



government communications

Department:
Government Communication & Information System
REPUBLIC OF SOUTH AFRICA

TERMS OF REFERENCE GCIS MEDIA MONITORING SERVICE FOR SELECTED BROADCAST MEDIA RFB: 003-2024/2025

1. BACKGROUND

- 1.1 The Government Communication and Information System (GCIS) is primarily responsible for providing strategic leadership in communication and coordinating a government communication system that ensures the public is informed and have access to government programmes and policies that benefit them.
- 1.2 To fulfil its mandate, GCIS has to be at the forefront of monitoring media coverage affecting government and the country. The department monitors national and international print, broadcast and online media coverage relating to South Africa, in particular the programmes, policies and priorities of Government, on a daily basis. This forms the backbone to produce extensive media coverage reports, which are also compiled on a daily basis.
- 1.3 GCIS requires the services of a company to provide a media monitoring service of news and current affairs programmes on selected broadcast media as specified in the specifications. Bidders must indicate in detail how the monitoring will be undertaken and provide examples of comprehensive summaries of coverage on news and current affairs programmes. The summaries will be incorporated into GCIS media coverage reports.
- 1.4 The company should demonstrate capacity, capability and competency to deliver on this project and that it is able to provide a service which will meet the expectations of GCIS.

2. OBJECTIVES OF THE PROJECT

- 2.1 This project will:
 - 2.1.1 Enable GCIS to effectively and comprehensively monitor coverage about government and the image of the country as carried on news and current affairs programmes on selected broadcast media; and
 - 2.1.2 Enable GCIS to compile comprehensive media coverage reports that incorporate reporting on news and current affairs programmes by selected broadcast media.

3. REQUIREMENTS FOR MONITORING OF COVERAGE ON SELECTED BROADCAST MEDIA

- 3.1 GCIS needs to compile comprehensive media monitoring reports that take coverage on news and current affairs programmes by selected broadcast media into account. Such a media monitoring service will complement media monitoring already undertaken by the Department.
- 3.2 To this end, bidders must demonstrate their capacity, capability and competency to provide comprehensive summaries of coverage of **current affairs programmes and prime time news as well as breaking news** as per the options below:

OPTION 1	OPTION 2
<p>The following six African Language Stations:</p> <ul style="list-style-type: none"> • Ukhozi FM; • Lesedi FM; • Motsweding FM; • Umhlobo Wenene FM; and • Thobela FM. • Radio Sonder Grense (RSG). <p>AND</p> <p>The following television stations:</p> <ul style="list-style-type: none"> • eNCA; • Newzroom Afrika; • SABC News 24-hour channel. 	<p>The following six African Language Stations:</p> <ul style="list-style-type: none"> • Ukhozi FM; • Lesedi FM; • Motsweding FM; • Umhlobo Wenene FM; and • Thobela fm. • Radio Sonder Grense (RSG) <p>The following three English language stations:</p> <ul style="list-style-type: none"> • SAFM; • Power FM; and • Radio 702/ Eye Witness News (EWN). <p>AND</p> <p>The following television stations:</p> <ul style="list-style-type: none"> • eNCA; • Newzroom Afrika; • SABC News 24-hour channel.

- 3.3 Issues to be monitored:
- 3.3.1 Government Priorities
- 3.3.2 The National Development Plan (NDP) and
- 3.3.3 Any other government related issues or events that may be identified by GCIS during the year, such as the State of the Nation Address, Budget Speech, Gender-Based Violence and Femicide (GBVF), World Economic Forum, World Economic Forum Africa, Mining Indaba, Budget Votes, Medium Term Budget Policy Statements, commemorative days or months and Imbizos.
- 3.4 **Prospective service provider/s must deliver comprehensive summaries. These summaries must contain the following variables:**
- 3.4.1 Headline/topic which gives a view of what a story is about;
- 3.4.2 Date of broadcast;
- 3.4.3 Broadcast station;

