



Department of Science and Technology

Republic of South Africa

Terms of Reference

MONITORING AND ANALYSIS OF MEDIA CONTENT AND AGENDA SETTING

1. BACKGROUND

The Science Communication Unit in the Department of Science and Technology (DST) aims to provide leadership in science communication within the National System of Innovation by ensuring that the public is informed of the DST's implementation of its mandate.

In the context of its responsibility, the DST Communication unit continuously assesses the environment within which the Department communicates with the public and the international community. To this end it comprehensively monitors print, broadcast and on-line coverage of DST programmes to be able to respond more effectively.

2. PURPOSE OF THE ANALYSIS OF MEDIA CONTENT AND AGENDA SETTING

The purpose of this analysis is to complement DST's media monitoring by having at its disposal, continuous detailed and sound content analysis of the principal print and broadcast media in South Africa as well as, where required, key international media, to enable the DST to -

- 2.1 effectively assess media trends in terms of coverage of science in general, DST events, government policy relating to the science sector;
- 2.2 inform DST's communications strategy; and
- 2.3 assist science centres, science councils and higher education institutions and sister departments with more detailed information relevant to their programmes and campaigns.

3. SCOPE OF WORK

3.1 Services are sought in respect of the following:

Print media

- All major daily national and provincial print media
- All major weekly national and provincial print media
- All major international publications (bidders are requested to clearly indicate their capacity in this area)

Broadcast media

- SABC TV and eTV
- Primetime radio news coverage of SABS Public Broadcasting Service (PBS) stations
- Commercial radio stations

Online media

- All science related online news wires

3.2 Analysis and Methodology

The analysis must be of a character sufficient to indicate accurate and dependable trends in content and in the presentation and positioning of government in relation to science, in the media. To this end bidders must demonstrate their capacity to provide:

- Continuous and detailed statement-by-statement analysis of the content of media coverage.
- Practical application of theories of agenda setting, agenda cutting and the process of opinion-forming and information flows.
- Innovative combinations of qualitative and quantitative research methodologies.
- Effective and intensive quality control mechanisms to ensure that data is consistent and accurate.
- Provide, at times urgent and ad hoc topic analysis relating to major DST communication events of a kind that allows assessment of the impact on media coverage of government's communication efforts. This may also require capacity to monitor international news within 24 hours of publication coverage as well as media coverage of specific DST programmes or campaigns.

4. EXPECTED OUTCOMES AND DELIVERABLES

Bidders must demonstrate their capacity to:

- Provide monthly presentations of regular analysis for reporting on trends in a manner that facilitates the exercise by DST of its responsibilities for leadership of government science communication and for meeting public information needs.
- Supplement regular reporting with ad hoc reports
- Ensure continuous availability for consultation.
- In the case of ad hoc campaigns, this may require daily reporting on trends up to the preceding day.

5. COMPETENCY AND EXPERTISE REQUIRED

The successful bidder will be selected on the basis of the following:

- Demonstrated capability and capacity for meeting the requirements and producing the needs as stated in section 3 and 4 of the tender specifications.

- A demonstration of expertise and extensive experience and successes in the analysis of media content, including media profiles with respect to content; input/output topic analysis; agenda setting/cutting; opinion forming.
- Proven expertise and experience in terms of an understanding of the South African and International media communications environment
- An indication of extensive involvement and experience in reporting of results and trends as extracted from the analysis
- A broad grasp of government and keeping abreast of current developments within the science system.

6. REFERENCES

Bidders are required to provide full contact details of four recent clients for whom work has been done in the past who can be approached as referees.

7. PERIOD OF CONTRACT

The contract is for a period of 12 months (one year), renewable based on performance.

8. FINANCIAL IMPLICATIONS

- The service provider must give an indication on how they will manage the billing process and steps to ensure that invoices are submitted timeously.
- The DST reserves the right to downscale the required services should the need arise (and pending the number of the science centres that are in a position to participate in the research).
- Bidders are to provide full breakdown of the costs that will be involved in the provision of services to the DST as required in the tender.

9. EVALUATION AND TENDER PROCESS

The DST will hold a briefing session on the requirements contained in these tender specifications prior to the closing of the tender.

This will be held on 19 February 2010 at 10:00 at the DST offices, Building 53, CSIR Campus, Meiring Naude Rd, Brummeria, , Pretoria. Interested bidders are invited to attend.

Bidders are requested to confirm their attendance no later than 18 February 2010.

9.1 The evaluation will be conducted on the basis of the following criteria:

All bids received will be evaluated by a panel on the basis of functionality (70%) and price (30%).

Functionality:

CRITERIA	WEIGHTS
Expertise and experience in the media monitoring industry	20
Track record in performing similar work	20
Methodology and relevance of the proposed work plan to the outlined scope of work	10
Service provider's capacity to deliver as evidenced by the availability of all resources relevant to the project	10
Ownership by Historically Disadvantaged Individual (HDI)/BEE	10
TOTAL SCORE	70

The potential bidders will require a score of at least 40 points with respect to functionality to qualify for the second round of evaluation.

Bidders who qualify in the functionality evaluation will then be evaluated on the next level (price) and may be expected to make a presentation to the DST.

Price:

CRITERIA	WEIGHTS
Price	30

NB: Please note that the DST reserves the right not to accept the lowest quote or not to proceed with this project. All costs that the service provider may incur due to the preparation on the bid and project plan for the DST shall be the sole responsibility of the service provider.

10. CLARIFICATION AND ADDITIONAL INFORMATION

The DST may request clarification or additional information regarding any aspect of the submitted proposals in response to these tender specifications. Should this be warranted, the additional information may be requested as part of a presentation that demonstrates additional competencies.

11. DISCLAIMER

The DST reserves the right to not award the tender should a suitable bidder not be identified.

12. TERMINATION OF CONTRACT

The DST reserves the right to terminate the award of tender to any party if there are reasonable grounds for considering that there is non-performance by the contractor in terms of the contract.

FOR MORE INFORMATION AND ENQUIRIES, CONTACT:

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