

# **INDIVIDUAL CONSULTING SERVICES FOR WEB-BASED TRI-MEDIA MONITORING Terms of Reference (TOR)**

## **1. OBJECTIVE:**

The objectives of BCDA's Communication Consulting Services for Web-based Tri-Media Monitoring are:

- To provide a cost-effective and more efficient media monitoring service to the BCDA by outsourcing the media monitoring service to a highly-qualified consultant.
- To make use of a web-based monitoring system as a management tool that is accessible to BCDA decision makers anytime, anywhere.
- To provide timely access of BCDA-related news found in the tri-media (print, radio and TV).

Based on this, the communication consultant shall provide the BCDA with web-based tri-media monitoring services through a user-friendly online monitoring system that can be accessible through the internet for an initial period of one year. The salient features of the print media monitoring service will include the following:

- Daily monitoring of nine broadsheets, six tabloids and 13 magazines; ten TV stations and four radio stations;
- Establish a web-based tri-media monitoring system that can be accessed 24 hours a day, seven days a week;
- Uploaded BCDA-related tri-media news with its corresponding media value at the dedicated website as early as 8:30am and on or before 9:00am on weekdays;
- Archive BCDA news in the web for easy access;
- Alert BCDA via email on stories that were published;
- Alert BCDA via SMS on stories that were published;
- Provide monthly compilation of monitored articles with its corresponding media value in CD-ROM format.
- Provide a monthly accomplishment report that will include media value and article count.

## **2. SCOPE OF WORK/TECHNICAL SPECIFICATIONS AND DELIVERABLES:**

**Section 2.1** The CONSULTANT shall provide access to a web-based tri- media monitoring services covering the following:

- 2.1.1 Selecting relevant news, photographs, features, supplements, advertorials, bid notices, announcements in previously identified tri-media.
- 2.1.2 Uploading the selected news to the Consultant's online facility not later than 9:00 A.M. during weekdays and 2 PM on Sundays for news that fall on Saturday and Sunday.
- 2.1.3 Archiving of the selected news in the online facility for at least 1 month.
- 2.1.4 Providing BCDA with the CD containing all selected articles and stories at the end of every month.
- 2.1.5 Providing BCDA a report on the news monitored for the month.

**Section 2.2** The CONSULTANT shall provide the following features for their online facility that BCDA shall use to access news and other news-related data:

- 2.2.1 Providing BCDA with the username the will allow selected BCDA employees to access the website containing the uploaded tri-media news.
- 2.2.2 Pertinent details about the articles shall be indicated/ Linked in the website, including but not limited to:
  - 2.2.2.1 Name of News Agency
  - 2.2.2.2 Name of Reporter
  - 2.2.2.3 Related Articles
- 2.2.3 Archiving of the articles for at least one month shall be provided for easy tracking of previously posted press releases and news articles.
- 2.2.4 Provide Website Online Tools that:
  - 2.2.4.1. Allow users to see the summary of BCDA's exposure hits, size and value per media source;
  - 2.2.4.2. Allow users to identify influential journalists and bloggers and their "spin" on BCDA;
  - 2.2.4.3. Allows users to save and add own comments to relevant articles;
  - 2.2.4.4. Allow users to track return on investment for press activities done per event on the website;

- 2.2.4.5. Allow users have access to immense archive of ads and articles, even those outside subscription parameters;
- 2.2.4.6. Provide a noticeable alert for urgent news that need immediate attention and action; and
- 2.2.4.7. Provide users a database of journalists and related information that can be viewed in the website that includes contact details, email and designations.