- 3.4.4 Programme;
- 3.4.5 Time slot;
- 3.4.6 Duration of interview/insert/item;
- 3.4.7 Discussion topic/issue;
- 3.4.8 Presenter's details;
- 3.4.9 Interviewer/journalist's details/designation/affiliation;
- 3.4.10 Interviewee's/interviewees' details, including designation, capacity of affiliation; and
- 3.4.11 Full and comprehensive summaries of current affairs programmes which must reflect the crux of the opinion/s expressed by each interviewee.
- 3.4.12 Links to available podcasts or YouTube clips should be provided.
- 3.5 Summaries must be comprehensive, accurate, concise, clear and easy to understand.
- 3.6 Bidders must implement effective and extensive quality control mechanisms to ensure that summaries are properly edited.
- 3.7 Summaries must be in a format agreed to with GCIS in order to allow for the data to be imported into existing databases.
- 3.8 Data must be for downloading in Comma Separated Values (CSV) and Microsoft excel format for the purposes of the GCIS.
- 3.9 Bidders must clearly indicate how the summaries will be made available for the exclusive use of GCIS 365 days a year, i.e. via a GCIS exclusive user portal and via email to GCIS determined recipients.
- 3.10 Summaries must be available on a portal for the exclusive use of GCIS. The data must be fully searchable and archived to ensure GCIS is able to conduct back-searches. The latter must cover the period from inception date of the service and for the entire duration of the contract.
- 3.11 Bidders are required to provide examples of similar services and summaries to enable GCIS to assess quality and utility.
- 3.12 Summaries must be provided on day of broadcast, i.e. it will not be accepted if coverage from the previous day is only made available the following day or later thereafter.
- 3.13 Bidders will be required to work with GCIS to further refine the existing Code Book to guide Media Monitoring.
- 3.14 Training must be provided to multiple users on the use of the portal.
- 3.15 Confirm that copyright requirements are complied with and adhered to.

4. DELIVERABLES ON MONITORING OF COVERAGE ON SELECTED BROADCAST MEDIA

- 4.1 Summaries of coverage on news and current affairs programmes **must be provided on the day of broadcast, i.e. it will not be accepted if coverage from the previous day is only made available the following day or later thereafter. Summaries must be provided at the following intervals:**
 - 4.1.1 Daily before 08:00;
 - 4.1.2 **Daily before 12:00;**
 - 4.1.3 **Daily before 15:00; and**
 - 4.1.4 **Daily before 21:00.**

- 4.2 GCIS reserves the right to change the brief and expectations in line with operational requirements. However, any such request or change will be reasonable and within the spirit of the RFB.

5. EXPERIENCE AND CREDENTIALS

- 5.1 Bidders need to have a minimum of 4 years or more proven experience in providing media monitoring, of all the news and current affairs programmes on selected broadcast media. In addition to the information requested, bidders must supply:

- 5.1.1 Detailed information on experience in providing a service of this nature. Experience in government media monitoring will be an added advantage. In this instance bidders must provide examples of media monitoring outputs (Separated Values (CSV) file or Microsoft Excel file) and summaries of current or previous work rendered.

- 5.2 References and contact information of minimum of three contactable clients for whom similar services have been rendered in the last 12 months.

5.3 Managing the GCIS account:

- 5.3.1 Bidders must assign a dedicated project manager with experience in media monitoring to manage the project and provide detailed information on the experience and credentials of the person in their proposals.

6. DURATION OF CONTRACT

- 6.1 The contract is for a period of three (3) years. The successful service provider will be appointed for a period of three (3) years

7. SPECIAL CONDITIONS OF THE RFB

7.1 Handling of Erratum/s

- 7.1.1 Should there be a need for the department to issue an erratum for this bid due to major errors to the specification, the erratum will be issued 10 days before the closing date of this bid. Erratum will not be issued for minor grammatical errors or typing errors that do not impact the context of the requirements as well as the evaluation criteria.

- 7.1.2 The erratum will be issued with a new closing date that will be determined by the department to enable potential service providers to adjust their proposals should it be necessary.

- 7.1.3 Should potential service provider have already submitted their proposals before the erratum was issued, and the erratum have an impact on the proposal already issued, potential service providers may request that the proposal be given back to the potential bidder. Should this be the case, the following process will be undertaken;

7.1.3.1 The relevant potential bidder through the duly authorised representative of the bidder, may sent written communication to the department requesting collection of the submitted proposal.

