



Reference No. 21-PRO-FGD-09-092

TERMS OF REFERENCE

Procurement of News Monitoring and Social Media Listening Services for the Philippine Identification System

I. BACKGROUND

The Philippine Statistics Authority (PSA) is mandated to enforce the RA 11055 or the PhilSys Act. The PhilSys is the government's central identification platform for all citizens and resident aliens of the Philippines.

Communication complements the core operations of the PhilSys particularly in building awareness, engaging its stakeholders and educating the public about the PhilSys.

With the 50 million target for the PhilSys registration this year, it is expected that the communication activities undertaken by the PhilSys Registry Office be intensified. As such the listening and monitoring of news and social media will serve as direct feedback in improving advocacy work, where the perception of the general public on the project as well as on the institution shall be reflected in news reports. It is also necessary in tracking the agency's messaging and other media campaigns.

With limited personnel and internal capacity, the PRO of the PSA seeks support and assistance to undertake a comprehensive sweep on a daily basis of all relevant media platforms for the above purposes.

II. OBJECTIVES

Generally, the procurement of a third-party media monitoring service is aimed at putting in place a tool or mechanism to capture in a timely manner any information that would support the PSA in the fulfillment of its mandate as the implementing agency. Specifically, this activity aims to:



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1. Track how the media perceives the PhilSys and the work it does, which feedback will be used in improving the agency's advocacy work;
2. Be able to grasp the effectiveness of the current communication strategies;
3. Monitor and listen accurately and extensively the publication/broadcast/podcast/virtual presser of PhilSys' multi-media information/education/communication (IEC) materials;
4. Save in-house staff time; and
5. Provide online clip archives to manage posts, and include automated quantitative and qualitative measurement of posts.

III. SCOPE OF SERVICES, TECHNICAL SPECIFICATIONS, DELIVERABLES AND TIMELINES

This procurement involves quad-monitoring for print, radio, television and online for PhilSys' related news and issues. The media monitoring service shall provide comprehensive news updates on a timely manner to PSA-PRO officials and staff where they could immediately act upon such information regardless of their location and time.

The contract is to begin immediately after the receipt of the Notice to Proceed of the service provider and/or approval of the format of the deliverables required from the service provider.

The service provider shall report to the PSA-PRO on a weekly and monthly basis for the analytics. The PSA-PRO has the option to request from the service provider a live presentation of the results as the need may arise.

Specifically, the following are the services and deliverables required from the Service Provider:

Particulars of Deliverables	Quantity
1) MONITORING AND LISTENING of: <ul style="list-style-type: none">• Both print and online news related to or with mention of PhilSys or PhilID (and other relevant keywords e.g., national ID system) including robust analytics and reporting;• TV and Radio broadcast including talk shows for TV and radio related to PhilSys including guestings of	1

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<p>PSA officials and designated spokesperson for PhilSys, and partner-agencies with mention or topic of PhilSys including robust analytics and reporting;</p> <ul style="list-style-type: none"> • All forms of social media including but not limited to blogs and micro-blogs (Twitter), complaint sites, message boards, forums, podcast, usenet news groups, video sharing sites (YouTube & TikTok), social networking services (Facebook and Linked-In); 	
<p>2) NEWS ALERTS DELIVERY:</p> <p>Delivery daily news alerts, including weekends and holidays, submitted electronically in a customized format not later than 8:00 AM on weekdays for print and online news articles, and 4:00 PM on weekdays for broadcast (TV, radio); and not later than 12:00 NN of the following day for weekends and holidays.</p> <p>In the event that emergency-related or case-related news come in, the service provider must sent it to PSA-PRO at any time of the day.</p> <p>The format of the submission should at least include:</p> <ol style="list-style-type: none"> a. Title of article b. Name of publication/media network c. Name of reporter/journalist/writer d. Summary of news stories e. News stories grouped according to pre-determined categories f. (For broadcast) Clippings with complete details g. (For broadcast) Timecode of PhilSys-related mentions <p>*The Service provider may propose a format of the submission.</p>	<p>365</p>
<p>3) HOLIDAY SCHEDULE:</p> <p>Delivery daily news alerts, including weekends and holidays, submitted electronically in a customized format not later than 12:00 NN for weekdays and not later than 3:00 PM of the following day for weekends and holidays.</p>	<p>365</p>

