**TERMS OF REFERENCE FOR APPOINTMENT OF A SERVICE PROVIDER TO RENDER EFFECTIVE MEDIA MONITORING AND ANALYSIS SERVICE FOR A PERIOD OF TWENTY-FOUR (24) MONTHS IN THE DEPARTMENT OF MINERAL RESOURCES AND ENERGY**

1. **BACKGROUND**

1.1 Media monitoring forms part of Communication Management Chief Directorate responsibilities. As part of its mandate Communication Chief Directorate monitors and evaluates the 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) we require and delivers it to the departmental desktop.

1.2 A service provider who monitors (research and analyse) several thousand sources (print, broadcast, online, digital and social media) every hour ensuring that the department is always aware of the most current information in the media space, A service provider who will also provide most comprehensive media analysis service to the department and the Ministry of Mineral Resources and Energy.

1. **CONTRACT PERIOD**

2.1 Contract will be for a period of Twenty-Four (24) Months

1. **OBJECTIVE**

3.1 The change in the way that we disseminate and communicate information effectively has necessitated that we replace the traditional monitoring system (cut and paste) with a **high-tech internet-based delivery systems that allows minute-to-minute print, broadcast and web coverage updates directly to our (DMRE) desktop**.

3.2 This leading technology, combined with high-tech scanning and computing capabilities allows an increase in “read” accuracy in excess of 20% over the traditional, manual read methods - 20% of client-relevant print coverage is normally missed by monitoring companies employing traditional, manual read and evaluating methods, which is currently used by the Chief Directorate.

1. **SCOPE OF WORK**

4.1 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 DMRE website/dashboard on a daily basis, by 08h00, 12:00 and 15:00 South African time, from Monday to Sunday, including public holidays.

1. **DELIVERABLES OR PROJECT OUTPUT AND OR OUTCOME**

**5.1 Media Monitoring – Print Media:**

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

**5.2 Media Monitoring – Electronic Media:**

5.2.1 All electronic media items sourced from TV, radio, online, digital and social media platforms will be posted to the DMRE 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.

**5.3 Posting Alert - All Media:**

5.3.1 A two-hourly email/ WhatsApp alert on those days when departmental items are identified will be processed and posted to the DMRE 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.

5.3.2 Recipients: Ministry, DMRE Director-General, Deputy Directors-General, Chief Directors, Media Liaison Officer, Directors, Communication management.

**5.4 Standard Delivery of Content - All Media**

5.4.1 All media items will be delivered, via the internet, to a dedicated, password-protected DMRE website (Dash-board), 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.

NB:Full website training (dashboard) to be provided by service provider.

5.4.2 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, unless otherwise described, specified and/or quoted for separately in this proposal/agreement.

5.4.3 All electronic media items sourced from TV, radio, online, digital and social media platforms will be posted to the DMRE 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.

**5.5 Smart Monitoring**

5.5.1 This is an early warning system by which the provider alerts clients via SMS/ WhatsApp, 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.

**5.6 Media Impact Analysis**

The DMRE monthly and quarterly Media Impact Analysis should be structured in order to provide the following invaluable management information:

5.6.1 Categories:

5.6.1.1 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.

5.6.2 Key Messages:

5.6.2.1 The Net Effect score should be calculated for the departments 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.

5.6.3. Spokespeople:

5.6.3.1 All articles should be analyzed against the quoted spokespeople with Net Effect scores indicated to each.

5.6.4 Publications / Stations / Online media/social media

5.6.4.1 A breakdown of the top 10 publications / stations / online media/ social media with Net Effect scores should be indicated to each.

5.6.4.2 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.

5.6.5 Journalists

5.6.5.1 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’s name and Net Effect.

5.6.6 Regions:

5.6.6.1 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, and publicity in communities.

5.6.7 Solicited/Unsolicited:

5.6.7.1 The success of proactive media campaigns as measured through press releases should be indicated in the solicited / unsolicited component of the analysis.

