



**Request for Proposals
NAB Commercial Radio Committee (CRC)
Free Radio Initiative
Campaign on GBV**

CRC - Free Radio Initiative Campaign One: Gender Based Violence

Issue Date: 31 January 2020

Closing Date: 21 February 2020

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1. DISCLAIMER

This Request for Proposal does not create any representation, either express or implied, that:

- any procurement process will proceed; or
- if a procurement process does proceed, that the participant's form of application (if any) will be given any preference or special consideration.

Participants are still required to follow any procurement process that may take place.

This Request for Proposal does not indicate a commitment to any particular course of action.

2. BACKGROUND AND PROPOSAL GUIDELINES

2.1 Background

The NAB is the leading representative of South Africa's broadcasting industry, representing the interests of public, commercial and community radio and television broadcasters. Our members include the public broadcaster (SABC), commercial radio media groups; Primedia, Kagiso Media, MRC Management Services (previously known as Tsiya Group), AME, MSG Afrika, as well as independents, Classic FM, Kaya FM, YFM, Smile FM; all the licensed commercial television broadcasters e.tv, Multichoice, M-Net, and StarSat-ODM; a host of community radio broadcasters and community television broadcaster, Faith Terrestrial. The NAB membership also extends to the MDDA, training institute, NEMISA and the broadcast signal distributors, Sentech and Orbicom.

Collectively, broadcasters reach over 90% of the population and therefore play a critical role in developing the national discourse and addressing societal challenges in line with the constitutional principles of non-racialism and non-sexism. Whilst most radio broadcasters serve specific communities in targeted geographic areas, the NAB members have established the *Free Radio Initiative* to create national awareness campaigns and a call to action on societal matters affecting all South Africans.

This Free Radio Initiative is not for profit or commercial gain by the NAB or any of its participating radio members.

The Initiative is voluntary - with radio broadcasters are allocating free air time to the Free Radio Initiative campaigns.

2.2 Proposal guidelines and scope

The first campaign to be launched under the Free Radio Initiative centres around Gender-based violence (GBV). The NAB invites experienced and reputable service providers to submit proposals for a comprehensive, sustainable and impactful radio campaign in the fight against GBV.

The campaign must:

- be capable of working primarily on radio, with support from radio-aligned digital platforms over a 6-week period;
- be built from demonstrable insights, specialist knowledge or experience that will make it likely to impact in a material and sustainable way, recognising the constraints of the limited campaign period;
- be creative enough to capture and hold the attention of consumers and create “talkability” and potentially high levels of digital shares and engagement;
- be nationally relevant, catering for application across different radio formats, culture and language groups;
- be fully developed in the advertising inventory allocated – it should earn editorial;
- be produced by the applicant although other assistance may be contributed by the NAB Free Radio Initiative.

NOTE: The service provider (SP) must not be politically affiliated, or likely to be construed as politically affiliated. The SP must not be a government employee or part of any state-owned enterprise. Further, the SP must not directly or indirectly benefit commercially from this campaign.

2.3 Confidentiality

The NAB warrants that all responses will be treated as confidential.

2.4 Contact Person

National Association of Broadcasters

The Contact Person for this Request for Proposal is:

Name: Jeanette Mputle

Title: Administrative Officer

Address: Building number 8, Burnside Island office park, 410 Jan Smuts Avenue, Craighall, 2196.

Telephone: (011) 326 2444

Email: jeanette@nabsa.co.za

2.5 Lodgement

All proposals are to be submitted via email.

Please ensure that your proposal is zipped and virus checked prior to submission.

Completed responses must be emailed to **Jeanette Mputle** by **21 February 2020**.

3. RESPONDENT DETAILS

Business Name of Respondent:	
Physical Address of Registered Office:	
Telephone:	
Email:	
Website:	
General Contact Person Name:	
Phone:	
Email:	

4. EVALUATION CRITERIA

Technical evaluation criteria		
Criteria	Weightings	Cross reference to response
Creativity and "campaign-ability" of the concept behind the campaign	25	
Clarity and measurability of the campaign objectives	25	
Likely impact of the campaign, supported by relevant academic or practical theory or experience	25	

Ability of the campaign to translate across all radio-related platforms (digital, social, fm, video, etc)	25	
Total	100	