



SUBJECT: TERMS OF REFERENCE FOR MEDIA MONITORING SERVICE ON BEHALF OF THE MINISTRY AND DEPARTMENT FOR A PERIOD OF 24 MONTHS

1. PURPOSE

This correspondence serves to highlight and articulate the importance and relevance of acquiring a media monitoring service aimed at providing daily media analysis. The media service is aimed at essentially compiling and analysing articles pertaining to the Department, Ministry, programmes, projects and entities. The Communications and Marketing Chief Directorate is responsible for conducting this activity on behalf of the Department and Ministry and therefore provide synopsis on how the department is featured in the media and public.

2. BACKGROUND

Media Monitoring is a tool used by Communications and Marketing Chief Directorate to monitor, analyse and evaluate what the media is reporting regarding the Ministry, Department, programmes and projects.

The media clippings are provided for in the form of Print, Broadcast, online, and GCIS Press Clippings on a daily basis and covers National, Regional and Community media. This entails that all the newspapers, trade magazines (Construction focused), radio stations, television and internet reports or articles reporting on Public Works, Ministry and any of its related programmes should be provided.

Media Monitoring is an essential service which the Department needs to address certain reporting or information regarding the Department. It is a daily requirement for our Chief Directorate which forms part of our key performance area. It provides a platform which enables the Department to be alert and responsive to matters relating to Public Works be it negative or positive.

We envision that a reliable and competent media monitoring company will provide the aforementioned service to the department for a duration of one year (12 Months). It is expected that the company selected to provide this services

should have a resources to cover all media platforms in the form of print, broadcast and online social media as this will provide value for money for the department.

3. SCOPE OF THE ASSIGNMENT

3.1 PRINT MEDIA MONITORING

1. A daily analysis of media coverage will be produced on request by the Department.
2. The supplier will provide clippings based on our request in terms of key words provided by the Communication and Marketing Chief Directorate.
3. The media clippings will be placed in a chronological order correctly stating the name of publication and the date for easy reference.

3.2 BROADCAST MONITORING

1. The supplier will monitor radio and television broadcasts and create a synopsis relevant to the requirements of the Department (Key words etc.).
2. All the broadcast clippings/synopsis will be sent at regular intervals electronically to the Ministry and the Executive of the department (DDG's etc).
3. It is also expected that the supplier be able to provide any copy, whether video, audio otherwise, of any broadcast or extract to be made.
4. The supplier should be able to procure and furnish the Department with such copies on request.
5. Monthly and quarterly media analysis reports (Print media and online social media analysis).
6. Translation services (transcript).
7. Secured online digitising, archiving and access.
8. Daily emails alerts/ notifications/newsletter/news feeds.
9. The supplier is expected to track and provide past material as and when the Department requests it (timeframes: 06:00, 09:00, 12:00 and 16:00).

3.3. ONLINE

1. The supplier will provide daily online feeds in the form of Facebook, twitter, news-sites and YouTube.
2. Monthly and quarterly media analysis reports.
3. Translation services (transcript).
4. Secured online digitising, archiving and access.

4. ADVANTAGES AND BENEFITS OF MEDIA MONITORING ACTIVITIES FOR THE DEPARTMENT AND MINISTRY:

4.1. Reputation Management: Provide the department with a platform to protect, rectify and educate the media and public on issues that may be detrimental to the Department's reputation in the public arena. The department

will benefit from the media monitoring service as it will be in a position to respond timeously and accurately to media articles which distort the facts and place the department in disrepute.

4.2 Administration and Reporting: The media monitoring services provides an analytical monthly and quarterly reports on coverage of the Department in the media. This function (media monitoring) also provides an insight into the media coverage of the work that the Department and its entities do. This report also focuses on the media coverage on Political Principals and Managers of the Department and its Entities.

5. TERMS AND CONDITIONS

The assignment shall be carried out by a service provider with the following competencies:

- 5.1 Service package subscription for a period of 24 months.
- 5.2 Track record of previous work done (Portfolio of evidence).
- 5.4 Service provider must have a dedicated account manager to handle all our Queries **(Specific person who is on call to handle all of our queries and provide mobile, office number and email).**

6. PROTECTION OF GOVERNMENT INFORMATION

The Service Provider is required to agree and undertake to abide by and adhere to government legislation, regulations and directives dealing with the protection of government information as if such legislation, regulations and directives were applicable to him/her and that all reasonable steps shall be taken to ensure that persons under the management of the assignment who will be engaged in the fulfilment of the Service Provider's contractual obligations are aware of these statutory requirements. These statutory stipulations will continue to apply to them even after the expiry or termination of the contract.

7. CONFLICT OF INTEREST

The Service Provider shall at all times during the execution of the assignment use their best endeavours to ensure that no action is taken by themselves, their personnel, agents or sub-contractors which may result in or give rise to the existence of conditions which are prejudicial to or in conflict with the best interests of the client.

