

***SOUTH AFRICAN***



***CIVIL AVIATION  
AUTHORITY***

**REQUEST FOR QOUTE (RFQ) SPECIFICATION  
MEDIA MONITORING SERVICES**

## TERMS OF REFERENCE FOR MEDIA MONITORING SERVICES

### 1. **Purpose**

The SACAA seeks to procure the services of an experienced service provider to provide media monitoring services to the Authority relating to online media monitoring, print media monitoring, broadcast media monitoring, and analysis and reporting on the media coverage received.

### 2. **Background**

2.1. The Civil Aviation Authority is a statutory body created in terms of section 71 of the Civil Aviation Act, 2009 (Act No. 13 of 2009) (“hereinafter referred to as “the Act”), the Civil Aviation Authority (hereinafter referred to as “Authority”) is funded from, amongst others, levies or charges on aircraft passengers and participants in civil aviation as prescribed by national legislation.

2.2. As a state-owned institution, the SACAA is obliged to keep the public informed of its activities, both positive and negative. It is the role of the Communications and Stakeholder Relations Department, as a support function within the SACAA, to facilitate both external and internal communications through the effective use of appropriate tools and channels. Uncoordinated media interaction can result in inconsistent messaging, confusion, and controversy, posing a risk to the reputation of the SACAA brand, relationships with stakeholders.

2.3. Media monitoring is, therefore, crucial to ensure that these issues are addressed.

### 3. **Terms of reference**

The SACAA is hereby requesting that an experienced service provider be appointed to conduct media monitoring services. The appointment is for a period of two years.

### 4. **Scope of Work**

#### 4.1. **Daily Monitoring of Media Content Sources**

The Service Provider shall:

- Monitor media sources for media coverage of the SACAA and compile and distribute daily media clippings in which the SACAA is mentioned.
- Conduct monitoring of media sources seven (7) days a week.
- Monitor media sources based on mentions associated with the South African Civil Aviation Authority (i.e. SACAA, CAA, South African Civil Aviation Authority, spokespersons, and any variations thereof

that may be brought to the Service Provider's attention or those that the Service Provider would have picked in the course of executing the normal responsibilities relating to this service).

- Monitor **ALL MEDIA CHANNELS** - online media, print media, and broadcast media and all media sources (online, print, and broadcast), in terms of local (community), regional, national, Africa-wide and international media.
- Monitor coverage and mentions of key industry players such as the International Civil Aviation Organization (ICAO), African Civil Aviation Commission (AFCAC), and other civil aviation authorities as well as other key industry players that will form part of the monitoring list.

#### **4.2. Delivery of Notifications and Access to Clippings.**

The Service Provider shall:

- Aggregate and distribute media mention to the SACAA via e-mail on a daily basis to a minimum of three SACAA e-mail addresses and/or an alias that would consist of other key SACAA officials, at least three times a day
- Provide the SACAA Department: Communications and Stakeholder Relations Team of three (3 people) access to the web-based content platform where the full-text clippings of the media mentions received via e-mail can be accessed.
- The Service Provider must supply full-text articles of all media content in which the SACAA is mentioned. This means links to full-text articles online or full-text clippings of print articles and recordings of broadcasted items. Where a subscription is required to access full links, the service provider must access and provide the article in PDF format.
- As part of the Monthly, Quarterly, and Annual Reports, the service provider is expected to include Advertising Value Equivalence (AVE) for the media mentions in order to assess the PR value of the various media clippings. The Service Provider is to also provide Media Sentiment Graphs in the Monthly, Quarterly and Annual Reports. With the reports, the Service Provider is expected also to supply the recommendations on how to improve on the negative reporting as per the Sentiment Graph.
- Make the media clippings available in a way that is easily shareable on platforms such as the SACAA's newsletter, website or social media.
- Provide breaking news alerts of mentions that are part of a crisis or have the potential to harm the reputation of the SACAA if not attended immediately.

#### **4.3. Analysis and reporting.**

The Service Provider shall:

- Supply Monthly, Quarterly, and Annual Reports (i.e. editorial/coverage reputation analysis) on the following fields (AVE, media, volume and reach, tone, geography of media mentions, most prolific content sources, and the journalist that produced the content).

- Provide access to the web-based media analysis and reporting tool to the Department: Communications and Stakeholder Relations team (i.e. a minimum of three (3) people).
- Back search or historic search of at least three (3) years.
- Provide custom reports of media coverage received for three specific high-profile events (where SACAA is the host of the specific event, e.g. seminar, conference, etc.).

#### **4.4. Press Monitoring Database.**

The Service Provider shall:

Provide a media database (directory) of all the local, regional and national media they will be monitoring in South Africa, across Africa, and globally.