**Section 2.3.** The CONSULTANT shall use the following search parameters in monitoring BCDA-related news articles, photographs, features, supplements, advertorials, bid notices, announcements and the like:

- 2.3.1 All BCDA-related tri-media news including features, supplements, advertorials, bid notices, announcements and the like mentioning BCDA
- 2.3.2 Main story articles on topics and issues relevant to the agenda of the BCDA based on the following keywords:
  - 2.3.2.1 Bases Conversion and Development Authority (BCDA)
  - 2.3.2.2 Clark Development Corporation
  - 2.3.2.3 Clark Special Economic Zone
  - 2.3.2.4 Diosdado Macapagal International Airport
  - 2.3.2.5 Poro Point Management Corporation
  - 2.3.2.6 Fort Bonifacio Development Corporation
  - 2.3.2.7 Bonifacio Global City
  - 2.3.2.8 JUSMAG
  - 2.3.2.9 New Port City
  - 2.3.2.10 John Hay Management Corporation
  - 2.3.2.11 John Hay Special Economic Zone
  - 2.3.2.12 Subic-Clark-Tarlac Expressway
  - 2.3.2.13 Bataan Technology Park Inc
  - 2.3.2.14 Poro Point Special Economic and Freeport Zone
  - 2.3.2.15 Aloysious Santos
  - 2.3.2.16 Narciso L. Abaya
  - 2.3.2.17 Isaac Puno III
  - 2.3.2.18 Atty. Regina Salve R. Lapuz
  - 2.3.2.19 Aileen Zosa
  - 2.3.2.20 Robert C. Gervacio

2.3.3 BCDA may modify the search parameters to meet its requirements. Such modifications shall be agreed upon by both parties and documented in writing.

**Section 2.4** The CONSULTANT shall base their search on the following publications and websites

2.4.1 Broadsheets (9):

- 2.4.1.1. BusinessWorld
- 2.3.1.2. Manila Bulletin
- 2.4.1.3. Philippine Daily Inquirer
- 2.4.1.4. Philippine Star
- 2.4.1.5. Manila Times
- 2.4.1.6. Manila Standard Today
- 2.4.1.7. Daily Tribune
- 2.4.1.8. Malaya
- 2.4.1.9. Business Mirror

2.4.2 Tabloids (6)

- 2.4.2.1. Abante
- 3.4.2.2. Balita
- 3.4.2.3. People's Journal
- 3.4.2.4. People's Tonight
- 3.4.2.5. Pilipino Star Ngayon
- 3.4.2.6. Tempo Taliba

2.4.3 Websites

- 2.4.3.1 All online versions of publications monitored
- 2.4.3.2 SunStar Pampanga

2.4.4 Magazines (2)

- 3.4.4.1. BizNews Asia
- 3.4.4.2. Philippine Graphic
- 3.4.4.3. C Magazine
- 3.4.4.4. Top Gear
- 3.4.4.5. Expat Travel & Lifestyle
- 3.4.4.6. China Business
- 3.4.4.7. Cruising
- 3.4.4.8. FHM
- 3.4.4.9. Lifestyle Asia Travel
- 3.4.4.10. Philippine Business
- 3.4.4.11. Speed
- 3.4.4.12. Travel Life Asia
- 3.4.4.13. Rogue

2.4.5. Television

- 2.4.5.1. ABS-CBN2
  - 2.4.5.1.1. Umagang Kay Ganda
  - 2.4.5.1.2. TV Patrol

- 2.4.5.1.3. Bandila
- 2.4.5.1.4. Hourly new advisory
- 2.4.5.2. NBN4
  - 2.4.5.2.1. One Morning
  - 2.4.5.2.2. Teledyaryo Alas 9
  - 2.4.5.2.3. Teledyaryo Business 10am
  - 2.4.5.2.4. Teledyaryo Alas 12
  - 2.4.5.2.5. Teledyaryo Alas 3
  - 2.4.5.2.6. Teledyaryo Alas 6
  - 2.4.5.2.7. Teledyaryo Final Edition
- 2.4.5.3. ABC5
  - 2.4.5.3.1. Big News
- 2.4.5.4. GMA7
  - 2.4.5.4.1. Unang Hirit
  - 2.4.5.4.2. 24 Oras Saksi
  - 2.4.5.4.3. Hourly news advisory
  - 2.4.5.4.4. Weekend Flash Report Special Edition
- 2.4.5.5. RPN9
  - 2.4.5.5.1. One Morning
  - 2.4.5.5.2. Aksyon Balita
  - 2.4.5.5.3. I-Watch
  - 2.4.5.5.4. Hourly new advisory
- 2.4.5.6. QTV11
  - 2.4.5.6.1. Balitanghali
  - 2.4.5.6.2. News On Q
- 2.4.5.7. IBC13
  - 2.4.5.7.1. One Morning
  - 2.4.5.7.2. Headliners
  - 2.4.5.7.3. News Tonight
- 2.4.5.8. ANC21 (All day)
- 2.4.5.9. Studio 23
  - 3.4.5.9.1. News Central
- 2.4.5.10. Net25
  - 2.4.5.10.1. 1062 Khz Balita Update 10am
  - 2.4.5.10.2. 1062 Khz Balita Update 12nn
  - 2.4.5.10.3. News Beat