7.1.3.2 The relevant potential service provider must in their written communication provide the details of when their representative will be coming to GCIS to collect the proposal taking into consideration the working hours of GCIS as well as the closing date of the bid.

7.1.3.3 The representative of the relevant potential service provider will be required to sign for receipt of the proposal. The record will be kept for audit purposes.

7.1.3.4 GCIS will not be held responsible for the bid proposal of the relevant service provider once the proposal is removed from the premises of GCIS by the duly authorised representative of the potential service provider.

7.1.3.5 GCIS will also not be held responsible for the bid proposal of the relevant potential service provider should the proposal be fraudulently removed from the premises of GCIS by any person posing as a duly representative of the potential service provider

7.1.3.6 The following should also be noted by potential service providers;

7.1.3.6.1 It is the responsibility of the relevant potential bidder to ensure a new bid proposal that is aligned to the adjusted specification is submitted.

7.1.3.6.2 Should the relevant potential service provider / s not collect the already submitted proposal and submit another proposal for this bid, GCIS will deem the newly or last submitted bid proposal as the proposal submitted for this bid.

7.2 GENERAL INFORMATION

7.2.1 It should be noted that GCIS reserves the right to award, partially award, not award and or cancel this bid should due to;

7.2.1.1 **Non-affordability,**

7.2.1.2 **Changes in the needs of the department,**

7.2.1.3 **Suspected fraud**

7.2.1.4 **Funds are no longer available to cover the total envisaged expenditure.**

7.2.1.5 **No acceptable offer is received.**

7.2.1.6 **There is a material irregularity in the tender process and or**

7.2.1.7 **Material errors in specifications.**

7.2.2 Should it be established during any process of assessing the proposals that clarity is sought, potential service providers will be required to provide the information within five days of having received the request from GCIS.

7.3 NEGOTIATIONS

7.3.1 Quantities

7.3.1.1 GCIS reserves the right to reduce or increase the number of security personnel required. Should this need arise, GCIS will negotiate with the potential successful service provider.

7.3.1.2 Should the potential successful service provider not be willing to negotiate, GCIS reserves the right to negotiate with the other potential service providers who submitted bid proposals for this bid, in sequence of points attained.

7.3.1.3 Should all the bidders who submitted bid proposals not be willing to negotiate, GCIS reserves the right to cancel this bid and explore the available alternatives within the legislative framework and or readvertise the tender.

7.3.2 Prices

7.3.2.1 Due to the fiscus constraints, GCIS reserves the right to negotiate the price offered for this bid with the successful potential service provider.

7.3.2.2 Should the potential successful service provider not be willing to negotiate, GCIS reserves the right to negotiate with the other potential service providers who submitted bid proposals for this tender.

7.3.2.3 Should all the potential service providers who submitted bid proposals not be willing to negotiate, GCIS reserves the right to cancel this bid and explore the available alternatives within the legislative framework and or readvertise this tender.

7.3.3 Service Level Agreement

7.3.3.1 Post the award, a service level agreement (SLA) will be signed between the successful service provider and GCIS upon acceptance of the offer by the successful service provider.

7.3.3.2 The SLA must be signed by all parties within 20 days of accepting of the offer for this bid.

8. INFORMATION REQUIRED FROM BIDDERS

8.1 Registration on Central Suppliers Database (CSD)

8.1.1 Prospective bidders must be registered on the Central Suppliers Database (CSD) and provide CSD registration number. If a bidder is not registered, the bidder must complete the CSD registration of the company prior to submitting a proposal for this bid using the link <https://secure.csd.gov.za/>.

8.1.2 In line with the legislative requirements, potential service providers must be registered on the Central Supplier Database (CSD) and provide proof of CSD registration in a form of a MAAA number or CSD report.

8.1.3 It is the responsibility of the potential service provider/s to ensure that their companies are registered on the CSD prior to submitting their bid proposals. Failure to register on the CSD by the time the bid proposal is submitted by the potential service provider

will deem the proposal of the service provider as non-compliant. This implies that the proposal of the bidder will not be evaluated on any of the Gates indicated under Evaluation Criteria.