5.6.8 Defined Stakeholder Groups:

5.6.8.1 The DMRE requires defined behaviors from its different stakeholders, while the stakeholders are interested in different aspects of the department’s business. Effective communication with these stakeholders and their resultant perceptions of the DMRE should be measured and tracked by analyzing each stakeholder defined separately. The evaluation process should show whether specific behavior groups receive specific messages which could then influence perception and action.

1. **COMPANY EXPERIENCE**

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

Failure to attach referees/ refences, bidders will forfeit points.

1. **QUALIFICATION AND EXPERIENCE OF TEAM LEADER AND TEAM MEMBER**

**7.1** **Team leader and team members’ experience**

7.1.1 Team Leader must have at least five (5) years’ experience in the media monitoring and analysis environment

7.1.2 Individual team members must have at least three (3) years’ experience in the media monitoring and analysis as well as in professional writing and editing of media reports

7.1.3 CV’s of the team leader and team members must be attached to the technical proposal as proof.

7.1.4 Failure to attach certified CVS’s, bidders will forfeit points.

**7.2** **Qualification**

7.2.1 Team leader and team members must possess a minimum of a bachelor’s degree in Communication, Media Relations Studies, Journalism, Public Relations.

7.2.2 Proof of certified copies of qualifications must be attached to the proposal as proof.

7.2.3 Failure to attach certified copies, bidders will forfeit points.

**7.3** **Project Plan**

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

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

7.3.3 Method and approach of reporting three times daily

7.3.4 Proposed training method and system.

1. **REPORTING REQUIREMENTS**

8.1 A written media monitoring and analysis report prepared by the Project Manager (service provider) must be submitted to the DMRE monthly and quarterly. Project Manager will report (upon request) 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 Mineral Resources and Energy (DMRE).

1. **WORK PLAN AND METHODOLOGY**

* 1. DMRE/Ministry-related media clippings supplied three times daily to the DMRE designated officials (X 7days) (08:00 – 12:00 – 15:00)
  2. DMRE/Ministry-related media clippings uploaded on the desktop daily for ease of access by designated officials
  3. DMRE/Ministry-related social media postings to be supplied and uploaded on the departmental media monitoring desktop 3 times daily
  4. Monthly media analyses report supplied at the end of each month.
  5. Quarterly media analysis reports being supplied at the end of each quarter

1. **ROLES AND RESPONSIBILITIES**

10.1. Role and responsibility of the Department

* + 1. The department to provide key words to be searched by the service provider
    2. The department to supply a list of all key spokespersons to be monitored in the media

10.1.4The department to provide the list of all recipients of the daily clippings

10.1.5 The department to coordinate all monthly and quarterly meetings with the service provider for quality assurance

10.2. Role and responsibility of the service provider

10.2.1 The service provider to deliver all the required services as per the deliverables or project

outputs alluded to on number five (5) above.

1. **CONFIDENTIALITY OF INFORMATION**
2. All information sourced by the service provider on behalf of the department shall be treated confidentially and as the sole property of the department and, must not be shared with external parties without the consent of the department.
3. **PAYMENT**

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

1. **TAX CLEARANCE CERTIFICATE**

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

13.2. The potential service provider/s is/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.

13.3 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.

13.4. The potential service provider may also submit a printed TCS together with the proposal.

* 1. In proposals where consortia / joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / pin / CSD number.
  2. 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

1. **EVALUATION METHODOLOGY**

14.1 **Phase 1: Compliance and Technical Review:**

14.1.1.Each submission is checked for compliance. The following documents are compulsory:

|  |  |
| --- | --- |
| A valid Tax Clearance Certificate |  |
| A valid B-BBEE Certificate |  |
| Signed SBD forms |  |
| Proof of CSD registration |  |
| Copies of ID documents for Directors/Team  members for verification purposes |  |
| CIPC Company Registration |  |

14.1.2Service providers will be evaluated based on functionality. The minimum threshold for functionality is 70 out of 100 points. Service providers who fail to meet the minimum threshold will be disqualified and will not be evaluated further for price and preference points for **SPECIFIC GOALS.**

NB: table below serves as an illustration of how the evaluation criteria is supposed to be crafted and allocation of scores.

