

## INVITATION FOR THE PROVISION OF MEDIA MONITORING SERVICE 01/04/2022 to 31/03/2023

### 1. BACKGROUND

The Human Sciences Research Council (HSRC) was established in 1968 as South Africa's statutory research agency and has grown to become the largest dedicated research institute in the social sciences and humanities on the African continent, doing cutting-edge public research in areas that are crucial to development.

The Council conducts large-scale, policy-relevant, social-scientific research for public sector users, non-governmental organisations and international development agencies. Research activities and structures are closely aligned with South Africa's national development priorities.

Our mandate is to inform the effective formulation and monitoring of government policy; to evaluate policy implementation; to stimulate public debate through the effective dissemination of research-based data and fact-based research results; to foster research collaboration; and to help build research capacity and infrastructure for the human sciences.

To achieve the continuous monitoring of this mandate and to create a searchable database of all media interaction of our researchers and research programmes, the HSRC requires the services of a company to provide a comprehensive media monitoring and surveillance service of news, current affairs and discussion programmes on all languages spoken in South Africa.

From our side, the benefits of appointing a media monitoring company with relevant and appropriate skills and experience will ensure:

- continuous, timely, systematic recording of radio and television broadcasts, **including community, campus and online radio**;
- continuous collection of press clippings from print media publications, **including community and business print publications**; and
- continuous collection of data from online information sources relating to the HSRC, its researchers and research projects.

This monitoring will help us evaluate the progress of our communication efforts.

**Media platforms to be monitored include the following:**

- **Print media** (newspapers, magazines etc; daily, weekly, monthly, weekend, community, campus, business)
- **Broadcast media** (radio and television; public, free-to-air, satellite, community, online, campus, business, etc.)
- **Online media** (WWW)
- **Social media content** (Twitter, Facebook etc.)

**2. SERVICE REQUIREMENTS**

Interested service providers must be able to demonstrate their capacity, capability and competency to provide:

- Daily print, broadcast, online and social media monitoring – providing audio, video, and newspaper clips and synopses of different issues relating to the HSRC, its research programmes, researchers and projects, as covered by mainstream, community, campus, national and international print, broadcast, as well as online and social media throughout South Africa, Africa and the world.
- Comprehensive global coverage from online media outlets on all HSRC related research activities, researchers and projects.
- A password-protected portal on which all mainstream and community print, online and broadcast, media monitoring products and analysis reports will be uploaded by the service provider and downloaded by authorised users from the HSRC.
- Print, broadcast and digital clips by email and portal at least twice per day.
- Media monitoring for the specialised press as well as for news agencies, websites, online dailies, blogs and social media. In addition, general business magazines, industry research publications and consumer magazines should be monitored.
- Press clipping (print, audio and video) that are available for viewing, printing and sharing within the HSRC, its employees and committees. This service should cover seven days a week and reporting is required five days per week. This service should include public holidays throughout the year.
- Monthly and quarterly electronic narrative and statistical analysis reports of all media coverage gathered for the HSRC.
- Well-cut and electronically processed print clips that can be downloaded and saved in a searchable data drive for future reference purposes. Clips should be allocated in full colour, as text and image, preferably PDF and JPG, in the published size and format.
- Effective and extensive quality control mechanisms to ensure that synopses, narrative and statistical reports are properly, consistently and accurately edited and factually correct.
- Timeously downloaded data from the Twitter stream and instantly available keyword matching coverage on the delivery platform, the password-protected portal. An indication of the number of tweets per day, the top tweeters as well as word trends in the form of a word cloud.

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- Proven record of at least five years' experience in media monitoring for similar institutions in all mediums: broadcast (radio and television audio and video clipping); print (newspaper clippings); online (websites, podcasts and video); social media (Twitter)
- Letters of support or reference letters from three clients (existing or recent clients with previous contracts not older than three years), briefly stating the nature of the service provided and their satisfaction with the service.

### 3. ADDITIONAL REQUIREMENTS

The contractor must possess the necessary infrastructure and personnel resources for the execution of these tasks.

The HSRC retains the final editorial authority for the Daily Press Review and can add or remove items.

The contractor should provide the HSRC with the name of one account manager that would be providing advice on daily media monitoring and periodical media analysis (from Mon – Fri).

**Copyrights concerning print and broadcast media clips:** The contractor should guarantee that they have obtained or will obtain, before providing the services, the rights and authorisations to upload clips into the HSRC media monitoring system and to send by all means of telecommunication (including, but not limited to electronic and ordinary mail) to the HSRC and its stakeholders.

**Copyrights concerning online media:** The contractor should guarantee that they have obtained and will be able to transfer to the HSRC all necessary rights and authorisations related to the use of the online media as described in this specification, including the right to display the relevant items in an electronic media monitoring system, solely accessible by HSRC staff, as well as right to use deep links pointing towards online media items, to the extent that copyright rules allow for doing so.

### 4. PROJECT TIMELINE, EXECUTION PLAN AND REPORT SAMPLES

The service provider needs to provide a detailed approach and methodology, setting out in detail how it will satisfy the objectives and deliverables outlined above.

This includes submitting a detailed project execution plan, linked to the specific deliverables.

#### Sample analytical report

The contractor will provide a five-day statistical and narrative analysis sample report, based on the HSRC keywords listed below.

