



science
& technology

Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA

Audiovisual production and touch screen adaptation of SAASTA media round table material

CALL FOR PROPOSALS

The South African Agency for Science and Technology Advancement (SAASTA) is a business unit of the National Research Foundation. SAASTA's mission is to promote broad public awareness, appreciation and understanding of science, engineering and technology in South Africa.

The Public Understanding of Biotechnology (PUB) programme, an initiative of the Department of Science and Technology (DST), is implemented by SAASTA's Science Communication Unit across all sectors of society.

PUB has been hosting a series of media round tables (MRTs) around South Africa. The MRTs are interactive media briefings where the media are the target audience, involving a cross section of relevant stakeholders to enable all perspectives/viewpoints to be expressed and discussed in equal standing. MRTs also help to bridge the communication divide between researchers/scientists and the media which is often responsible for the poor quality and quantity of accurate media reporting. Ultimately, MRTs will lead to improved understanding by the South African lay person of biotechnology issues.

To date, the PUB Programme has undertaken four MRT events focusing on:

- 1) Human cloning and related issues (November 2005);
- 2) Biofuels (March 2008);
- 3) Use of GMOs in the Wine Industry (June 2008);
- 4) Biotechnology and medical research (October 2008); and

Full high quality video coverage has been obtained of the three MRTs that were held in 2008. In order to expand the reach of the audiovisual material and the excellent and accurate scientific content of the MRTs, SAASTA now invites creative and innovative proposals from groups or individuals to adapt the existing audiovisual material.

REQUIREMENTS

- Adaptation of the existing material to a suitable format for screening on national television. The proposal needs to include the negotiation with public broadcast agencies for the ideal placement of the programmes.
- Adapting the material into a touch-screen computer resource for learners, under- and graduate students, postgraduate students, researchers and communication practitioners at science centres and higher education institutions, public libraries and potential funders/donors.

Only one proposal per applicant should be submitted. Only proposals submitted with a clear outline of the proposed deliverables and budget breakdown will be considered.

For more details on requirement visit the SAASTA or PUB websites: www.saasta.ac.za or www.pub.ac.za

SELECTION CRITERIA

- Quality and relevance of the proposal for the content of the proposed documentary
- A strong focus on interactive training
- Creativity and innovativeness of approach
- Cost effectiveness of the proposal
- Budget
- Inclusion of monitoring and evaluation measures to illustrate the success of the touch-screen component.

Experience of working in the science system will be an advantage

CLOSING DATE

Please find attached an application form. All proposals must be submitted to SAASTA electronically/ by fax or hand delivered.

The deadline for submitting proposals is at the close of business on **23 January 2009**. Submissions received after this date will not be considered.

ENQUIRIES

Enquiries should be directed to Dr. Manjusha Joseph
Biotechnology Science Communicator-PUB
SAASTA
Tel: 012 392 9300
Fax: 012 320 7803
Email: manjusha@saasta.ac.za

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Pretoria
0002



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AudioVisual Production Submission Form¹

Please complete all fields of this form, stating N/A where appropriate.

Project Proposal Details

PROJECT TITLE	
PROJECT SUMMARY (MAXIMUM 400 WORDS) Please provide additional information on a separate page, if necessary	

¹ For SAASTA office use only

Programme:	SAASTA Ref Number:	Closing Date:
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PROJECT DURATION (IN WEEKS/MONTHS)		
STARTING DATE		
PROJECT LOCATION		
TOTAL GRANT APPLIED FOR (R)		
OBJECTIVES Please be very specific.		
TARGET POPULATION & EXPECTED SIZES²	TARGET POPULATION	SIZE
PROJECT IMPLEMENTATION PLAN Please provide details and if you require more space, use a separate page.	DATE	ACTIVITY

² **Target population:** Including cultural groups reached in which language, geographical coverage, quantitative date (total audience numbers, performances etc)