9. SPECIFIC GOALS (Preference Points)

9.1 In line with the Preferential Procurement Regulations of 2022 and the Supply Chain Management Policy, for this RFB the specific goal for this bid is indicated on the paragraphs below. Potential Service Provider/s are to ensure that they provide the relevant required supporting documentation to claim the preference points. The required supporting documentation and descriptions are outlined on the paragraphs below.

9.1.1 Enterprise that are 40% or more owned by women.

9.1.1.1 To claim preference points in this regard, potential service provider/s are to provide the following information;

(I) Valid BBEEE Certificate or a sworn affidavit to support proof of ownership by women.

9.1.2 Enterprise that are 20% or more owned by Youth.

9.1.2.1 To claim preference points in this regard, potential service provider/s are to provide the following information;

(I) Valid BBEEE Certificate or a sworn affidavit to support proof of ownership by women.

10. STANDARD BIDDING DOCUMENTS

10.1 The proposal/s submitted by potential service providers/suppliers for the service required must be accompanied by standard bidding documents.

10.2 These documents must be fully, accurately completed and signed by the duly authorised representative of the prospective bidder:

(I) Invitation to Bid – SBD 1;

(II) Pricing Schedule - SBD 3.3;

(III) Declaration of Interest – SBD 4;

(IV) Preference Points Claim Form – SBD 6.1;

(V) General Conditions of the contract (GCC) – Initial each page

(VI) Checklist

11. PRICING

11.1 All quotes must be VAT inclusive.

- 11.2 Bidder(s) must provide a detailed cost breakdown/ quotation separately for this Bid (RFB). Price escalations for second year and third year must be included.
- 11.3 Quotes/cost breakdowns submitted must clearly indicate pricing per month for the services to be rendered for the three-year period.
- 11.4 Bidding companies must provide an indication of how they will manage the billing process and ensure that invoices are submitted timeously.
- 11.5 GCIS reserves the right to downscale or upscale the required services should the need arise.
- 11.6 **Prices (VAT inclusive) will be fixed for the duration of the contract and no price increases will be allowed.**
- 11.7 **Pricing (VAT inclusive) must be submitted in the following table format:**

OPTION 1:

Year 1:	Total Monthly Cost:	R	x12	= R	Total Per Annum
Year 2:	Total Monthly Cost:	R	x12	= R	Total Per Annum
Year 3:	Total Monthly Cost:	R	x12	= R	Total Per Annum
				= R	Total

OPTION 2:

Year 1:	Total Monthly Cost:	R	x12	= R	Total Per Annum
Year 2:	Total Monthly Cost:	R	x12	= R	Total Per Annum
Year 3:	Total Monthly Cost:	R	x12	= R	Total Per Annum
				= R	Total

12. BID EVALUATION PROCESS AND EVALUATION CRITERIA

12.1 BID EVALUATION PROCESS

12.1.1 The bidders will be evaluated in terms of the Preferential Procurement Regulations of 2022 which includes 80/20 preference points system, where 80 points will be for price only and the 20 points for specific RDP goals.

12.1.2 The evaluation process will be a two-phase process consisting of (i) Technical Evaluation (Gate 1) and (ii) Price and Preference Point System (Gate 2). These are

phases set as minimum standards (Gates) that prospective service provider/s must meet in order to be selected as successful service provider/s.

12.1.3 The two-phase process is set out in the table below:

Table 1:

Gate 1: Functionality	Gate 2: Price and Specific RDP goals
1. Minimum Score to be met by prospective service providers	1. The bidder/s will be evaluated in terms of the 80/20 preference points system, where 80 points will be for price only and the 20 points for specific RDP Goal.
2. Bidders who scores 70% or more on functionality will progress to Gate 2 (Price and Specific RDP goals).	2. Specific Goal: Women enterprise, Youth enterprise, to submit all the required documents as per paragraph 9.
3. The technical evaluation criteria is detailed in paragraph 13.	

