

SCOPE OF WORK AND EVALUATION CRITERIA

RFP: PROVISION OF MEDIA MONITORING SERVICES TO THE CEF GROUP FOR A YEAR

1. INTRODUCTION

CEF SOC Ltd is a state-owned company involved in the search for appropriate energy solutions to meet the energy needs of South Africa and the sub-Saharan African region. It also manages the operation and development of the oil and gas assets of the South African government. The company, which manages six subsidiaries namely, AEMFC, iGAS, PASA, PetroSA, SFF & SANPC falls under the auspices of the Department of Mineral Resources & Energy (DMRE). For more information you can visit www.cefgroup.co.za

2. BACKGROUND

As a state-owned entity, the CEF Group of companies operates in the public domain and interacts with a number of key stakeholders including the media. The organisation utilizes media to educate, inform, as well as create awareness around the group services and operations. Owing to this, CEF and its subsidiary companies are mentioned frequently in different media such as print, digital and broadcast for a variety of reasons.

The aim of CEF's media strategy is to favourably position itself in the media industry as a leader in the energy industry. It is about profiling the company and its subsidiaries in a way that will raise awareness about its brand as well as protect and enhance its image (reputation management). In order to efficiently do that, CEF Group needs to know and understand what stories are being written or broadcasted about it even on social media platforms. These stories need to be analysed in order to understand which media or journalist is writing about the organisation and how that impacts the company.

3. TENDER OBJECTIVE

Bidder proposals are hereby invited for the provision of Media Monitoring and Analysis services to the CEF Group for a period of a year.

4. SCOPE OF WORK

This proposal must enable CEF to effectively and comprehensively monitor national and International print and online media content about the CEF Group of companies. It should also give CEF access to published plans, programmes and policies of Government in particular the DMRE and industry news relating to the oil, gas and renewable energy. Overall, the successful bidder must provide the following:

4.1 Media Coverage Monitoring:

4.1.1 Print Monitoring

- Monitor all major daily and weekly titles including regional titles, community newspapers, major national newspapers, magazines, trade journals and periodicals. All these titles will be carefully monitored by the successful bidder for specific keywords or topics, as per agreement with CEF.
- Daily monitoring of print media must result in the relevant articles being electronically distributed to CEF at least three (3) times a day via e-mail.
- In addition, 24-hour daily access to digital and/or PDF versions of the relevant articles must be provided through the bidder's website.

4.1.2 Broadcast Monitoring

- All television and radio news broadcasts, television and radio programmes including phone-in programmes must be monitored on a daily basis.
- Provision of summaries as well as video and audio clips of the relevant television and radio broadcast; and
- An SMS notification must be sent to designated CEF officials of significant radio and television broadcasts under way in accordance with keywords provided
- The successful bidder must upon request be able to provide CEF with copies of radio or television broadcasts on CD or DVD within 6 - 12 hours after broadcast. This will assist with breaking news issues related to CEF Group of companies.

4.1.3 Online and Social Media Monitoring

- Daily monitoring of online media must include online versions of all relevant publications as stipulated for print media above, as well as other online publications.
- The successful bidder would also need to monitor social media including Facebook, Twitter, websites, blogs, chat rooms and related online media for content that involves the work of CEF Group of companies.

4.2 Media Analysis and Trends:

Analysis of reports and coverage from print, broadcast and online media must be done on a monthly basis as well as per ad hoc request where for example analysis is required on a trending or topical or extensively reported issue related to CEF Group of companies. The report should be sent to CEF Group as follows:

- **Quantitative Analysis:** The media content analysis must include a quantitative measurement of actual coverage received (per centimetre column or per second/minute etc.), as well as the equivalent advertising value of such coverage in all media.
- **Qualitative Analysis:** The media content analysis report must include qualitative analysis of the key issues covered in the media that is of relevance to CEF Group, the public perception of the key issues that involve CEF Group and the nature of

coverage (positive, negative or neutral) and the reputational impact of such coverage on CEF Group.

