

**TERMS OF REFERENCE**



**ALFRED NZO**  
DISTRICT MUNICIPALITY

**LIVE BROADCASTS, RADIO SLOTS, RADIO ADVERTS & LIVE CROSSINGS ON  
COMMUNITY RADIO STATIONS**

**2021/2022 FINANCIAL YEAR**

**Issued and prepared by:  
Alfred Nzo District Municipality  
ERF 1400 Ntsizwa Street  
Mount Ayliff  
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**Office of the Municipal Manager: Communications Unit – Manager Communications**

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## **1. BACKGROUND AND OVERVIEW OF THE PROJECT**

### **1.1. INTRODUCTION**

Alfred Nzo District Municipality is hereby inviting suitably qualified and accredited service providers or individuals to submit their Quotation for Live broadcasts, radio adverts, live reads and live crossings on community radio stations.

### **1.2. OVERALL AND SPECIFIC OBJECTIVES OF THE PROJECT**

#### **1.2.1 Overall objective**

The aim of this project is to acquire qualified service providers to supply live broadcasts and radio slots on community radio stations.

#### **1.2.2. Specific Objectives**

The specific objectives of the project require the undertaking of the following:

- **To ensure the dissemination of government information to its communities**
- **To improve the interaction of communities with political principals through electronic media**

## **2. SCOPE & EXTENT OF WORK**

Alfred Nzo District Municipality invites bids from service providers to supply the live broadcasts, radio slots, radio adverts and live crossings on three local community radio stations. These radio stations should be able to travel with municipality to broadcast live in rural areas in these following Municipalities: Ntabankulu, Winnie Madikizela-Mandela, Matatiele and Umzimvubu. **The District is a rural municipality and the majority of the listeners do not have access to online radio platform and only radio stations with 70 percent coverage via frequency modulation (Radio) will be considered.**

**NB: The Municipality will appoint three community radio stations**

The service provider must have the capacity and resources to supply and deliver services required by Alfred Nzo District Municipality.

- Live Broadcast
- Live reads
- Radio Adverts
- Live crossings

## SPECIFICATION

Item	Description	Rate	Amount
01	3x hour Live broadcast on community radio slot for municipal programme		
02	3x minutes Live reads on community radio slot for municipal programme		
03	5x minutes adverts on community radio slot for municipal programme		
04	10x minutes live crossings on community radio slot for municipal programme		
<b>Total Exclusive VAT</b>			
<b>VAT @ 15%</b>			
<b>Total Inclusive VAT</b>			

### 3. PROJECT TIME FRAME

The project time frame will be 12 months from the date of appointment of the service provider for financial year 2021-2022.

### 4. KEY OUTPUTS/ PROJECT MILESTONESS/DELIVERABLES

Live Broadcast, live reads, radio adverts and live crossings

### 6. PROJECT MANAGEMENT

In cases where the appointed service provider appoints the services of other consultants or sub-contractors, the appointed service providers will take responsibility of the work of the sub-contractors. The client will deal with the contracted service provider and not with sub-contracted consultants. The project is to be coordinated and managed by an operational team led by Alfred Nzo District Municipality.

**7. REPORTING MECHANISM**

It is expected that regular progress reports will be submitted to ANDM and further presented to the Communications Unit.

**8. SUBMISSION OF BIDS**

Bids must be placed in a sealed envelope and clearly marked: "Project proposal **LIVE BROADCASTS, RADIO SLOTS, RADIO ADVERTS & LIVE CROSSINGS ON COMMUNITY RADIO STATIONS**" and placed in the bid box in the Alfred Nzo District Municipality not later than 10H00 on the \_\_\_\_\_

**9. EVALUATION CRITERIA**

Evaluation criteria of the bids;

The bids will be evaluated in two stages, namely:

- Stage 1- Functionality
- Stage 2- Price and BBBEE Points

Only Bidders who score 70% or more on stage 1 would be evaluated further and therefore

<b>STAGE 1 OF EVALUATION – FUNCTIONALITY</b>	
	<b>100</b>
• Previous Experience	<b>50</b>
• Capacity and Expertise	<b>50</b>
<b>STAGE 2 OF EVALUATION – PRICE &amp; PREFERENTIAL POINTS</b>	
	<b>100</b>
<b>BBBEE POINTS</b>	<b>20</b>
<b>Price</b>	<b>80</b>

<b>Previous Company Experience</b>	<b>Scoring</b>
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<b>Note: The scoring in this section is not cumulative</b>	
Traceable record for successful completion of Live Broadcasts, Live reads, Radio Adverts and Live crossings to the value of R 90 000.00 and in existence for a period not less than 24 months from the date of bidding	50
Traceable record for successful completion of Live Broadcasts, Live reads, Radio Adverts and Live crossings to the value of R 60 000.00 and in existence for a period not less than 24 months from the date of bidding	40
Traceable record for successful completion of Live Broadcasts, Live reads, Radio Adverts and Live crossings to the value of R 30 000.00 and in existence for a period not less than 24 months from the date of bidding	30
<p style="text-align: center;"><b>Total Scoring</b></p> <p><b>Note COMPULSORY attachments for verifying work done:</b></p> <p>1. The <b>ANDM Assessment of Bidder Form must be completed, stamped and signed by previous employer as a means of verifying references for each project undertaken.</b></p> <p>2. In <b>ADDITION</b> to the above, a traceable record will be evaluated on the basis of:</p> <p><b>-An appointment letter or official purchase order</b></p>	50

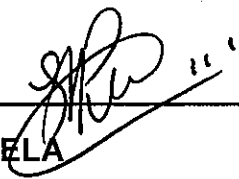
<b>Capacity and Expertise to Undertake the Project</b>	<b>Scoring</b>
<b>Note: The scoring in this section is preferably cumulative, unless justifiable to the Specification Committee</b>	<b>[50]</b>
<b>A Project Team with the following areas of expertise:</b>	<b>[50]</b>
Team leader must have a minimum of NQF Level 6 qualification in Journalism or Marketing Management with 3 year's of experience	30
Team member must have a minimum of NQF Level 6 Qualification in Media studies	20
<b>Total Scoring (30+20)</b>	<b>50</b>
<b>NB: Attach certified copies not older than 3 months for all qualifications and Curriculum Vitae - CV</b>	

For any queries regarding this tender, please contact Mr. M. Mkhathi for project related queries; on (039) 254 5039 or; 039 254 5000

Supply Chain Management contact for SCM related queries at telephone number 039-254-5134 during office hours.

**Alfred Nzo District Municipality**  
**ERF 1400 Ntsizwa Street**  
**EmaXesibeni**  
**4735**

Yours in municipal administration



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**L. PETELA**  
**MANAGER: COMMUNICATIONS**

**Approved/Not Approved**

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**Mr. L. Mdutyana**

**Comments by Chairperson:**

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