This statistical analysis report must demonstrate the overall HSRC performance in terms of clip count, Advertising Value Equivalent (AVE), and readership/listenership/unique visitors etc.

Your statistical analysis report must also draw a comparison between the current monitoring period and the previous one, in terms of clip count and AVE.

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A statistical analysis breakdown must be provided in terms of media type and media group, focusing on print, broadcast and online media.

Providing a comparison of various HSRC units/research programmes will be a bonus.

One A4-page trend analysis/narrative report analysing the above-mentioned five days must be provided.

**Keywords are:**

[Human Sciences Research Council \(HSRC\)](#)

**HSRC Units**

[Africa Institute of South Africa \(AISA\)](#)

[Centre for Science, Technology and Innovation Indicators \(CeSTII\)](#)

[Developmental, Capable and Ethical State \(DCES\)](#)

[BRICS Research Centre](#)

[Inclusive Economic Development \(IED\)](#)

[Human and Social Capabilities \(HSC\)](#)

[eResearch Knowledge Centre \(eRKC\)](#)

[Impact Centre \(IC\)](#)

[HSRC Publishing](#)

**The following flagship projects are periodic:**

[South African Social Attitudes Survey \(SASAS\)](#)

[South African National HIV Prevalence, Incidence and Behaviour Survey \(SABSSM\)](#)

[Trends in International Mathematics and Science Study \(TIMSS SA\)](#) **\*Please track the South African chapter/report only**

[Labour Market Intelligence Partnership – \(LMIP\)](#)

[African Unity for Renaissance International Conference and Africa Day Expo \(AUR\)](#)

[Africa Young Graduates and Scholars Conference \(AYGS\)](#)

[Annual Archie Mafeje Memorial Lecture](#)

## **5. CONTRACTUAL AGREEMENT**

The appointed service provider will be required to enter a 12-month contract with the HSRC, based on the requirements and deliverables. The contract will include *inter alia* a schedule of delivery and payments to ensure that payments are linked to specified deliverables. The service provider will be required to allocate a designated account manager who will liaise and consult with the HSRC's account manager regarding the assignment.

## **6. CONCLUSION**

Applications are invited from service providers who fulfil the requirements outlined above. The applications should be accompanied by a profile of the provider/s together with a **detailed cost for services that will be rendered**.

Applicants should respond in detail to the specifications provided, outlining the experience of the service provider together with a motivation for why the service provider would be best suited for the project.

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Applications will be reviewed in line with the requirements and payment for services will be negotiated before the signing of a contract and delivery agreement.

The appointment will be for a fixed-term contract of 12 months.

## 7. EVALUATION CRITERIA

### EVALUATION CRITERIA THAT WILL BE APPLIED

Functionality	Weight	Score
<p><b>7.1 Report Sample:</b></p> <p>Provide a five-day statistical and narrative analysis sample report based on the HSRC keywords listed above; the statistical analysis report must demonstrate the overall HSRC performance in terms of clip count, Advertising Value Equivalent (AVE), and readership/listenership/unique visitors; the statistical analysis report must also draw a comparison between the current monitoring period and the previous one in terms of clip count and AVE; provide a statistical analysis breakdown in terms of media type and media group focusing on print, broadcast and online media; comparison of various HSRC units/research programmes will be a bonus; provide one A4 page trend analysis/narrative report analysing these five days. (Keywords have been provided under item <b>4. Project timeline, execution plan and report sample</b>) - 50 points</p> <ul style="list-style-type: none"> <li>• Average response to the above-listed elements 10 points</li> <li>• Partial response to the above-listed elements 30 points</li> <li>• Total response to the above-listed elements =50 points</li> </ul>	50	.....
<p><b>7.2. Execution plan:</b> Outline how they are going to roll out the project at the HSRC and how they will deliver the required services - <b>25 points</b></p> <p>Good project execution approach plan = 25 points  Fair project execution approach plan = 15 points  Poor project execution approach plan = 5 points  No project execution approach plan = 0 points</p> <p><b>7.3. Proven record (at least five years' experience) of media monitoring for similar institutions in all media platforms:</b> Radio news and programme clippings (sound); television (news, programme clippings and interviews); print (newspaper clippings); and online (websites, blogs, podcasts and video). <b>Provide letters of support from three clients</b> (existing or recent clients with previous contracts not older than three years), briefly stating the nature of the service provided and their satisfaction with the service - <b>25 points</b></p>	25	.....

Less than five years = 7 points 7-10 years = 15 points More than 10 years = 25 points		
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**OTAL**

**=100**

Proposals that are awarded less than 70 points during the adjudication process will automatically fall out of the process.

#### **ADDITIONAL PROJECT INFORMATION**

ENQUIRIES TO SUPPLY CHAIN MANAGEMENT: Mandisa Mamotsau [mmamotsau@hsrc.ac.za](mailto:mmamotsau@hsrc.ac.za)/ 012 302 2430.

**Compulsory Briefing will take place on the 05 Nov 2021, please send your email to [mmonareng@hsrc.ac.za](mailto:mmonareng@hsrc.ac.za) not later than the 03 Nov 2021 in order to receive the Zoom Link**

**Closing Date for RFQ's is the 19 Nov 2021**

**Email your proposal to [mmonareng@hsrc.ac.za](mailto:mmonareng@hsrc.ac.za) not later than the 19 Nov 2021 @16:00 pm**