

Media Monitoring and Analysis scope of work

Background

The objective is to have all media coverage related to Eskom collected and analysed. The appointed media analysis agency will be responsible for providing media monitoring analysis services to the Government and Regulatory Affairs Division (GRAD), enabling the Department to have a high level overview of how media reports are impacting on Eskom's reputation and how this exposure can be contained or limited (in case of negative coverage) and how it can be maintained, leveraged or improved (in case of positive coverage).

1. Media Monitoring

Media monitoring is one of the key aspects of the contract (the other being analysis). The agency will be responsible for the collection of all the media coverage relating to Eskom. The key services required under monitoring are:

1.1 Account Management

- Inter-agency collaboration with other Eskom's Publication Relations, and Marketing and Communication agencies
- Project management of all Eskom deliverables in relation to the contract.
- Preparation of presentation to Eskom decision-makers, where required.
- Attend status meetings and inter-agency integration meetings, on request and where necessary.

1.2 Monitoring of the media

Media types:

- Print, broadcast, digital (online) and **social media**

Range/scope of media monitoring:

- Consumer, business, and trade media.
- All national and regional media in South Africa.
- All community press in South Africa.
- All statements, reports and coverage from Parliament (SA).
- All media referencing Eskom and emerging electricity trends in the SADC region, the African Continent and the world at large
- Selected national media in some international countries (on request and on a project-by-project basis).

1.3 Transcription

- Transcription of broadcast coverage.
- Quality control (could involve a degree of editing) of the transcripts to ensure grammatical accuracy (language proficiency).

1.4 Portal and Archiving

- Provision of an online portal to serve as a repository of all Eskom coverage.
- Archiving of Eskom coverage (print, broadcast, digital and social media).

1.5 Reporting and Strategic Recommendations

- Immediate alerts on Eskom breaking news.
- Daily reports at 05h00, 15h00 and 19h00.
- Weekly statistical report (Fridays).
- Weekend coverage report (Saturdays and Sundays at 09h00 and 17h00)
- Monthly summary report (including Advertising Value Equivalent).

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The prospective media monitoring agency is expected to achieve the following deliverables:

- Daily email alerts of Eskom-related coverage and broadcast clips – also uploaded on the portal.
- Weekly statistical reports of Eskom related coverage.
- Monthly statistical report outlining volume of coverage, top issues, top media, top journalists.
- Quarterly benchmark reports.
- Annual strategic media coverage overview.
- Bi-annual emerging global issues and media trends.
- Coverage reports on emerging issues will be required on ad hoc basis.

Reports are required on daily, weekly, monthly, quarterly, and annual basis.

2. Media Analysis

The agency will also be responsible for providing media analysis services of all Eskom related content. The key deliverables of the media analysis aspect of the contract are:

2.1 Account Management

- Inter-agency collaboration with other Eskom's Public Relations, and Marketing and Communication agencies.
- Project management of all Eskom deliverables in relation to the contract.
- Preparation of media analysis presentations and reports
- The agency will attend monthly project status meetings when required
- The agency will attend annual performance discussion meetings.

2.2 Analysis of the media

- Evaluation of all data collected from print, broadcast and digital and social media
- Detailed media analysis, content analysis, trend analysis, reputational analysis, and sector (energy) analysis
- Identification of emerging issues that may impact Eskom's reputation
- Identification of stakeholder perceptions, commentary and sentiment (as it relates to Eskom)

2.3 Reporting

- Daily global energy issues report highlighting top news and themes affecting Eskom
- Weekly narrative assessments with key issues and recommendations for the week ahead
- Monthly media analysis reports which include:
 - Tracking of key issues
 - Top media and journalists reporting on Eskom
 - Top social media influencers
 - Share of voice
 - Sentiment of coverage
 - A snapshot of coverage on marketing programmes
- Strategic recommendations on how best to counter or leverage insights extracted from analysis Quarterly analysis report with benchmarks
- Annual strategic media overview
- Bi-annual emerging global issues and media trends report
- *Ad hoc* reports covering emerging issues
- Analysis report on coverage about Eskom's marketing and priority programmes such as the:
 - Air Quality Improvement Campaign

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- Distribution Load Management Program
- Eskom Expo for Young Scientists
- Eskom Development Foundation
- Nuclear Communications
- Public Safety
- Energy Losses management

2.4 Strategic recommendations

- In addition to the standard media analysis activities listed above, Eskom may occasionally require the Media Analysis agency to attend strategy sessions, workshops and brainstorming sessions. In these sessions Eskom invites relevant Marketing and Communication agencies to provide guidance and input into a strategy to ensure all viewpoints and gaps are covered.

Eskom will conduct annual performance assessments as part of this process, the agency is expected to complete a survey and attend performance discussion meetings.

ENDS

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18 October 2021