- ✓ The analysis should identify the key journalists and media houses covering these issues.
 - ✓ Objective analysis of media reports as they relate to the perceived image of CEF Group in the media, is required. This includes analysis of the perceived public image of CEF Group services, achievements, organisational developments as well as developments in CEF Group environment that have an impact on its reputation.
 - ✓ Analysis of public perceptions of CEF as expressed by media commentators and stakeholders in the media, is also required. Analysis should identify and highlight reporting trends, angles and potential reputational risks, providing strategic insight to CEF.
- **Frequency:** The analysis report to be produced monthly and submitted electronically via email and also archived on the digital app for easy retrieval. The time frame for submission of the reports should be as follows:
 - ✓ Monthly report – two (2) working days after month-end;
 - ✓ Ad hoc report – within six (6) hours of a request from CEF.

4.3 Technical Training:

The successful bidder is also required to provide technical training and after hours and weekend support with regard to accessing the electronic portal where articles (print or online) and broadcast items are stored. Furthermore, to provide the online tutorial that enables navigation of summaries provided to CEF.

4.4 Comply with and adhere to copyright requirements

4.5 Make available a comprehensive database of national media sources to which CEF will have access

4.6 Tracking of media coverage must be based on the following mentions:

- 4.6.1 Central Energy Fund (CEF SOC Ltd and CEF Group)
- 4.6.2 African Exploration Mining and Finance Corporation (AEMFC)
- 4.6.3 Petroleum Agency of South Africa (PASA)
- 4.6.4 The South African National Petroleum Company (SANPC)
- 4.6.5 The South African Gas Development Company (iGAS)
- 4.6.6 The Petroleum Oil & Gas Corporation of South Africa (PetroSA)
- 4.6.7 The Strategic Fuel Fund (SFF)
- 4.6.8 CEF Group CEO – Dr. Ishmael Poolo
- 4.6.9 CEF Group COO – Dr. Tshepo Mokoka
- 4.6.10 CEF Group Chairperson – Ms. Ayanda Noah
- 4.6.11 SANPC Interim CEO – Mr Godfrey Moagi
- 4.6.12 SANPC Chairperson – Mr Sipho Mkhize

- 4.6.13 PASA COO – Mr. Bongani Sayidini
- 4.6.14 PASA Chairperson – Mr. Satish Roopa
- 4.6.15 PetroSA CEO – Mr. Xolile Sizani
- 4.6.16 PetroSA Interim COO – Ms. Sesakho Magadla
- 4.6.17 AEMFC CEO – Mr. Lemogang Pitsoe
- 4.6.18 AEMFC Interim Chairperson – Mr. Msingathi Madokwe
- 4.6.19 SFF COO – Mr. Mfano Nkutha
- 4.6.20 Legacy Chairperson – Ms Unati Figlan
- 4.6.21 The Department of Mineral Resources and Energy (DMRE)
- 4.6.22 Mineral Resources & Energy Minister Gwede Mantashe
- 4.6.23 Mineral Resources & Energy Deputy Minister Dr. Nobuhle Nkabane
- 4.6.24 Electricity Minister Kgosientsho Ramokgopa
- 4.6.25 The Republic of Mozambique Pipeline Investments Company (Rompcoc)
- 4.6.26 Rompcoc CEO – Mr. Mlandzeni Boyce
- 4.6.27 Acwa Power SA
- 4.6.28 Independent Power Producer of SA (IPP)
- 4.6.29 Renergen SA
- 4.6.30 Oil, Gas, Renewables across South Africa

5. PRICING SCHEDULE

The service provider will have to give a total projected cost for the list of services as noted below:

Service Description	Frequency	Unit Price	Monthly Charges	Total
Media Coverage Monitoring	3xdaily	R	R	R
Media Analysis Reports & Trends	Quarterly	R	R	R
Alerts	3xdaily	R	R	R
Technical Training	Once off	R	-	R
Additional benefits		R	R	R
Total				R
VAT				R
Grand Total				R

7. TECHNICAL EVALUATION CRITERIA

1.1 Bidders Relevant Experience

1.1.1 Company Experience

The bidder must provide a list of companies they've provided the same work for in the past five years (2019 to date)

	Evaluation Criteria	Document as Evidence	Score	Weighting %
Details of past projects	5 projects	List of past projects	5	10%
	4 projects		4	
	3 projects		3	
	2 projects		2	
	1 project		1	
	No project/Projects before 2019		0	

1.1.2 Client References

The bidder must provide **signed and dated** reference letters on clients **letterhead** from previous and current clients. The reference letters should not be more than five years (2019 to date).