#### **4.5. Training, Access to Monitored Content, and Archived Content**

The Service Provider shall:

- Provide training to the three (3) team members who will be using the content platform.
- Provide the SACAA team (3 people) access to the web-based content platform where the full-text clippings of the media mention received via e-mail can be accessed.

### **5. Evaluation Process (SCM Procurement Process)**

The Request for Quotation will be evaluated based on the following:

#### **5.1. Mandatory Requirements**

All bidders are requested to submit the following mandatory documents, and failure to do so will result in an automatic disqualification:

- Proof of Registration on the National Treasury Central Supplier Database (CSD) –CSD Supplier Number must be supplied.
- Submit a completed SBD 4 Form dealing with the Declaration of Interest;
- And a detailed company profile.

#### **5.1 Technical / Functionality Assessment**

Technical / Functional evaluation of the quotations will be assessed in terms of the criteria as stated in the table below.

Potential service providers should take note of the Criteria, Weighting and Scoring when responding to this bid.

**TABLE 1: TECHNICAL / FUNCTIONALITY EVALUATION**

NO	EVALUATION CRITERIA	GUIDELINES FOR CRITERIA APPLICATION	MINIMUM POINTS	MAXIMUM POINTS
1	The service provider must demonstrate relevant professional experience in providing media monitoring services	<ul style="list-style-type: none"> <li>• Five (5) years' experience rendering media monitoring services – <b>15 points.</b></li> <li>• Seven (7) to eleven (11) years' experience in rendering media monitoring services – <b>20 points.</b></li> <li>• Ten (10) or more years' experience in rendering media monitoring services – <b>30 points.</b></li> </ul> <p>Service providers are expected to provide contactable references letters:</p> <ul style="list-style-type: none"> <li>• Three (3) to Four (4) contactable references letters – <b>30 points</b></li> <li>• Five (5) or more contactable references letters – <b>40 points</b></li> </ul>	15	30
2	Company must demonstrate capability to share content on a user-friendly platform	<p>Demonstrate available technologies and platforms.</p> <ul style="list-style-type: none"> <li>• Content that is only hosted and archived - <b>5 points</b></li> <li>• Content that is indexed and archived - <b>10 points</b></li> <li>• Content that is archived, indexed and easy to search - <b>15 points</b></li> </ul>	5	15
3.	Examples of Monthly, Quarterly, and Annual Reports	<p>Provide examples of three monthly, quarterly and annual reports.</p> <ul style="list-style-type: none"> <li>• One (1) example of each report - <b>5 points</b></li> </ul>	5	15

		<ul style="list-style-type: none"> <li>• Three (3) examples of each report - <b>10 points</b></li> <li>• Five (5) or more examples of each report - <b>15 points</b></li> </ul>		
			<b>55</b>	<b>100</b>

Only service providers that score 55 or more points on functionality will be considered for the final phase on Price and B-BBEE points.

## 5.2 Price and B-BBEE

Bidders who comply with the requirements of this bid will be evaluated according to the preference point scoring system as determined in the Preferential Procurement Regulations, 2017 pertaining to the Preferential Procurement Policy Framework Act, (Act No 5 of 2000).

For this bid **80** points will be allocated for Price and **20** points for B-BBEE status level of contributor.

This request for quotes will be evaluated using the 80/20 preferential point system. The following PPPFA formula is used to evaluate price:

$$PS = 80 \left( 1 - \frac{Pt - Pmin}{P \text{ min}} \right)$$

Ps = Points scored for price of the bid under consideration.

Pt = Rand value of bid under consideration.

Pmin = Rand value of lowest acceptable bid.

Only bidders that have achieved the minimum qualifying points on functionality will be evaluated further in accordance with the 80/20 preference point system as follows:

Points for this bid shall be awarded for:

- (a) Price; and
- (b) B-BBEE Status Level of Contributor.

The maximum points for this bid are allocated as follows:

	<b>POINTS</b>
PRICE	80
B-BBEE STATUS LEVEL OF CONTRIBUTOR	20
<b>Total points for Price and B-BBEE</b>	<b>100</b>

The SACAA will award preference points to bidders who provide an original or certified copy of a valid B-BBEE Verification Certificate or Affidavit issued by the accredited verification agency.

**POINTS AWARDED FOR B-BBEE STATUS LEVEL OF CONTRIBUTOR**

In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

<b>B-BBEE Status Level of Contributor</b>	<b>Number of points</b>
1	20
2	18
3	14
4	12
5	5
6	6
7	4
8	2
Non-Compliant contributor	0