|  |  |  |  |
| --- | --- | --- | --- |
| **NO** | **CRITERIA** | **SCORING** | **WEIGHTS** |
| 1 | **Company Experience:**   1. At least five (5) years experience in research, media monitoring, reporting, and analysis environment. 2. Supported by proof from Three (3) contactable referees. | 7 years or more = 5 points.  6 years = 4 points  5 years = 3 points  2 - 4 years = 2  1 year = 1  5 letters or more = 5 points  4 letters = 4 points  3 letters = 3 points  2 letters = 2 points 1 letter = 1 point | **30**  20  10 |
| 2 | **Team leader and team members**:   1. Team Leader must have at least five (5) years of experience in the Media monitoring and analysis environment, 2. Individual team members must have at least three (3) years’ experience in media monitoring and analysis as well as in professional writing and editing of media reports 3. CV’s must be attached. | 10 years or more = 5 points  6 - 9 years = 4 points  5 years = 3 points  2 - 3 years = 2 points  1 year or less = 1 point    5 years or more = 5 points  4 years = 4 points  3 years = 3 points  2 years = 2 points  1 year or less =1 point  CV attached = 2 points  No CV attached = 1 point | **20**  10  08  02 |
| 3. | **Qualifications**   1. Team leader must possess a minimum of a bachelor’s degree in Communication, Media Relations Studies, Journalism, Public Relations 2. Team members must possess a minimum of a bachelor’s degree in Communication, Media Relations Studies, Journalism, Public Relations 3. Copy of certified certificates must be attached as proof. | Masters and above = 5 points  Honours degree = 4 points  Degree = 3 points  Diploma = 2 points  No Degree = 1 point  Masters and above = 5 points  Honours degree = 4 points  Degree = 3 points  Diploma = 2 points  No Degree = 1 point  Certified copies attached = 03  Copies attached but not certified = 02 points  No copies attached = 1 point | **10**  3.5  3.5  03 |
| 4 | **Project Plan/Approach**:   1. High-level indication of the number of days it will take to complete monthly monitoring and analysis reports 2. High-level indication of the number of days it will take to complete Quarterly monitoring and analysis reports 3. Method and approach of reporting three times daily (Dashboard) 4. Proposed training methodology for DMRE media unit staff. | Extremely detailed sample of monthly media monitoring and analysis report attached =5 points  Detailed indication of the number of days it will take to complete the project = 3 points  Some indication of the number of days it will take to complete the project = 2 points  No indication of the number of days it will take to complete the project = 1 point    Extremely detailed sample of quarterly media monitoring and analysis report attached = 5 points  Detailed indication of the number of days it will take to complete the project = 3 points  Some indication of the number of days it will take to complete the project = 2 points  No indication of the number of days it will take to complete the project = 1 point  Clearly defined dashboard attached = 5 points  Standard and acceptable dashboard attached = 3 points  Dashboard attached but lacks some details = 2 points  No dashboard attached = 1 point  Detailed proof of capability to transfer skills = 5 points  Proven capability to transfer skills covered sufficiently = 3 points  Capability to transfer skills covered partially = 2 points  Non-submission of proof of capability to transfer skills = 1 point | **40**  10  10  10  10 |
| **Total** |  |  | **100** |

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

|  |  |  |
| --- | --- | --- |
|  |  |  |
| **1=** | **Very poor** | Does not understand the requirements |
| **2=** | **Poor** | Will not be able to fulfil the requirements |
| **3=** | **Average** | Will partially fulfil the requirements |
| **4=** | **Good** | Will be able to fulfil the requirements |
| **5=** | **Excellent** | Will fully fulfil the requirements |
|  |  |  |

1. **PHASE 2: PRICING AND SPECIFIC GOALS**
   1. Bids will be evaluated on the 80/20 preference point system as outlined in the Procurement Preferential Regulation of 2022. The bidder that scores the highest points in this phase will be awarded the tender.

|  |  |
| --- | --- |
| CRITERIA | WEIGHT |
| Price | 80 |
| **SPECIFIC GOALS** | 20 |

## **COST / PRICING**

### 15.2.1. The service provider will be requested to provide a quoted proposal regarding the work to be undertaken.

### The total cost must be VAT inclusive and should be quoted in South African Rands (i.e. ZAR).

### The service provider should provide hourly rates as prescribed by Department of Public Service and Administration (DPSA), Auditor- General (AG) or the body regulating the profession of the consultant.