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The version of this submission shall contain similar information as indicated in Deliverable No. 2.	
4) BREAKING NEWS/CRISIS COMMUNICATIONS: In case of important, extraordinary, or emergency related situations affecting PhilSys, the service provider must immediately send alerts of breaking news/articles/clippings from publications/dailies/broadsheets, websites and networks/stations that will be monitored for action in crisis communications.	As the need arises
<p>a. DATABASE ACCESS: Access to an online database system for daily monitored news and social media. The database should make available all the information required as stated in the scope of works of this Terms of Reference.</p> <p>The following features must also be available:</p> <p>b. Downloadable clips</p> <p>c. Printable content</p> <p>d. Downloadable and printable reports or statistics on news monitored</p> <p>e. Manage media lists – the system help search, build and update media contact lists</p> <p>f. Distribution reports of press releases and social media releases</p> <p>g. Distribute press releases – includes a way to distribute media releases for example, by email; must be complete with tracking and reporting</p> <p><i>*Trial account-offers the option to try the system first.</i></p>	At least 10 accounts
<p>5) NEWS CLIPPINGS ARCHIVING:</p> <p>a. Delivery: Every Mondays, the Service Provider shall send a link containing all the news clippings from the previous week (Monday to Sunday) to philsys.media@gmail.com</p> <p>b. Format: The filename of each clipping shall be in the following format: YYYYMMDD Title</p> <ul style="list-style-type: none"> For clippings with print and web versions, the following filename extensions shall be included: <p>*For print (_p): "YYYYMMDD_p"</p> <p>*For web articles (_w): "YYYYMMDD_w"</p>	1/week