WILL THE PROJECT GENERATE INCOME, AND IF YES, HOW WITH THIS INCOME BE USED IN THE PROJECT?		
INDICATE SPECIFIC WAYS USED TO MEASURE PROJECT SUCCESS (DIRECTLY OR INDIRECTLY THROUGH INDICATORS)³		
IS THIS PROJECT AN EXTENSION OF ANOTHER PROJECT? (TICK ONE)	YES	NO
IF SO, WAS THAT PROJECT EVALUATED? (TICK ONE)	YES	NO
IF YES, PLEASE GIVE SPECIFICS	PROJECT EVALUATED BY	GENERAL OUTCOME (+VE OR -VE)

³ **Project indicators:** Both quantitative and qualitative

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Contact details of Project Leader

SURNAME & TITLE	
FULL NAMES	
NATIONALITY	
DATE OF BIRTH	
IDENTITY NUMBER	
NAME OF ORGANISATION	
TYPE OF ORGANISATION	
ORGANISATION REFERENCE NUMBER	
STREET ADDRESS OF ORGANISATION	
MAILING ADDRESS OF ORGANISATION	
ORGANISATION TELEPHONE NUMBER	

ORGANISATION FAX NUMBER		
CELLPHONE		
EMAIL		
PREVIOUS SIMILAR PROJECTS UNDERTAKEN BY PROJECT LEADER/IMPLEMENTING ORGANISATION	PROJECT	DATES UNDERTAKEN
POSITION HELD BY & DEPARTMENT OF PROJECT LEADER		

Abbreviated CV of Project Leader

SUMMARY OF ACADEMIC QUALIFICATIONS	
SUMMARY OF RELEVANT EXPERIENCE	
BRIEF CAREER HISTORY	
RECENT PUBLICATIONS	

General Project Administration Information

AUTHORISED SIGNATORY FOR ORGANISATION	NAME	POSITION
NAME/DESIGNATION OF PROJECT FINANCIAL AMINISTRATOR	NAME	POSITION
ALTERNATIVE CONTACT PERSON IF PROJECT LEADER IS UNABLE TO COMPLETE OBLIGATIONS	NAME	POSITION
PROPOSED TEAM MEMBERS	NAME	POSITION
ORGANISATIONS VAT REGISTRATION NUMBER		
BANK DETAILS Name of account holder Type of account Name of Bank Branch Bank Branch Code Bank Account Number		

Project Budget

Budgets that include VAT must be submitted in the range of R20,000 – R40,000. Please provide full details of all expected costs of the project as outlined in the table below and refer to footnote regarding capital equipment⁴.

Item	Cost (Rand)
Professional costs (staff costs)	
Travel & Subsistence ⁵	

⁴ **Capital equipment:** SAASTA does not fund the purchase of fixed assets. However, specialized equipment can be motivated if there is clear relevance to the project, together with details of how/where this equipment will be used after the completion of the project.

⁵ **Travel and subsistence rates:** Rates used must adhere to NRF policies, specifically:

- Accommodation costs limited to a maximum of R500 per night;
- Daily allowance/subsistence costs of R120 for full 24 hours away or R5 per hour for incomplete day up to a maximum of R120 per day;

Consumables	
Event costs	
Production & printing	
Distribution	
Administrative and support costs ⁶	
Others....	
Total Cost	
Other funding sources (source & purpose)	
Amount requested from SAASTA	

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- Maximum rates for use of privately owned motor vehicles are: 150 cents for 0-1300 engines; 200 cents for 1301-1800 engines and 250 cents for 1801+ engines.

⁶ **Administrative and Support Costs:** supporting documents will be required

Organisation profile

NO OF EMPLOYEES		
ORGANISATION MANAGEMENT (E.G. CEO, Director, HOD, partners etc)	NAME	POSITION
NATURE OF CORE BUSINESS		
INDICATE FINANCIAL CONTROLS IN PLACE		
DATE OF LAST AUDITED ANNUAL FINANCIAL STATEMENTS		
NAME & ADDRESS OF AUDITORS		

Referees

Please provide the names and contact details of two reputable persons who can attest to the quality of your work.

Name	Organisation & designation	Telephone	Email