



**SAHPRA 2023/RFB 002/ SOURCING OF PUBLIC RELATIONS/MARKETING AGENCY TO SUPPORT SAHPRA COMMUNICATIONS AND PUBLIC RELATIONS SERVICES FOR A PERIOD OF THIRTY-SIX (36) MONTHS**

**Questions and Answers**

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<p>1. In respect of the pricing required, there is a section in which a costing for radio campaigns are required. It would be improbable for us as service providers to cost this without understanding what your budget is, when this campaign will run and for what period. It would thus be premature to costs this campaign without you inferring what the budget is?</p>	<p>We do not have a set budget currently. As per the bid (Pg 34-35), this is what our criteria are, and this should assist you in determining the costing:</p> <ul style="list-style-type: none"> <li>- Run a weekly national campaigns (interviews and phone-ins) per QUARTER – include media buying.</li> <li>- Run one week-long community radio campaign per province per annum, encompassing one targeted community radio station per province. (Include media buying).</li> </ul>
<p>2. Will SAHPRA pay for the radio interviews?</p>	<p>No, we do not pay for interviews. These are set up when issues or topics of interest come about, when we publish a media release etc. We will provide the speakers/experts to be interviewed.</p>
<p>3. Regarding the two 20 minutes interviews for the radio station, does SAHPRA require the appointed service provider to buy that space on radio?</p>	<p>Yes, the service provider will need to secure this space (airtime).</p>

	<table border="1"> <tr> <td data-bbox="833 220 1751 673"> <p><b>Run a weekly national mainline radio campaign</b></p> <p>a. Interviews and phone-in facility per quarter <b>(include media buying)</b>.</p> <p>b. There will be two interviews per radio station of 20 minutes each which includes a phone-in facility. The media to be targeted are:</p> <ul style="list-style-type: none"> <li>i. Primedia (minimum 2 stations) <ul style="list-style-type: none"> <li>1. Radio 702</li> <li>2. PowerFM</li> <li>3. Yfm</li> </ul> </li> <li>ii. SABC <ul style="list-style-type: none"> <li>1. SAFM</li> <li>2. RSG</li> <li>3. Ikwewezi</li> <li>4. Metro FM</li> <li>5. Ukhozi FM</li> </ul> </li> </ul> </td> <td data-bbox="1751 220 1975 673"> <p>Minimum 4 interviews per month</p> <p>2 commercial/news</p> <p>2 X SABC</p> <p><b>48</b></p> </td> </tr> </table>	<p><b>Run a weekly national mainline radio campaign</b></p> <p>a. Interviews and phone-in facility per quarter <b>(include media buying)</b>.</p> <p>b. There will be two interviews per radio station of 20 minutes each which includes a phone-in facility. The media to be targeted are:</p> <ul style="list-style-type: none"> <li>i. Primedia (minimum 2 stations) <ul style="list-style-type: none"> <li>1. Radio 702</li> <li>2. PowerFM</li> <li>3. Yfm</li> </ul> </li> <li>ii. SABC <ul style="list-style-type: none"> <li>1. SAFM</li> <li>2. RSG</li> <li>3. Ikwewezi</li> <li>4. Metro FM</li> <li>5. Ukhozi FM</li> </ul> </li> </ul>	<p>Minimum 4 interviews per month</p> <p>2 commercial/news</p> <p>2 X SABC</p> <p><b>48</b></p>
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<p>4. Are you requiring the media liaison activity required for this campaign. Please can you clarify your needs?</p>	<p>We do not require a media liaison.</p>		
<p>5. In respect of media monitoring, do you already have a company in place or would we need to contract that service on your behalf?</p>	<p>We have a media monitoring company already in place.</p>		
<p>6. Will the 30-minute presentation take place after the submission is evaluated?</p>	<p>Yes</p>		
<p>7. Does the bidder outline the contents of the 30-minute presentation in order to earn points in this round of evaluation</p>	<p>Yes, the bidder will be evaluated on your presentation. One of the requirements is to submit 3 different public relations campaign activities (detailed PR plans) – the presentation needs to provide a summary of these campaigns.</p>		

8. Does the bidder address this presentation criterion after the RFQ submission, and only if my company is shortlisted	Yes, all bidders that pass the compliance stage will be invited for presentation.
9. Regarding the submission of the PR plans, is the bidder required to explain the process for each of the submitted PR plans?	No
10. Does the submission of three distinct detailed PR plans relate to the presentation requirement and should this be considered as a single question when explaining the methodology	Not necessarily
11. If the bidder, make a presentation and is shortlisted then how do they respond to the presentation question which carries 10 points in this round of evaluation?	It is easy to create a presentation – it is key for us to better understand your abilities and the presentation will showcase this.
12. Is the bidder required to outline of the presentation for the points?	An outline of the presentation to get the key points (overview) of the 3 PR Plans.
13. Each station has different prices.	That is correct. We need all stipulated radio stations.
14. Not all radio stations have a phone-in facility.	If this is so, then we have to accept this. Please check with the station if this is possible.
15. Depending on dates, time, and programming, each station has different offerings.	We want to run this during the slot of 10h00 to 13h00. The dates are yet to be confirmed.
16. As an organisation differs budgets will be allocated for campaigns, how then can we cost this based on the variables?	We are unclear on what the question is. Yes, budgets for organisations will be different – but the costing should be based on what we've requested. What our budget is should not be in question at this time.