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<ul style="list-style-type: none"> • If the same articles are clipped from different sources(e.g. YahooNews, AEC News Today, etc.), the Service Provider shall only send the formatted file from the main/major source/s (e.g. Philippine Star, Business Mirror, Manila Standard, etc). ○ If the same titles are clipped from different media/major sources, the media/major sources shall be included as filename extension: <ul style="list-style-type: none"> • For the same title clipped from DZMM: "YYYYMMDD Title_DZMM" • For the same title clipped from ANC: "YYYYMMDD Title_ANC" • For the same title clipped from CNN: "YYYYMMDD Title_CNN" <p>Submission of news clipping archive should be within three (3) working days after each week-end.</p>																											
<p>6) MONTHLY REPORT:</p> <p>Submission of monthly monitoring report must be in hard copy (3 binded copies) and soft copy (send accessible link thru email).</p> <p>Submission should be within seven (7) working days after each month-end.</p> <table border="0"> <thead> <tr> <th>Monitong Period:</th><th>Submission Date:</th></tr> </thead> <tbody> <tr> <td>1-31 December 2021</td><td>03-11 January 2022</td></tr> <tr> <td>1-31 January 2022</td><td>01-08 February 2022</td></tr> <tr> <td>1-28 February 2022</td><td>01-08 March 2022</td></tr> <tr> <td>1-31 March 2022</td><td>01-11 April 2022</td></tr> <tr> <td>1-30 April 2022</td><td>02-10 May 2022</td></tr> <tr> <td>1-31 May 2022</td><td>01-09 June 2022</td></tr> <tr> <td>1-30 June 2022</td><td>01-11 July 2022</td></tr> <tr> <td>1-31 July 2022</td><td>01-09 August 2022</td></tr> <tr> <td>1-31 August 2022</td><td>01-09 September 2022</td></tr> <tr> <td>1-30 September 2022</td><td>03-11 October 2022</td></tr> <tr> <td>1-31 October 2022</td><td>03-11 November 2022</td></tr> <tr> <td>1-30 November 2022</td><td>01-09 December 2022</td></tr> </tbody> </table>	Monitong Period:	Submission Date:	1-31 December 2021	03-11 January 2022	1-31 January 2022	01-08 February 2022	1-28 February 2022	01-08 March 2022	1-31 March 2022	01-11 April 2022	1-30 April 2022	02-10 May 2022	1-31 May 2022	01-09 June 2022	1-30 June 2022	01-11 July 2022	1-31 July 2022	01-09 August 2022	1-31 August 2022	01-09 September 2022	1-30 September 2022	03-11 October 2022	1-31 October 2022	03-11 November 2022	1-30 November 2022	01-09 December 2022	<p>1/month</p>
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<p>7) BREAKDOWN AND STATISTICS: The total number of clippings that were scanned, collected, and included in the PhilSys Media Monitoring alerts per month as accumulated for the year; over-all coverage over time.</p> <p>Submission should be within seven (7) working days after each month-end.</p>	1/month
<p>8) MEDIA EXPOSURE: The total number and individual identification of the news articles/clippings that landed on front page or section front page of newspapers or primetime spots for broadcast clippings</p> <p>Submission should be within seven (7) working days after each month-end.</p>	1/month
<p>9) SPOKESPERSON EFFECTIVENESS: Analyze the number of articles/clippings attributed to designated/identified spokesperson/s of PhilSys (e.g. spokesperson's quotes) using media value metrics.</p> <p>Submission should be within seven (7) working days after each month-end.</p>	1/month
<p>10) MESSAGING EFFECTIVENESS: The key messages conveyed or media releases for PhilSys will be measured against the firm's metrics.</p> <p>Submission should be within seven (7) working days after each month-end.</p>	1/month
<p>11) CALENDAR OF POSITIVE/NEGATIVE NEWS PER MONTH: The report must include the most dominant (instance of favorable vs. unfavorable mentions) PhilSys-related news of the day per day in each month based on metrics of the media monitoring agency.</p>	1/month

PLATFORMS: At the *minimum*, the service provider should include in its monitoring the following:

1. BROADSHEET

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- a. Philippine Daily Inquirer
 - b. Philippine Star
 - c. Manila Bulletin
 - d. Business World
 - e. Business Mirror
 - f. Manila Times
 - g. Manila Standard Today
 - h. Malaya Business Insight
 - i. Daily Tribune
2. TELEVISION
 - a. GMA Network
 - b. TV 5
 - c. DZBB TeleRadyo
 - d. DZRH TV
 - e. PTV4/PNA
 - f. UNTV
3. RADIO
 - a. DZBB
 - b. DZRH
 - c. DZRB/Radyo Pilipinas
 - d. DWIZ
 - e. DZXL (RMN)
4. ONLINE

Includes local/provincial and national publications/networks that have online versions and stand-alone online news such as:

 - a. ABS-CBN Online news including ANC
 - b. GMA News Online
 - c. Inquirer.net
 - d. Philstar.com/PhilStar Global/Pilipino Star Ngayon
 - e. InterAksyon
 - f. Rappler.com
 - g. CNN Philippines
 - h. Philippine News Agency
 - i. SunStar
 - j. BusinessMirror.com
 - k. Press one
 - l. Journal online
 - m. AEC News Today
 - n. Abogado.com
 - o. Business World Online

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p. ManilaStandard.net

q. Politiko.blog/Politiko South Luzon

r. UNTV News

s. Philippine Canadian Inquirer

t. DAVAO TODAY.com

u. TECHBEAT Philippines

v. News 5

w. Newsbytes.PH

x. 24 Pilipinas.com

y. Tabloid.ph

z. Yahoo Philippines News

The Service Provider may suggest other regional/provincial media to include in the monitoring.

