

TERMS OF REFERENCE

APPOINTMENT OF A SERVICE PROVIDER FOR EFFECTIVE MEDIA MONITORING AND ANALYSIS SERVICE FOR THE DEPARTMENT OF ENERGY (DoE) FOR A PERIOD OF TWENTY FOUR (24) MONTHS

1. BACKGROUND

- 1.1. Media monitoring forms part of the responsibilities of the Communication Chief Directorate. As part of its mandate the Communication Chief Directorate monitors and evaluates media reports on a daily basis and provides timeous distribution of this information to internal clients. With the current “information overload” that departments are faced with on a daily basis, the department requires a service provider who will extract the information (product) required and deliver it electronically via desktop.
- 1.2. The service provider should monitor (research and analysis) several sources (print, broadcast, online, digital and social media) hourly and ensure that the department is always aware of the latest current information in the media space. The appointed service provider will also provide the most comprehensive information to the department and the Ministry.

2. SCOPE OF THE WORK

- 2.1. All National and International electronic (online, digital, social media, e-books, e-magazines, blogs, TV and Radio) and print media (newspapers, magazines, journals) sourced from the main daily print and electronic platforms will be posted to the DoE website/dashboard on a daily basis, by 08h00, 12:00 and 15:00 South African time, from Monday to Sunday, including public holidays.

3. PROJECT OUTPUTS/OUTCOMES

3.1. Media Monitoring – Print Media:

- 3.1.1. All print media items sourced from the main daily newspapers, magazines and journals will be posted to the website on a daily basis, by 08h00, 12:00 and 15:00 South African time, from Monday to Sunday.

3.2. Media Monitoring – Electronic Media:

3.2.1. All electronic media items sourced from TV, radio, online, digital and social media platforms will be posted to the DoE website/ dashboard on a daily basis from Monday to Sunday. Summaries of all relevant electronic material must be provided Monday to Sunday including public holidays.

3.3. Posting Alert - All Media:

3.3.1. A two-hourly email alert on those days when items identified will be processed and posted to the DoE website/dashboard. Such alert provides the department with a hyperlink for immediate access to the website in order for the department to view the new postings.

3.3.2. **Recipients: Director-General, Deputy Director-Generals, Chief Directors, Media Liaison Officer, Directors, Ministry, Communication.**

3.4. Standard Delivery of Content - All Media

3.4.1. All media items will be delivered, via the internet, to a dedicated, password-protected **DoE** website (Dashboard), designed and hosted by the service provider. Items relating to the monitored search expressions will be posted to this website in PDF format. An unstructured text file will be provided for quick review and archive search purposes. A dedicated search engine, offering various search options, which allows the department or anyone with access to the site to search specific archive for historical information. Full website training (dashboard) will be provided by the service provider.

3.4.2. All print media items sourced from the main daily newspapers, magazines and journals will be posted to the website daily by 08h00, 12:00 and 15:00 South African time, from Monday to Sunday, unless otherwise described, specified and/or quoted for separately in this proposal/agreement.

3.4.3. All electronic media items sourced from TV, radio, online, digital and social media platforms will be posted to the DoE website/ dashboard on a daily basis from Monday to Sunday. Summaries of all relevant electronic material must be provided Monday to Sunday including public holidays.

3.5. Smart Monitoring

3.5.1. This is an early warning system by which the provider alerts clients via SMS, of incoming media-launched attacks on the Department. Such alerts should include, but not be limited to: negative commentary, sector related issues, defined spokesperson comments etc.

3.6. Media Impact Analysis

Weekly and monthly Media Impact Analysis on the DoE should be structured in order to provide the following invaluable management information:

3.6.1. Categories:

3.6.1.1. The department should be able to nominate certain categories into which data is sliced and diced with Net Effect scores indicating their impact for the month e.g. Products; Divisions; Services etc.

3.6.2. Key Messages:

3.6.2.1. The Net Effect score should be calculated for the department's defined key messages, as conveyed by the various news media and tracked against the very messages or topics the department is seeking to communicate via its own formal marketing, branding and communication programs.