13. BID EVALUATION CRITERIA

14. Technical Evaluation Criteria (Gate 1)

- 14.1 Prospective service provider/s that score 70% or more on functionality in Gate 1 will proceed to Gate 2.
- 14.2 Bidder/s that proceed to Gate 2 will be evaluated in terms of the 80/20 preference points system, where 80 points will be for price only and the 20 points for Specific RDP Goals.
- 14.3 All prospective service provider/s are requested to attend to all aspects of the bid evaluation criteria to avoid unnecessary loss of points during the evaluation process.
- 14.4 Bidders will be evaluated in Gate 1 for functionality with the below criteria:

Table 2: Technical Evaluation Criteria

ASPECTS	FUNCTIONALITY	WEIGHT
1. Capacity, capability and competency	Capacity, capability and competency to provide comprehensive summaries of coverage of news and current affairs programmes.	25
2. High quality summaries	A minimum of three comprehensive high quality summaries as per section 3.4. of specifications.	25
3. Experience and Credentials	Minimum of 4 years or more proven experience in providing media monitoring and credentials of the service provider. 4 years = 4 points 5 years and above = 5 points	10

4. Reference Letters	Details of minimum of three contactable signed reference letters where similar projects have been undertaken. 5 and above references – 5 points 4 references - 4 points 3 references – 3 points	5
5. Project Manager	A dedicated project manager with experience in media monitoring. Provide experience and credentials of the project manager.	5
6. Capability to provide the required media monitoring	Capability to provide the required media monitoring outputs in Comma Separated Values (CSV) file or Microsoft excel file with all the required variables as per section 3.4. (one example required).	20
7. Timelines for Delivery	Detailed information on delivery as per specified timelines specified on paragraph 4.1	10
TOTAL		100

Values: Non - submission = 0; 1 = Poor; 2 = Average; 3 = Acceptable; 4 = Very good; 5 = Excellent

The percentage for functionality will be calculated as follows:

$$\frac{A}{B} \times 100$$

Where:

A = total score of the bidder

B = maximum score, i.e. 500

NB: All bidders are requested to attend to all aspects of the bid evaluation criteria to avoid unnecessary loss of points during the evaluation process.

15. PREFERENTIAL PROCUREMENT EVALUATION POINTS

- 15.1 Preferential Procurement Regulation 2022 which informs the GCIS policy was utilized for the allocation of preference points. The bidders will be evaluated in terms of the 80/20 preference points system, where 80 points will be for price only and the 20 points for specific RDP goal.
- 15.2 Service Provider/s wishing to claim points in terms of the Preferential Procurement Regulations 2022 should complete the SBD 6.1 and note the breakdown of points indicated on the SBD 6.1.
- 15.3 Service Provider/s wishing to claim points in terms of the Preferential Procurement Regulations 2022 must submit supporting documents outlined on paragraph 9 of the specification for each goal specified.
- 15.4 Bidders who fail to submit supporting documents indicated for the preference points claimed will not be allocated points for the specific goal claimed as per below points.

TABLE 3: PREFERENTIAL PROCUREMENT EVALUATION POINTS

AREAS OF EVALUATION	POINTS
Price	80
Enterprise that are 40% or more owned by women	10
Enterprise that are 20% or more owned by youth	10
TOTAL	100

16. CLARIFICATION AND ADDITIONAL INFORMATION

16.1 GCIS may request clarification regarding any aspect of the proposals as submitted. Should this be requested, the clarification may be provided at the time of a presentation to the Bid Evaluation Committee. Should this be necessary, bidders will be notified in advance. The same evaluation criteria will be used.

17. DISCLAIMER

17.1 GCIS reserves the right to not award the bid should a suitable bidder not be identified. GCIS reserves the right to award the bid in part.

18. BRIEFING SESSION

18.1 **A non-compulsory briefing session for further clarification will be held on:**

Date: 21 November 2024

Time: 10:00

Venue: Microsoft Teams

Link: [Join the meeting now](#)

Meeting ID: 376 834 072 898

Passcode: K6PTwo

19. SUBMISSION OF PROPOSALS

19.1 Proposals should be submitted on or before **9 December 2024**, not later than 11:00. Late or emailed submissions will not be considered. All relevant forms attached to this RFB should be completed and submitted with the proposals.

Postal address:

The Head: Supply Chain Management

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Physical address:

GCIS Head Office

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Hatfield

Pretoria

20. FOR TECHNICAL ENQUIRIES

- Contact person:
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Email: annalie@gcis.gov.za; Tel: (012) 473 0018

21. FOR BIDDING PROCEDURES

- Contact persons:
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