

INVITATION TO BID FOR THE MANAGEMENT, PRODUCTION AND BROADCASTING SERVICES OF DIRCO'S ONLINE RADIO STATION (UBUNTU RADIO) FOR A PERIOD OF EIGHTEEN(18) MONTHS AT THE O.R.TAMBO BUILDING, RIETONDALE, PRETORIA



TERMS OF REFERENCE

MARCH 2015

INVITATION TO BID FOR THE MANAGEMENT, PRODUCTION AND BROADCASTING SERVICES OF DIRCO'S ONLINE RADIO STATION (UBUNTU RADIO) FOR A PERIOD OF EIGHTEEN (18) MONTHS AT THE O.R.TAMBO BUILDING, RIETONDALE, PRETORIA

1. PURPOSE

The Department of International Relations and Cooperation (DIRCO) requires a service provider that will manage, produce and render broadcasting services for its online radio station (Ubuntu Radio) for a period of 18 (eighteen) months at the O.R.Tambo Building, Rietondale, Pretoria.

2. BACKGROUND

DIRCO has established an online radio station (Ubuntu Radio) as part of its mandate to communicate South Africa's foreign policy positions and work, as well as to brand the image of South Africa.

Ubuntu Radio broadcast twenty-four hours for seven days per week (24/7) from its fully-fledged radio studios at DIRCO head office, O.R. Tambo Building, Pretoria. Its broadcasting format is predominantly talk-radio combined with African music and culture.

DIRCO has limited internal capacity to manage, produce and operate its online radio station.

- The department requires a service provider to manage, produce and operate the online radio station for a period of 18 (eighteen) months. The successful bidder will be required to:
 - Manage, host and maintain the online radio station
 - Manage the hosting and maintenance of the online radio station's website and its mobile applications
 - Develop, coordinate, produce and implement the 24/7 radio programming for the radio station
 - Provide technical radio production and broadcasting support for the radio station
 - Provide radio training programmes and skills transfer/on the job training.
- Ubuntu Radio programming mix is informed by the station's objectives and the station's target audience are defined by the common interest its share. Whilst the "eventual" listener is always defined by the "common interest", the radio station always undergo an exercise to determine the "lifestyle", likes and dislikes of the listener insofar as it relates to Ubuntu Radio's service offering. This strengthens our content offering to the target audience
- The Service Provider will be required to conduct the audience research surveys on the Ubuntu Radio's listenership preferences at least once every six months during the duration of the contract and provide reports and recommendations.

3. SPECIFICATION/SCOPE OF WORK

3.1 Hosting and management of the 24/7 online radio streaming

- Provide an ADSL line with a minimum capacity of 4MB of bandwidth (between the radio station and the host server)
- Provide IP audio encoder that includes strong audio processing capabilities allowing control over the quality of audio output
- The streaming server should provide a minimum of 100 000 simultaneous log ins
- The server should distribute the stream across any platform including windows/mac/linux and mobile/tablet including iOS, Android, BB o/s, Symbian and Windows Mobile
- Provide a secondary streaming channel for use, as and when required
- Provide daily audio quality monitoring of the stream and weekly reports on the radio station's audience
- Provide 24/7 Support and Customer Care to DIRCO

3.2 Hosting, management and maintenance of the online radio station's website and its mobile applications 24/7

- **Technical specification of the website:**
 - Domains allowed – unlimited
 - Control Panel - cPanel
 - Secure Socket Layer Security protocol
- **Server features should include:**
 - FTP account and;
 - Web statistics
- **Development Features should include**
 - MySQL 5.5+ Databases;
 - PHP 5x; and
 - Support for JavaScript, Flash and Shockwave
- **E Mail Features should include:**
 - E Mail accounts – unlimited (minimum 100MB mailbox)
 - Anti – virus filtering;
 - Anti –spam filtering; and
 - IMAP/POP3

- The bidder would be expected to host, manage and maintain the radio station's website on the existing Ubuntu Radio.com domain
- The website should have a secure webmail link to access the mailboxes
- The website must have the capacity to host podcasts (with a minimum of 20 Gigabytes of a dedicated storage)

- Website must have a radio stream player embedded on the site and a You Tube Video Player.
- The integration of social media accounts into the radio station's website(Twitter, Facebook and Instagram)
- Daily updates of the website and mobile application's content (articles, pictures and podcasts) by a dedicated web administrator and graphic designer)
- Provision of weekly website traffic reports
- Provision of technical and after - hours support to the website

3.3 Development and coordination of the radio programming for a 24/7 online radio station

- Design a detailed daily 24/7 radio programming schedule for a talk-based radio station in support of the radio station's objectives.
- Provide and manage the services of 5 experienced radio show hosts (with a minimum experience of 2 years), to produce and present programmes on the radio station
- Provide external radio content from accredited new agencies, correspondents and stringers from the 5 regions of Africa (North, East, West, Central and Southern Africa.)
- Manage the daily production and broadcasting schedule of the 24/7 online radio station in conjunction with DIRCO
- Provide management, regular updating and user feedback of the radio station's social media accounts
- Conduct an audience research survey on listenership preferences at least every six months during the duration of the contract.
- Manage and facilitate remote/live broadcasts as and when required.

