



PROCUREMENT OF PODCAST PRODUCTION SERVICES FOR THE NATIONAL CONSUMER COMMISSION – NCCQ46

Questions and Answers:

- 1) We know you want 10 episodes: how long do you envisage each episode to be? In answering this question - if it has not yet been decided – please bear in mind that it is suggested to not go over half an hour per episode, because podcasts are the proverbial ‘talking heads’ situation, which leads to viewers easily getting bored.
The duration of the episode should be 20-30 minutes.
- 2) How many participants simultaneously per episode do you plan for? (this is important information for space and facilities-planning).
Depending on the topic or approach three is max. However, two will be the normal standard.
- 3) Do you have the content already prepared (i.e. have scripts been prepared)? Or do you intend for the podcasts to be in the form of ‘reality’ TV, where no script is used, but instead, just subjects are pre-chosen on which to speak spontaneously?
The NCC will develop its own script.
- 4) Do you have the participants in place yet? If you do, it’s advised that they should be well prepared and well studied in the subject-matter they will be required to deal with.
Yes, we do.
- 5) Have you given thought as to which type of environment you would like for the podcasts to take place in? (There are 3 environments which come to mind: ‘office’, ‘boardroom’ or ‘lounge’). Office and boardroom are for a ‘formal’ look, whereas lounge is for relaxed, casual look.
We will use the provider’s studio, if need be the NCC will advise on the use of the office.
- 6) Is it acceptable to you that we film all 10 episodes first, and then package them in post production one by one, in your chosen order, for publishing? (meaning that the receipt by yourselves of each program will be scattered by days apart, so that after

the first episode is delivered, published and flighted, we're busy with the next one, deliver, etc, etc, etc).

Yes, it is acceptable and plausible way of doing it. However, it will also depend on the availability of guests in those hours. We will work with the service provide to plan and schedule for convenience and efficiency.