3.6.3. Spokespeople:

3.6.3.1. All articles should be analysed against the quoted spokesperson with Net Effect scores indicated to each.

3.6.4. Publications / Stations / Online media/Social media

3.6.4.1. A breakdown of the top 10 publications / stations / online media/ Social Media with Net Effect scores should be indicated to each. The top 10 publications / stations / online / Social media for the month should be indicated in a graph which will include information on: frequency, tone, the publication / station names and Net Effect.

3.6.5. Journalists

3.6.5.1. A breakdown of the top 10 journalists with Net Effect scores to be indicated to each journalist. The top 10 journalists for the month should be indicated in a graph which will include information on: frequency, tone, the journalist name and Net Effect.

3.6.6. Regions:

3.6.6.1. A Regional (provincial) breakdown of coverage can be supplied with Net Effect scores indicated. This would include letters to the editor and items on specific stores, publicity in communities.

3.6.7 Solicited/Unsolicited:

3.6.7.1. The success of pro-active media campaigns as measured through press releases should be indicated in the solicited / unsolicited component of the analysis.

3.6.8. Defined Stakeholder Groups:

3.6.8.1. The DoE requires defined behaviours from its different stakeholders, while the stakeholders are interested in different aspects of the Department's business. An effective communication with these stakeholders and their resultant perceptions of the DoE should be measured and tracked by analysing each stakeholder should be defined separately. The evaluation process should show whether specific behaviour groups receive specific messages which could then influence perception and action.

4. REPORTING

4.1. A written media monitoring and analysis report prepared by the Project Manager must be submitted to the DoE monthly. Project Manager will report to the EXCO/MANCO consisting of senior managers from the department quarterly. Any patents or copyright developed from this project will belong to the Department of Energy.

5. PREQUALIFICATION CRITERIA

The service provider must sub-contract a minimum of 30% of the value of the contract to Exempted Micro Enterprises (EMEs) which are 51% owned by Blacks.

6. PAYMENTS

6.1. The Department will not make upfront payment to a successful service provider. Payment will only be made in accordance to the delivery of service per deliverable that will be agreed upon by both parties and upon receipt of an original invoice.

7. COMPLETION DATE

7.1. The duration of this project is 24 months after the signing of a contract with the successful service provider.

7.2. BRIEFING SESSION

A compulsory information session will be held on **05 April 2018 at 12h00**, at the Department of Energy, 192 Corner Visagie and Paul Kruger Streets, Pretoria.

8. TAX CLEARANCE CERTIFICATE

8.1. The potential service provider/s must ensure compliance with their tax obligations.

8.2. The potential service provider/s are required to submit their unique personal identification number (pin) issued by SARS to enable the organ of state to view the taxpayer's profile and tax status.

8.3. Application for tax compliance status (TCS) or pin may also be made via e-filing. In order to use this provision, taxpayers will need to register with SARS as e-filers through the website www.sars.gov.za.

8.4. The potential service provider/s may also submit a printed TCS together with the proposal.

8.5. In proposals where consortia / joint ventures / sub-contractors are involved, each party must submit a separate proof of TCS / pin / CSD number.

8.6. Where no TCS is available but the potential service provider/s is registered on the central supplier database (CSD), a CSD number must be provided.

9. EVALUATION METHODOLOGY

9.1. Cost

- 9.1.1. The service provider will be requested to provide a quote as and when required regarding the work to be undertaken for this project per report/deliverable. The costing for each deliverable should be aligned with the expected sub-deliverables required to accomplish the final deliverable.
- 9.1.2. The total cost must be VAT inclusive.

9.2. Broad-Based Black Economic Empowerment

- 9.2.1. Provisions of the Preferential Procurement Policy Framework Act (PPPFA) 2011 and its regulation will apply in terms of awarding points.
- 9.2.2. Bidders are required to submit original and valid B-BBEE Status Level Verification Certificates or certified copies thereof together with their bids, to substantiate their B-BBEE rating claims.
- 9.2.3. Bidders who do not submit their B-BBEE status level verification certificates or are non-compliant contributors to B-BBEE will not qualify for preference points for B-BBEE.
- 9.2.4. In a case of Exempted Micro Enterprise, the following documents MUST be:
submitted
 - (a) Verification agencies accredited by SANAS
 - (b) Registered auditors approved by IRBA

9.3. Bidders who qualify as EMEs

- (a) Accounting officers as contemplated in the CCA; or
- (b) Verification agencies accredited by SANAS; or
- (c) Registered auditors (Registered auditors do not need to meet the prerequisite for IRBA's approval for the purpose of conducting verification and issuing EMEs with B-BBEE Status Level Certificates).