### The service Provider should provide (Subsistence &Travel (S&T)) rates that are in aligned to the National Treasury instruction note as follows:

1. Hotel Accommodation – R1550 per night per person, including breakfast, dinner and parking
2. Air travel must be restricted to economy class
3. Claims for kilometres may not exceed the rates approved by the Automobile Association of South Africa.
   1. **BROAD-BASED BLACK ECONOMIC EMPOWERMENT**
      1. Provisions of the Preferential Procurement Policy Framework Act (PPPFA) of 2000 and its regulation of 2022 will apply in terms of awarding points.
      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.
      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.
      4. Accounting Officers must ensure that the B-BBEE Status level Verification Certificates submitted are issued by the following agency:

* Verification agencies accredited by SANAS.
  + 1. Bidders who qualify as EMEs and QSEs must submit:
* Sworn affidavit signed by the EME or QSE representative and attested by a commissioner of oath.
  + 1. Bidders who qualify as EMEs and QSEs must submit:
* Sworn affidavit signed by the EME or QSE representative and attested by a Commissioner of oath.
  1. **POINTS AWARDED FOR SPECIFIC GOALS**

In terms of Regulation 3 (1) an organ of state must, in the tender documents, stipulate the specific goal in the invitation to submit the tender for which a point may be awarded, and the number of points that will be awarded to each goal, and proof of the claim for such goal.

|  |  |
| --- | --- |
| **SPECIFIC GOAL** | **NUMBER OF POINTS FOR**  **(80/20 PREFERENCE SYSTEM)** |
| 1. Enterprise owned by Black people | 4 |
| 2.Enterprise owned by Women | 4 |
| 3. Enterprise owned by Youth | 4 |
| 4.Enterprise owned by Disabled persons | 4 |
| 5. Enterprise owned by SMME`S – QSE and EME | 4 |

1. **CONDITIONS OF THE CONTRACT**
   1. The appointed service providers will enter into a Service Level Agreement prior to the

commencement of the project.

* 1. The Department reserves the right to terminate the appointment of any part thereof, at any Stage

of completion should the Department decide not to proceed with the project.

16.3 Should the contract between the Department and the service provider be terminated by either party due to reasons not attributed to the service providers, the service providers will be  
 remunerated for the appropriate portion of work completed.

1. **FORMAT OF SUBMISSION OF PROPOSAL**

17.1**.** Service providers are requested to submit four (4) copies of technical proposals plus the original.

17.2. Service providers are requested to index their proposals for easy reference.

1. **PRE-BID MEETING / BRIEFING SESSION** **DETAILS-**

**18.1.** A non-compulsory briefing session will be held on **22 March 2023 at 10:00**, Department of Minerals Resource and Energy, at 192 Matimba Building, Corner Visagie, and Paul Kruger Streets, Pretoria.

19. **CLOSING DATE**

91.1 Proposals must be submitted on or before **06 APRIL 2023,11:00** at the Department of Minerals Resource and Energy, at 192 Matimba Building, Corner Visagie, and Paul Kruger Streets, Pretoria in the bid box marked Department of Minerals Resource and Energy. **No late bids will be accepted.**

**20. ENQUIRIES**

**20.1 All general inquiries relating to bid documents should be directed to:**

Ms. Nonhlanhla Zingwevu/ Mr Samuel Msiza

Tel No: (012) 444 3000 /406 7910

E-mail: [Nonhlanhla.Zingwevu@dmre.gov.za/Samuel.msiza@dmre.gov.za](mailto:Nonhlanhla.Zingwevu@dmre.gov.za/Samuel.msiza@dmre.gov.za)

**20.2 Technical enquiries can be directed to:**

Mr Johannes Mokobane

Tel: 012 406 7481

E-mail: johannes.mokobane@dmre.gov.za

Mr Ernest Mulibana

Tel: 012 406 7481

Email: ernest.mulibana@dmre.gov.za