3.4 Provision of technical services for the online radio station

- Provide 2 technical producers to be responsible for the daily radio production work and the broadcasting services
- Provide the daily scheduling of all on air elements including promos, music and pre-recorded material using a radio automation system
- Production of the radio station's imaging (station's ID's, promos, advertisements and others)
- Preparation of podcasts of each radio programme for uploading on the radio station's website
- Maintain and repair the radio stations equipment as and when required.
- Set up and connect a newsroom system for 10 users onto the existing radio studio infrastructure, including audio cabling and networking of the system
- Distribute the radio stations broadcast to Multichoice's DSTV audio platform using existing DIRCO infrastructure
- Prepare and produce relevant and regular content for the Mxit platform in line with the target market of Mxit.

3.5 Provision of radio training short - courses to 5 DIRCO officials

- The radio training programmes (introduction to radio broadcasting) should cover the following areas:
 - Radio News Journalism
 - Technical Radio Production Skills
 - Radio Programme Production
 - Writing and Producing Features
 - Social Media and Radio Journalism
- The training on the above areas should be conducted at DIRCO's premises/studios for a minimum period of one week.
- On the completion of radio training, officials should be provided with accredited competency certification.
- Monitoring and competency evaluation of the trained officials every six months
- The course work should be SAQA approved.

- In addition to the five courses, the bidder should provide DIRCO with a strategy for on the job training/ skills transfer on all areas of radio management and operations

4. EVALUATION METHODOLOGY

The Bid must be properly submitted on or before the closing date and time specified on the invitation, fully completed in ink (as per all standard conditions of tender). The Bid documents must be lodged in the tender box at DIRCO Supply Chain Management offices, OR Tambo Building, 460 Soutpansberg Street, Pretoria.

4.1. RESPONSIVE CRITERIA

To be considered for Phase 2 of the evaluation bidding service providers must comply with the following responsive criteria:

REQUIREMENTS
7.1.1 Valid original Tax Clearance Certificate submitted with bid.
7.1.2 All prices to include VAT
7.1.3 Attendance of the compulsory briefing session.....
7.1.4 All SBD forms completed and signed (SBD

4.2 FUNCTIONALITY EVALUATION

A DIRCO panel will evaluate all proposals received on a basis of functionality 100 points. A bidder that scores less than 60% out of 100 points in respect of “functionality” will be regarded as submitting a non-responsive bid and will be disqualified.

4.3 COMPULSARY SITE VISIT

References indicated bid proposal to be visited for the purpose of site inspection of services being rendered to previous or existing clients.

Values: 1=Poor, 2=Fair, 3=Good, 4=Very Good, 5=Excellent

	FUNTIONALITY CRITERIA	Weight
4.2.1	<p><u>Management, hosting and maintenance of the online audio streaming</u></p> <ul style="list-style-type: none"> - The bidder should have at least a minimum of 5 years proven experience in audio streaming solutions (Weight = 3) - Capacity to host and distribute the audio stream on the following platforms (Windows PC, Mac, Linux/Unix, Tablets and Mobile (Android, Apple iOS, Blackberry OS (7 and 10) and Windows Mobile); to a minimum of 100 000 simultaneous users (Weight= 10) - Methods of providing technical and after hours support to the client (Weight = 2) 	<p>15</p> <p>3</p> <p>10</p> <p>2</p>
4.2.2	<p><u>Hosting, management and maintenance of the radio station's website and streaming applications</u></p> <ul style="list-style-type: none"> - The bidder should have at least a minimum of 5 years proven experience on web hosting and management (Weight = 3) - Provision of a dedicated webmaster and a graphic designer for the website (Weight = 5) - Methods of providing technical and after hours support to end users and the client (Weight = 2) 	<p>10</p> <p>3</p> <p>5</p> <p>2</p>
4.2.3	<p><u>Developing and coordinating of radio programming for a 24/7 online radio station</u></p> <ul style="list-style-type: none"> - The proposed radio programming schedule should be in support of the radio station's objectives (Weight = 10) - The proposed presenters/producers of the 5 radio should have a minimum of two (2) years' experience in talk radio production and presentation (CV's should be attached) (Weight = 10) - Methods of conducting and reporting the audience research survey on listenership preferences at least every six months during the duration of the contract. 	<p>25</p> <p>10</p> <p>10</p> <p>5</p>

