our province specifically joint initiatives with other sectors to promote the Film industry To enable KZNFC to share success stories 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. <p>CAMPAIGN LAYOUT</p> <p>We would like to spread the campaign over a period of 5 months</p> <ul style="list-style-type: none"> Interviews : To encourage interaction through listenership within that radio station. Having an expert share information, encourage listeners to call in and participate. Talent profiling : Scouting and identifying talent within communities, encouraging talent identification and development through various mediums such as; producing , directing etc. Informercials and Promos : Through informercials and promotions, we can promote the KZNFC and promote good stories of KZN Film. Social Media : Radio stations to post KZNFC content on their social media platforms e.g Facebook, Twitter, Instagram. Profile KZNFC projects 			

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>POTENTIAL PARTNERSHIPS</p> <ul style="list-style-type: none"> • 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 • Travel and Tourism stakeholders • Producers, Directors, Actors • Higher Educational Institutions • Industry organizations in the province (SWIFT, SAACYF, SAGA, Writers Guild SA, IBFC, DFO, EFA) <p>RADIO CAMPAIGN</p> <ul style="list-style-type: none"> • 30 Seconds adverts (10 per week for five months) • 5 minutes interviews (4 per month for five months) • Social media posts (1 per day for five months on Twitter, Facebook and Instagram) <p>Target District Municipalities Community Radio.</p> <ul style="list-style-type: none"> • Ethekwini; (Inanda FM, Vibe FM) • Umkhanyakude, (Rise FM and Maputoland), • King Cetshwayo , (North Coast, Icora FM) • Umgungundlovu (Umgundlovu FM) • Zululand (Zululand FM) • Ugu (Ugu Youth) • Uthukela (Nqubeko FM) • Amajuba (Abusekho Ubunzima, Newcastle) • Other community radio stations 			
Total Price (Exclusive of VAT)			
VAT @ 15%			
Grand Total (VAT Incl)			

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EVALUATION CRITERIA:

- **Prequalification Criteria (Disqualifying Criteria)**

B-BBEE status Level 1 or 2, an EME or QSE

- **Mandatory Requirement: (Disqualifying Criteria)**

N/A

- **Local Content:** N/A

- **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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