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**PanSALB**  
PAN SOUTH AFRICAN LANGUAGE BOARD

## APPOINTMENT OF A MEDIA MONITORING SERVICE PROVIDER FOR THE PROVISION OF COMPREHENSIVE MEDIA MONITORING FOR A PERIOD OF 12 MONTHS

<b>Description</b>	: Media Monitoring and Analytics	
<b>Bid Number</b>	: Pan01/202406COM	
<b>Responsible Unit</b>	: Marketing and Communications	
<b>Address</b>	: Pan South African Language Board 5 <sup>th</sup> Floor Provisus Building 523 Stanza Bopape Street Arcadia Pretoria 0007	
<b>Technical Enquiries</b>		
Tel	: +27 (0) 12 341 9638/9651	
E-mail	: <a href="mailto:ntombi@pansalb.org">ntombi@pansalb.org</a>	
Contact Person	: Ms Ntombentle Huluhulu	
<b>SCM Enquiries</b>		
Tel	: +27 (0) 12 341 9638/9651	
E-mail	: <a href="mailto:zola@pansalb.org">zola@pansalb.org</a>	
Contact Person	: Mr. Zola Nkosi	
<b>Closing Date</b>	<b>: 24 May 2024</b>	<b>Time: 12H00</b>

## **1. INTRODUCTION**

PanSALB was established in 1995 in terms of the Pan South African Language Board (PanSALB) Act 1995 as amended in 1999. Our mandate is to protect people's linguistic rights and promote national development amid the wide range of languages and cultures in our Rainbow Nation.

In terms of the PanSALB Act, our mandate is derived from the Constitution of the Republic of South Africa Act, Sections 6(5) (a) and (b), the Public Finance Management Act 29 of 1999 and the Companies Act 61 of 1973, Section 21.

PanSALB is an independent organ of state, subject only to the Constitution and the legislation in terms of which the Board was founded in 1995. All other organs of state are enjoined to cooperate with PanSALB and not to interfere with the execution of our mandate.

The first Board was constituted in 1997.

## **2. PURPOSE**

The purpose of this request for proposal (RFP) is to invite prospective providers to submit a proposal for media monitoring and analytics for the Pan South African Language Board (PanSALB). PanSALB fined media monitoring necessary not only for tracking our publicity, self-generated or otherwise. News monitoring services are needed to stay informed in international, national, regional and local areas that we are unable to monitor ourselves, due to limited staff time and resources.

## **3. INVITATION FOR PROPOSAL**

Proposals are hereby invited for the Provision of media monitoring and analytics for a period of 12 months to the Pan South African Language Board (PanSALB).

## **4. SCOPE OF WORK**

PanSALB is requesting a company to provide media monitoring of print, broadcast and online news sources, as well as contact information for appropriate members of the press in order to establish relationships and further public relations efforts.



PanSALB finds media monitoring necessary not only for tracking our publicity, self-generated or otherwise. News monitoring services are needed to stay informed in international, national, regional and local areas that we are unable to monitor ourselves, due to limited staff time and resources.

PanSALB requests the following services, at minimum:

- 4.1 Daily media monitoring of print, broadcast (radio, television, online) and social media (Facebook and Twitter).
- 4.2 To provide daily, monthly and quarterly reports.
- 4.3 Service provider's platform to have a dedicated section containing all PanSALB media reports for purposes of searching, downloading and generating reports.
- 4.4 Search terms to be provided by PanSALB
- 4.5 Media monitoring that can automatically send us (as often as we select) links to media mentions based on a search criteria PanSALB establishes.
- 4.6 Media monitoring that can be able to do a back search starting January 2018 and these costs must be built into the proposal.
- 4.7 Media monitoring that allows us the ability to search and retrieve links to media mentions of encapsulated issues or topics that may arise at certain time but don't need consistent tracking.
- 4.8 Access to a listing with the contact information of active reporters, writers, bloggers, etc., related to the language and education industry. This press listing must be actively maintained and updated by the media monitoring company.
- 4.9 Reporting and analytics. We should be able to measure press coverage over a designated period of time. Additional analytics would be helpful, such as geographic locations, publication details, etc.

We need these particular services in order to build a contact base of reporters, experts, leaders for future reference and to measure the effectiveness of our programs, communication and campaigns.



## 5. EVALUATION CRITERIA

Bid will be evaluated in three (3) phases:

### PHASE 1: PRE-QUALIFICATION CRITERIA

This entails initial screening of bid responses received at close of bid. During this phase, bid responses are registered and to ascertain the number of bid responses received before the closing date and time and to verify if the bidders submitted all mandatory requirements. The following mandatory documents should be submitted to qualify for the next phase of evaluation:

- Valid original SARS tax clearance certificate;
- Affidavit or Certified B-BBEE Certificate;
- Complete and Signed SBD 1,4,8,9,6.1;
- CSD Report

### PHASE 2: FUNCTIONAL EVALUATION CRITERIA

The evaluation of the functional/technical detail of the proposal will be based on the following criteria:

CRITERIA	WEIGHT	SCORE
<b>COMPANY EXPERIENCE</b>  Track record of conducting media monitoring across print, online and broadcast media platforms.  In depth knowledge of analyzing media reports and rating them into positive, negative and neutral on daily, weekly and monthly basis (minimum experience of 3 years)	40	<b>05 Points</b> = 0 – 03 years <b>15 Points</b> = 03 – 05 years <b>20 Points</b> = 5 years or more
<b>REFERENCES</b>  Contact details of at least three references from amongst recent clients with whom similar work has been conducted in the past 6 Months.	40	<b>05 Points</b> = 1 Reference Letter <b>15 Points</b> = 2 Reference Letters <b>20 Points</b> = 3 Reference Letters



<b>METHODOLOGY AND APPROACH</b>  The service provider must demonstrate their understanding of the key requirements and expectations of PanSALB as outlined in this document. A detailed approach, methodology and tools on how they will assist PanSALB in achieving the objectives of this request must be provided.	20	<b>00 Points</b> = Non-submission or poor methodology and approach submitted.  <b>10 Points</b> = Approach is specifically tailored to suit the requirements and will meet the needs. The tools that will be used for the project are indicated.  <b>10 Points</b> = The approach is innovative and well-articulated. The tools that will be used for the project are indicated.
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Proposals with functionality / technical points of less than the pre-determined minimum overall percentage of 70% and less than 70% on any of the individual criteria will be eliminated from further evaluation.

### **PHASE 3: PREFERENTIAL PROCUREMENT REGULATION OF 2022**

As per the Preferential Procurement Regulations of 2022 in terms of the 80/20 Points system, the 20 points for Specific goals for the entity are allocated as follows:

1. 100% Women Ownership = 5 points
2. 100% SMME/EME = 10 points
3. 100% owned by Youth = 3 points
4. 100% owned by disabled individuals = 1 point
5. Locality = 1 point (Municipal Bill or Account Statement to be attached as proof)

## **6. INSTRUCTION FOR RESPONDING TO THE RFP**

### **SUBMISSION OF RFP RESPONSES TO THE RFP**

Responses to RFP must be submitted to PanSALB @ **12H00** midday, South African time on **24 May 2024** at the following address:

**PanSALB Head Offices**  
**5<sup>th</sup> Floor Provisus Building**  
**523 Stanza Bopape Street**  
**Arcadia Pretoria 0007**

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Extension of the above closing date and time will only be granted where PanSALB deems such extension to be appropriate in its sole discretion and PanSALB is able to timeously inform all Responses to RFP of such amended closing date.

**NB: No Responses to RFP received by facsimile, telegram, telex, e-mail or other similar format will be accepted as a validly submitted Response to RFP.**

### **LATE SUBMISSION**

A Response to RFP shall be late if it is received by PanSALB at any time after the closing date and time indicated in paragraph above.

A late submission shall be clearly marked as late and shall not be accepted for consideration by PanSALB.

### **RESPONSES TO THE RFP FORMAT**

All responses to the RFP must be submitted in two sealed envelopes/boxes; the first envelop/box shall have the technical, compliance and BBBEE response and the second envelop/box shall only have the financial response. Bidders must ensure that they do not indicate any financial information in the first envelop/box. PanSALB may disqualify Bidders who fail to adhere to this requirement.

## **7. PRICE**

All services pricing should be inclusive of all taxes and payment shall be made in South African Rand;

The total amount should be carried out on the Standard Bidding Form (SBD1).

## **8. Payment Terms**

The PanSALB undertakes to pay valid tax invoices in full within thirty (30) days from statement date for services rendered; and

All supporting documents for services rendered should be submitted together with the tax invoices as and when a service has been rendered.

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## **9. BID VALIDITY**

A Proposal shall remain valid for ninety (90) days after the closing date of the submission for proposals. A Proposal which is valid for a shorter period may be rejected by the PanSALB for non-responsiveness.

In exceptional circumstances, the PanSALB may solicit the bidder's consent to an extension of the period of the validity of the bid. The request and responses thereto shall be made in writing. A bidder that has been granted the request will neither be required nor permitted to modify the Proposal.

## **10. Signatories**

All responses to this RFP should be signed off by the authorized signatories of the bidder.

## **11. SPECIAL TERMS AND CONDITIONS**

The PanSALB reserves the right to accept or reject any submission in full or in part, and to suspend this process and reject all proposals or part thereof, at any time prior to the awarding of the contract, without thereby incurring any liability to the affected bidders.

This bid and the contract will be subject to the General Conditions of Contract issued in accordance with Treasury Regulation 16A published in terms of the PFMA. The special terms and conditions of contract are supplementary to that of the general conditions of the contract.

Where, however, the special conditions of contract are in conflict with the general conditions of contract, the general conditions of contract will prevail.

The original valid Tax Clearance Certificate should be submitted together with the completed bid.

Failure to comply with the above-mentioned conditions will invalidate the bid.

Certified copies of the company registration documents or proof of ownership of the company or agency i.e. Shareholders Certificates must be submitted.

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## **12. CLARIFICATIONS / ENQUIRIES**

Telephonic request for clarification will not be considered. Any clarification required by a bidder regarding the meaning or interpretation of the Terms of Reference or any other aspects concerning the bid is to be requested in writing (letter or e-mail) from the below contact persons. The bid reference number should be mentioned in all correspondence.

### **TECHNICAL QUERIES**

Ms Ntombentle Huluhulu  
Head of Marketing and Communication  
012 341-9638  
[ntombi@pansalb.org](mailto:ntombi@pansalb.org)