8. KEY WORDS

The department has identified the key words to be used for media monitoring and tracking of articles that are related to the department. Please note that these keywords are fluid.

1. Minister Dean Macpherson (Current Minister)
2. Minister Sihle Zikalala (Deputy Minister)
3. Deputy Minister Bernice Swarts (Former Deputy Minister)
4. Ms Patricia de Lille (Former Minister)
5. Ms Noxolo Kiviet (Former Deputy Minister)
6. Minister Thembelani (Thulas) Nxesi (Former Minister)
7. Deputy Minister Jeremy Cronin (Former Deputy Minister)
8. Minister Nkosinathi Nhleko (Former Minister)
9. Mr Geoff Doidge (Former Minister)
10. Ms Gwen Mahlangu- Nkabinde (Former Minister)
11. Ms Thoko Didiza (Former Minister)
12. Ms Hendrietta Bogopane –Zulu (Former Deputy Minister)
13. Mr Mziwonke Dlabantu (Former Director General)
14. Mr Sifiso Mdakane (Director General)
15. Adv Samuel (Sam) Vukela (Former Director General)
16. Mr Mandla Mabuza (Former DDG)
17. Mr Stanley Henderson (Former DDG)
18. Ms Sassa Subban (DDG)
19. Ms Lydia Bici (Former DDG)
20. Ms Nyeleti Makhubele (DDG)

21. Mr Siza Sibande (Head of PMTE)
22. Ms Carmen-Joy Abrahams (DDG)
23. Mr Lwazi Mahlangu (DDG)
24. Mr Adam Mthombeni (DDG)
25. Ms Luyanda Kafile (DDG)
26. Mr Mandla Sithole (CFO/DDG)
27. Mr Clive Mtshisa (Former DDG)
28. Mr Itumeleng Tlhasedi (Acting DDG)
29. Mr Butcher Matutle (Former DDG)
30. Mr Samuel Thobakgale (Former DDG)
31. Mr Cox Mokgoro (Former DDG)
32. Mr Lennox Mabaso (Chief Director: Communication)
33. Mr Thamsanqa (Thami) Mchunu (Media Relations Director/Spokesperson)
34. Mr Reggie Ngcobo (Former Chief Director: Communication)
35. Mr Wonderboy Peters (Former Ministerial Liaison Officer)
36. Mr Sam Khuzwayo (Former Chief of Staff)
37. Mr Sabelo Mali (Former Ministerial Liaison Officer)
38. Mr Thando Wababa (Former Deputy Minister's Spokesperson/MLO)
39. Prestige (Bryintirion Estate: Ministerial houses at Union Buildings)
40. Property Management Trading Entity (PMTE)
41. Infrastructure Development
42. Department of Public Works and Infrastructure (DPWI) /
Openbare Werke (Including all African languages)
43. Expanded (Extended) Public Works Programme (EPWP)
44. Ms Mpoti Ralephata (Acting CBE CEO)
45. Ms Portia Tau-Sekati (Chairperson CBE)
46. Mr Joe Odhiambo (Former CEO Agre'ment South Africa)
47. Independent Development Trust (IDT)
48. Construction Industry Development Board (CIDB)
49. Agre'ment South Africa (AgreSA)
50. Council for Built Environment (CBE)
51. Ms Tebogo Phiri (Former DPWI Regional Manager: Pretoria)
52. Ms Thobile Zulu (DPWI Regional Manager: Bloemfontein)

53. Mr Nkosi Vilakazi (DPWI Regional Manager: Durban)
54. Ms Phucuka Penxa (Former DPWI Regional Manager: Cape Town)
55. Ms Jeanette Monare (Former DPWI Regional Manager: Johannesburg)
56. Mr Johan Van Der Walt (Former DPWI Regional Manager: Port Elizabeth)
57. Mr Musa Ntshani (Acting Former DPWI Regional Manager: Polokwane)
58. Mr Ray Mabandla (Former DPWI Regional Manager: Mthatha)
59. Mr Pat Mashiane (DPWI Regional Manager: Nelspruit)
60. Mr Alpheus Matseke (DPWI Regional Manager: Mahikeng)
61. Mr Ruwayda Baulackey (DPWI Regional Manager: Kimberley)
62. Mr Vusi Mashiane (Former Director: Projects)
63. Public Works, Roads and Transport MECs
64. Infrastructure Development Department
65. Mr Jacob Mamabolo
66. Mr Imtiaz Fazel
67. Expropriation Bill
68. Operation Rea Patala
69. Operation Bring Back
70. Working on Fire
71. Mr Ignatius Ariyo (Chief Director: EPWP)
72. Ms Pearl Mugerwa (Chief Director: EPWP)
73. Programme Manager: Expanded Public Works Programme
74. Community Works Programme (CWP)
75. Public Employment Programmes (PEPs)
76. Public Employment Programmes Inter-Ministerial Committee (PEP-IMC)
77. Working for water
78. Artisan Development Programme
79. Zibambele Road Maintenance Programme
80. Environment & Culture Sector
81. Social Sector
82. Non-State Sector
83. Infrastructure Sector
84. Vuk'uphile Learnership
85. National Youth Service (NYS)