9.3.1. The table below depicts the B-BBEE status level of contribution:

B-BBEE Status Level of Contributor	Number of points (80/20 system)
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

9.4. Company Experience

9.4.1. Service providers should at least have five (5) years experience in media monitoring, analysis and reporting environment and be supported by proof from three (3) contactable referees indicating that similar project/s was/were executed.

9.5. Team leader and team members' experience

9.5.1. Team Leader must have at least three (3) years experience in media monitoring and analysis environment and individual team members must have at least two (2) years experience in professional writing and editing of media reports . CV's of the team leader and team members must be attached to the technical proposal as proof.

9.6. Qualification

9.6.1. Team leader and team members must possess a minimum of a Bachelor's degree in the relevant discipline (e.g. Communication, Media Relations/Studies, Journalism, Public Relations). Proof of certified copies must be attached to the proposal as proof. **Failure to attach copies, bidders will forfeit points.**

9.7. Project Plan

9.7.1. High-level indication of the number of days it will take to complete monthly monitoring and analysis reports.

9.7.2. Method and approach of reporting three times daily.

9.7.3. Proposed training method and system.

9.7.4. Service provider should indicate how they will transfer skills, to the departmental officials.

10. EVALUATION CRITERIA

10.1. Bids will be evaluated on 80/20 point system as outlined in the PPPFA of 2011.

The proposals will be evaluated in two phases:

Phase 1: Bidders will be evaluated based on functionality. The minimum threshold for functionality is **70 out of 100 points**. Bidders who fail to meet minimum threshold will be disqualified and will not be evaluated further for price and BBBEE points.

No.	Criteria	Weights
1	Company Experience: <ul style="list-style-type: none">❖ At least five (5) years experience in the media monitoring, reporting and analysis environment❖ Supported by proof from 3 contactable referees.	30 20 10
2	Team leader and team member experience: <ul style="list-style-type: none">❖ Team Leader must have at least three (3) years experience in the Media monitoring and analysis environment, supported by proof from 3 contactable referees.❖ Individual team members must have at least two (2) years' experience in the media monitoring environment, supported by proof from 3 contactable referees.❖ CV's must be attached.	20 15 3 2
3	Qualifications <ul style="list-style-type: none">❖ Qualifications in Communication, /Journalism/ Media Relations/Studies/ Public Relations. Copy of certified	10

	certificates must be attached as proof.	
4	Project Plan/Approach:	40
	❖ High-level indication of the number of days it will take to complete monthly monitoring and analysis reports.	20
	❖ Method and approach of reporting three times daily	10
	❖ Proposed training methodology for DoE staff.	10
	❖ Skills transfer	5
	Total	100

For purpose of evaluating functionality, the following values will be applicable:

1=	Very Poor	Will not be able to fulfill the requirements
2=	Poor	Will partially fulfill the requirements
3=	Average	Will be able to fulfill the requirements
4=	Good	Will be able to fulfill better in terms of the requirements adequately
5=	Excellent	Will fulfill the requirements exceptionally

Phase 2:

Price	80
B-BBEE compliance	20

11. FORMAT AND SUBMISSION OF THE PROPOSAL

11.1. All the official standard bidding documents (SBD) must be completed by bidders.
Failure to comply will invalidate a bid.

12. CLOSING DATE

12.1. Proposals must be submitted on **18 April 2018 at 11H00** at the Department of Energy, 192 Corner Visagie and Paul Kruger Streets, Pretoria in the bid box marked Department of Energy. **No late bids will be accepted.**

13. ENQUIRIES: TECHNICAL ENQUIRIES:

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