IV. MODE OF PAYMENT

Renumeration payments to the Service Provider shall be made once a month.

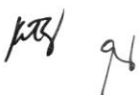
All claims for payment of the services required for each month must be supported by an original signed statement of account or billing statement, the issuance of a Certificate of Satisfactory Service Rendered endorsed by the Chief of the Feedback and Grievance Division and approved by the ANS of the Fraud Management and Client Management Service of the PhilSys Registry Office.

Payment to the Service Provider shall be released upon PRO's review and acceptance of the deliverables and requirements identified in this Terms of Reference. All payments shall be subject to the usual accounting and auditing rules and regulations.

V. SERVICES TO BE PROVIDED BY THE PSA-PRO

The following are the services to be provided by the PSA-PRO to the Service Provider:

1. Approve the format of the deliverables to be proposed by the Service Provider immediately after the receipt of the Notice to Proceed. The format, should include, but are not limited to the following:



- **PRINT:**
 - 1) title of article
 - 2) body of article
 - 3) name of news agency
 - 4) section in the newspaper
 - 5) name of reporter or columnist
 - 6) date of publication
 - 7) page number
 - 8) media value
 - 9) tonal assignment (positive or negative)
 - **ONLINE:**
 - 1) title of article
 - 2) body of article
 - 3) name of news agency
 - 4) name of reporter or columnist
 - 5) date of publication
 - 6) section in the website
 - 7) media value
 - 8) tonal assignment (positive or negative)
 - **RADIO:**
 - 1) name of program
 - 2) name of host/interviewer/anchor
 - 3) time and date of program
 - 4) name of interviewee
 - 5) subject of interview/talk or topic
 - 6) media value
 - 7) tonal assignment (positive or negative)
 - **TELEVISION:**
 - 1) name of network
 - 2) name of program or show
 - 3) date of show
 - 4) name of host/interviewer
 - 5) name of interviewee
 - 6) subject of interview/talk or topic
 - 7) name of interviewee
 - 8) subject of interview/talk or topic
 - 9) media value
 - 10) tonal assignment (positive or negative)
2. Provide a list of keywords relative to the needs of the PSA-PRO. Other keywords maybe occasionally changed, added or updated at least once a month;

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3. Constantly coordinates with the Service Provider on any concerns and/or results of the monitoring;
4. Pay the Service Provider based on the deliverables, requirements and agreements presented in this Terms of Reference, subject to usual accounting and auditing rules and regulations.

VI. APPROVED BUDGET FOR THE CONTRACT AND MODE OF PROCUREMENT

The Approved Budget for the Contract (ABC) is Four Hundred Twenty Thousand Pesos (PhP 540,000.00), subject to applicable withholding tax pursuant to existing revenue regulations. An estimated cost of PhP 45,000.00 per month is allocated for all the deliverables and services required from the Service Provider.

The mode of procurement shall be through Small Value Procurement provided under the Revised Implementing Rules and Regulations of RA 9184.

VII. CONFIDENTIALITY OF DATA AND INFORMATION

The Service Provider and its staff members handling the monitoring services for the PSA-PRO shall be subjected to strict rules on confidentiality and must sign a Non-Disclosure Agreement (NDA) with provisions signifying perpetual confidentiality, confidential disclosure, proprietary information or secrecy. Fines and penalties shall be applied to the company and representatives involved for violations thereof.

VIII. OWNERSHIP

All report materials produced shall be owned by PSA with full and exclusive rights on future use thereof both in the Philippines and internationally.

IX. PENALTY FOR MISSED NEWS

MISSED ARTICLE/CLIPPING. In the event the firm fails to include an article or broadcast clipping which has been raised by the agency, missed news stories shall be limited to three (3) items per month before being subjected to a fine. The firm shall pay PSA with an amount as provided in the conditions of the contract. Moreover, the missed article/clipping is expected to be included in the next round of alerts.

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1. *[Signature]*
2. *[Signature]*