86. Early Childhood Development Programme
87. Home Community Based Care (HCBC)
88. Alien Vegetation
89. Work opportunities
90. Chef programme
91. Small Harbours
92. Mr Dhaya Govender
93. Mr Paul Serote
94. Infrastructure South Africa (ISA)
95. Dr kgosientsho Ramokgopa
96. Mametsi Masemola (Infrastructure South Africa)
97. Nombulelo Nyathela (Infrastructure South Africa)
98. Economic Reconstruction and Recovery Plan (ERRP)
99. Masilo Maake (Former DDG)
100. Strategic Integrated Projects (SIPs)
101. District Development Model (DDM)
102. South African Green Hydrogen Summit (SAHGS)
103. Green Hydrogen Summit
104. Infrastructure Development Act
105. Sustainable Infrastructure Delivery Management (SIDS)
106. National Infrastructure Plan
107. Green Hydrogen National Programme (GHNP)
108. State Land Disposal Act / Property Disposal Policy
109. Rural Bridges programme (Welisizwe bridges)
110. Mr Alec Moemi (Former Acting Director General)
111. Nyeleti Makhubele (DDG)
112. Operation Phakisa / Ocean Economy
113. #letsbuildSA
114. Construction Mafia
115. Extortion
116. James De Villiers (Minister's spokesperson)
117. Michael Beyleveld (Minister's office)

- 118. Ms Zimbini Hill (IDT Chairperson)
- 119. Tebogo Malaka (IDT CEO)
- 120. Portfolio Committee on Public Works and Infrastructure
- 121. Strategic Integrated Projects (SIPs)
- 122. Water Treatment Plant
- 123. Gender Based Violence Shelters
- 124. Phasha Makgolane (IDT spokesperson)

Any other / as and when new executive is appointed

9. EVALUATION CRITERIA

9.1 The Functionality Criteria as per table below will apply.

9.2 A minimum of 60 points will be applicable.

9.3 Bidders that score a minimum of 60 points will qualify for further evaluation on price and preference (80/20). Bidders that score less than 60 points will be disqualified.

A	Functionality criteria	Weight
1.	<p>Experience and track record of bidder doing similar work; Attach proof of appointment letters with contactable details. Appointment letter from clients for work done in the past 12 months.</p> <p>A bidder with 5 letters 5 Points</p> <p>A bidder with 4 letters 4 points</p> <p>A bidder with 3 letters 3 points</p> <p>A bidder with 2 letters 2 points</p> <p>A bidder with 1 letter 1 points</p> <p>A bidder with no letter 0 points</p>	25
2.	<p>Satisfactory performance of work done in the past 12 months. Attach a list of five (5) reference letters with contactable details to verify bidder's performance on similar projects.</p> <p>A bidder with 5 references of successful completion 5 Points</p> <p>A bidder with 4 references of successful completion 4 points</p>	25

	A bidder with 3 references of successful completion	3 points	
	A bidder with 2 references of successful completion	2 points	
	A bidder with 1 references of successful completion	1 point	
	A bidder with no references of successful completion	0 point	
3.	Availability of resources and capability to deliver: Media monitoring application system / methodologies to indicate how bidder practically conducts media monitoring. Access to local & international news sites (including broadcast services). Suitable premises that contain relevant equipment to render the service (Attach proof of physical address). Company profile with clear organogram, dedicated project manager and their contact details, project team, project breakdown and costs.		25
	Methodology and systems that cover all of the above topics	5 points	
	Methodology and systems that cover 4 of the above topics	4 points	
	Methodology and systems that cover 3 of the above topics	3 points	
	Methodology and systems that cover 2 of the above topics	2 points	
	Methodology and systems that cover 1 of the above topics	1 point	
	Methodology and systems that cover 0 of the above topics	0 point	
4.	Ability of the individual to deliver the service on a regular basis and demonstrating relevant skills. Attach organogram and CV's of each key staff members for the project.		25
	10 years of individual doing similar work	5 points	
	8 years of individual doing similar work	4 points	
	5 years of individual doing similar work	3 points	
	4 years of individual doing similar work	2 points	
	3 years of individual doing similar work	1 point	
	Total weight		100

For risk assessment purposes, The Department may inspect business premises that house facilities & resources required for the project. Inspection may be conducted within 7 days after closing the quotation during normal business hours. Service providers to ensure availability of staff during inspection. The Department reserves the right to neither make any appointment nor issue prior notice of any scheduled inspection.

10. Contact

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and

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