4.2.4	<p><u>Provision of technical support for the online radio station</u></p> <ul style="list-style-type: none"> - Provision of two(2) technical radio producers, with a minimum of three (3) years' experience in studio operations, radio production and online broadcasting (Weight = 8) - The setting up and connection of a newsroom system for 10 users onto the existing DIRCO studio infrastructure (including audio cabling and networking) (Weight = 4) - Methods of providing connectivity and infrastructure for remote live broadcasts as and when required. (Weight = 3) - Plans for the maintenance and repair of the radio station's equipment, as and when required (Weight = 3) 	18
		8
		4
		3
		3
4.2.5	<p><u>Provision of accredited radio training for 5 DIRCO officials:</u></p> <ul style="list-style-type: none"> - Proposed accredited course work in radio training for 5 DIRCO officials (Weight = 7) - A strategy to provide on the job-training/skills transfer on all areas of radio management, production and operations (Weight = 10) 	17
		7
		10
4.2.6	- The bidder should have a minimum of 3 years' experience in managing and operating a 24/7 online talk radio station. Provide records of previous radio stations where similar services have been rendered, as well as contactable references (Weight = 5).	5
4.2.7	- References indicated to be visited for purpose of site inspection of services being rendered to previous or existing clients (Weight =10)	10
	TOTAL	100

4.3 PRICE POINTS AND PREFERENCE POINTS

The criteria with regards to preference points will be done according to the principles as laid down in Preferential Procurement Regulations, 2001 pertaining to the Preferential Procurement Policy Framework Act 5 of 2000.

The applicable formula (90/10) will be utilised to evaluate the bid, of which ninety (90) points are allocated for price, and for functionality, and the remaining ten (10) points are for BBEE points as allocated for in the enclosed form SBD6.1 that must be completed in detail.

B-BBEE Status Level of Contributor	Number of points (90/10 system)
1	10
2	9
3	8
4	5
5	4
6	3
7	2
8	1
Non-compliant contributor	0

The DIRCO is committed to the promotion of BBEE and the Preferential Procurement Policy Framework Act.200 (Act No.5 of 2000)(PPPFA)

5. SPECIAL BID CONDITIONS

- a. Manage and facilitate remote/live broadcasts as and when required (costs should be market related).
- b. Maintain and repair the radio stations equipment as and when required.
- c. The course work should be SAQA approved.
- d. On the completion of radio training, officials should be provided with accredited competency certification (attach proof of the accredited institution that will provide training).

6. GENERAL BID CONDITIONS

- a. The General Conditions of Contract will be applicable to this bid.
- b. DIRCO reserves the right to sign a Service Level Agreement with the preferred service provider to supplement the General Conditions of Contract, which will make provision for penalties in instances of below standard service being rendered by the service provider.
- c. DIRCO will not be held responsible for any costs incurred by the bidders in the preparation and submission of proposal.
- d. Please take note that DIRCO is not obliged to select any of the bidders submitting proposals.
- e. Bid evaluation can only be done on the basis of information, which was asked for. The comprehensiveness of the bid proposal can therefore be decisive in awarding thereof.
- f. A DIRCO panel will evaluate all bids received on the basis of information received as requested above.
- g. For purposes of comparison and in order to ensure a meaningful evaluation, bidders are requested to furnish detailed information in substantiation of compliance to the evaluation criteria.
- h. The bid will be evaluated utilizing the 90/10 point system as indicated in the attached SBD6.1 form. This means that a maximum of 90 points for price and functionality and 10 points for preferential procurement (HDI) as indicated in the SBD6.1 form will be utilized.

7. FEES AND PAYMENT SCHEDULE

10.1 Fees must be quoted in South African currency.

10.2 All prices quoted must include VAT

10.3 Bidders/Service provider companies should take note that the DIRCO will effect payment within 30 days after the receipt of an invoice, after the service has been rendered

10.4 The format of the quotation/price list must be the same as the specification list attached to this document (SBD3.1). Please do not submit in any other format.

10.5. All Bidders would be required to attend a compulsory briefing session to be held at DIRCO, O.R. Tambo Building, Rietondale, Pretoria, Gauteng.

10.6. The successful bidder will be required to enter into a Service Level Agreement (SLA) with DIRCO before the commencement of the project.

10.7 The service provider's personnel will be required to undergo DIRCO's compulsory vetting process.

8. CONTACT PERSONS AND SUBMISSIONS

All enquiries can be directed in writing to the Director: Supply Chain Management as per fax: 012 329 1267, Telephone Numbers: 012 351 1928/ 012 351 1755/ 012 351 1045

Prospective service providers should submit their bonded proposals in a sealed envelope with the details of the specific bid on the outside of the envelope to:

Per Hand

Bid Nr. DIRCO 15-2014/15

Tender Box

Department of International Relations and Cooperation
OR Tambo Building
460 Soutpansberg Road
PRETORIA
0002

Or

Post

Bid Nr. DIRCO 15-2014/15

The Bid Office
Department of International Relations and Cooperation
Private Bag X152
PRETORIA
0001

Submissions should be posted or hand delivered to the mentioned **addresses on or before 11h00 on the closing date.**

Prospective service providers are encouraged to submit their proposals before the closing date and time, as late submissions will not be accepted.

E-mail or faxed submissions shall not be accepted.

Non - compliance with any of the above conditions will result in your bid being disqualified.

A compulsory briefing session will be held at Department of International Relations, 460 Soutpansberg Road, Queenwood, Pretoria on **01 April 2015 at 10:00** interested bidders are invited to attend.