#### 2.4.4 Radio

- 2.4.4.1. DZMM (Whole Day)
- 2.4.4.2. DZRH (Whole Day)
- 2.4.4.3. DWIZ (Whole Day)
- 2.4.4.4. DZBB (Whole Day)

**Section 2.5** The Consultant shall alert the BCDA via the email on the following articles:

- 2.5.1 Any tri-media news, photograph, feature, supplement, advertorial, announcements and the like about BCDA or any of its units.

2.5.2 Any tri-media news, photograph, feature, supplement, advertorial, announcement and the like linking BCDA or any of its businesses with controversial personalities

2.5.3 Any BCDA-initiated tri-media releases ,supplements, bid notices, announcements and the like. BCDA will inform the CONSULTANT of the press-related information it released to the media.

**Section 2.6** The Consultant shall alert the BCDA via real time text (SMS) (Text) of an urgent news/article that needs urgent attention and action

**Section 2.7** The Consultant shall submit a monthly accomplishment report in hardcopy and CD format (2 copies each) with the following report parameters:

2.7.1 The Monthly Accomplishment Report shall detail the pickups of BCDA press releases.

2.7.2 The Monthly Accomplishment Report shall be submitted every seventh of the month. The report provides aggregate information on Client, industry, configured according to specifications agreed between Client and the Consultant.

2.7.3 The Monthly Accomplishment Report shall also include media value, article count and positive or negative news rating.

### **3. QUALIFICATIONS OF THE CONSULTANT**

3.1. The Consultant must have two years experience in online media monitoring.

3.2. The Consultant must have handled at least three (3) similar online media monitoring projects with a minimum of six (6) months.

3.3. Consultant shall be assessed based on the most favorable compliance with the criteria.

### **4. SERVICES**

#### **4.1 Standard of Service**

The Consultant shall fulfill its obligations under the agreement by using its technical expertise and according to the best-accepted professional and industry standards. The Consultant shall exercise all reasonable skill, care, diligence, and prudence in the discharge of the duties agreed to be performed and shall always work in the best interest of BCDA. To attain these, the consultant shall provide personnel with sufficient qualifications and experience to ensure the full and satisfactory accomplishment of the required services/undertakings.

The services shall be conducted by the Consultant in accordance with the instructions or directions made or to be made by the BCDA at any time before its completion. The Consultant shall conduct regular consultation with BCDA in relation to the undertaking of its responsibilities under the Contract Agreement.

#### **4.2 Confidentiality Clause**

The CONSULTANT warrants the full confidentiality of all information gathered for this consultancy contract given by BCDA, unless the latter indicates the contrary. The CONSULTANT shall not disclose any communication disclosed to him for the purpose of this Service. After the completion of the contract, all materials, data, and other related documents provided must be returned to BCDA. within 30 days from the termination of this agreement.

Upon the expiration of this contract, the services of the CONSULTANT shall not be engaged by any person or entity whose business or interests are in conflict with the interests of BCDA. This prohibition shall subsist for a period of two (2) years after the expiration of this contract.

Because the CONSULTANT has access to highly confidential information, his violation of any of the above-stated provisions shall be punishable under Art. 291 of the Revised Penal Code on revelation of secrets with abuse of office and other applicable penal and civil laws.

#### **4.3 Contract Term**

This contract shall be effective for one (1) year. The access of the web-based tri-media monitoring system shall expire one (1) year after the issuance of Notice to Proceed.

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