The evaluation committee reserves the right to verify all letters. Unsigned, not a letterhead and no dated letters will result in bidder scoring zero.

	Evaluation Criteria	Document as Evidence	Score	Weighting %
Client References	Bidder submitted 5 relevant reference letters	Reference letters	5	10%
	Bidder submitted 4 relevant reference letters		4	
	Bidder submitted 3 relevant reference letters		3	
	Bidder submitted 2 relevant reference letters		2	
	Bidder submitted 1 relevant reference letter		1	
	Bidder did not provide any relevant reference letters		0	

1.1.3 Project team

Submit structure and composition of team (structure indicating titles/positions). Bidders to also submit CVs/profiles of project team which highlight and demonstrate relevant experience. **NB:** The bidder must submit structure/composition of team who'll be working on this project.

	Evaluation Criteria	Document as Evidence	Score	Weighting %
Project team	Project team structure, composition & team members CVs/profiles (relevant experience of more than 20 years combined)	Team structure, composition & members' CVs/profiles	5	10%
	Project team structure, composition & team member's CVs/profiles (relevant experience of less than 20 years but above 10years)		3	
	Project team structure, composition & team member's CVs/profiles (relevant experience of less than 10 years)		1	
	No demonstration of team members/ relevant experience		0	

1.2 Media Monitoring Services

The bidder should demonstrate their state-of-the-art technology tools capable to all media platforms:

- Archive
- Provide Infographics
- Generate web-analytics including social media
- Capability of producing back-search reports
- Capability of producing weekly, monthly, and annual reports remotely by end user.
- Issue alerts (via email and sms) of breaking news both print, broadcast & online, including social media as per agreed timelines (i.e. 08am, 12pm & 16pm)

	Evaluation Criteria	Document as Evidence	Score	Weighting %
In-house Infrastructure	Tools that can cater to five (5) or more of the above capabilities	State or list the technology tools which will be used for monitoring and specify how they cater to the above mentioned requirements	5	50%
	Tools that can cater to any four (4) of the above capabilities		4	
	Tools that can cater to any three (3) of the above capabilities		3	
	Tools that can cater to any two (2) of the above capabilities		2	
	Tools that can cater to only one (1) of the above capabilities		1	
	Tools cater none of the above capabilities		0	

1.3 Analysis Reports

Submit a sample/ dummy report of a Quantitative and Qualitative (media analysis) Report, showcasing the following:

- Depicting print, broadcast & online mentions with graphical representation of the total clip count (The reports should be broken as follows: Print- statistical overview, media type, region summary, Broadcast channel summary & Online website summary)
- Depicting print, broadcast & online coverage with a representation of the clip count & tonality of coverage. These should include both Positive & Negative summaries for print, broadcast & online data
- Breakdown analysis on the tonality of the coverage
- Showing the advertising Value Equivalent (AVE)
- Showing Public Relations value of the coverage

	Evaluation Criteria	Document as Evidence	Score	Weighting %
Analysis Reports	Methodology depicting all five (5) of the above capabilities	Sample/dummy report	5	10%
	Methodology depicting four (4) of the above capabilities		4	
	Methodology depicting three (3) of the above capabilities		3	
	Methodology depicting two (2) of the above capabilities		2	
	Methodology depicting only one (1) of the above capabilities		1	
	Methodology depicting none of the above capabilities		0	

1.4 TECHNICAL TRAINING

The successful bidder is also required to provide technical training that provide the following elements:

- Toolkit guideline for online generation of reports after hours and weekends
- Virtual & physical training plan
- Comparable and cost-effective Budget

	Evaluation Criteria	Document as Evidence	Score	Weighting %
Technical Training	Toolkit provided all 3 of the above capabilities	Easy toolkit guide	5	10%
	Toolkit provided only 2 of the above capabilities		3	
	Toolkit provided only 1 of the above capabilities		1	
	Easy toolkit guide provided none of the above capabilities		0	

