



Republic of the Philippines
NATIONAL PRIVACY COMMISSION

TERMS OF REFERENCE
FOR THE PROCUREMENT OF MEDIA MONITORING SERVICES
FOR THE NATIONAL PRIVACY COMMISSION

I. Background

Republic Act No. 10173 or the Data Privacy Act of 2012 mandates the National Privacy Commission (NPC) to ensure compliance of personal information controllers with provisions of the Act and promote a culture protective of the data privacy rights of citizens, among others.

To help fulfill said mandates, the NPC has communicated information about its programs, policies and activities to the public through all media channels. As a result, said information has reached different segments of the population at different times via print, broadcast and online media. Establishing the extent of this reach is essential in determining the effectiveness of said communication initiatives in increasing public awareness about data privacy and the NPC. It is also useful in ascertaining whether the NPC's credibility is gaining around and its official pronouncements, getting accurate exposure and traction, and by how much.

Reaching our target audience, however, is only half the challenge. Determining the quality of the information that media is dispatching to the public is just as important, as this provides a measure on the quality of perception that the public have about the NPC and issues it espouses, as well as the contexts by which they appear in public conversations.

The NPC's overall media presence is a measure of the recall and awareness of media practitioners about the Commission, which directly shapes the perception and opinion of the public in general, key influencers and decision-makers. As such, it should be closely monitored, as it serves as an accurate bases for communications management decisions by the Commission.

To determine the extent and quality of the Commission's media presence, daily media pickups and mentions from all media outlets need to be tracked and examined.

Presently, there exists 29 national dailies; 67 periodicals; 14 national TV channels; 10 AM stations; 40 provincial publications; and thousands of websites that are potential carriers of NPC messages. Monitoring all these channels on a daily basis would require a dedicated team. Aside from having access and/or subscriptions to all media channels, such a team should also be able to curate all pertinent media clippings in easily retrievable form, calculate their PR value, and file them into a report, preferably with a basic analysis of

gathered data on a monthly basis, to serve as tool for measuring effectiveness of internal media relations effort. Building and maintaining such a dedicated team is presently beyond the capacity of the Commission and may not be cost-efficient.

Wherefore, the services of a media monitoring service provider is proposed to help the NPC consistently weight its media presence in a timely, accurate, and comprehensive manner; in a conveniently accessible format; and at a reasonable cost – and thereby allow it to effectively pursue evidence-based public communications initiatives.

II. Objectives

Media monitoring would allow us to measure:

- the frequency of public conversations about data privacy, the National Privacy Commission, its role, and adjacent issues/topics;
- the context by which such conversations are taking place in relation to adjacent issues;
- the quality of such conversations, especially as it mirrors the grasp/appreciation by media practitioners of the topic; and
- the image with which the Commission and/or its officers are being portrayed in the public mind.

III. Specifications

A. Technical Specifications:

Specifically, the media monitoring service provider would be expected to:

- Scan all relevant media outlets for pickups and mentions about the NPC, its related issues, and principals;
- Process and analyze each clip for AD and PR values
- Provide daily summaries in easily accessible formats;
- Provide convenient access to original clippings for content review purposes;
- Prepare a summarized version of the report highlighting key metrics;

B. Qualification Requirements

The selected firm should have the following:

- At least ten years of demonstrated experience in conducting daily comprehensive media scans & monitoring;
- Demonstrated capacity for providing full access to original media clippings;
- Demonstrated reliability in providing reports with basic metrics;
- Competent manpower for delivery for support services.

IV. Implementation Timeline (to be verified with potential firms)

Project briefing & contract signing	Jun 7-15, 2018
Service proper (1 st month)	Jun 16-30, 2018 (data to cover entire June)
Service proper (2 nd month)	Jul 1-31, 2018
Service proper (3 rd month)	Aug 1-31, 2018
Service proper (4 th month)	Sep 1-30, 2018
Service proper (5 th month)	Oct 1-31, 2018
Service proper (6 th month)	Nov 1-30, 2018
Service proper (7 th month)	Dec 1-31, 2018

V. Approved Budget for the Contract

ABC = Php 105,000.00

Mode of payment:

Tranche	Amount	Deliverable
1	P15,000.00	Upon completion of media presence tracking w/ basic insight analysis & measurement to cover the month of June 2018
2	P15,000.00	Upon completion of media presence tracking w/ basic insight analysis & measurement to cover the month of July 2018
3	P15,000.00	Upon completion of media presence tracking w/ basic insight analysis & measurement to cover the month of August 2018
4	P15,000.00	Upon completion of media presence tracking w/ basic insight analysis & measurement to cover the month of September 2018
5	P15,000.00	Upon completion of media presence tracking w/ basic insight analysis & measurement to cover the month of October 2018
6	P15,000.00	Upon completion of media presence tracking w/ basic insight analysis & measurement to cover the month of November 2018
7	P15,000.00	Upon completion of media presence tracking w/ basic insight analysis & measurement to cover the month of December 2018

Prepared by:

Sgd.
Joseph Vizcarra
Communications Officer

Noted by:

Sgd.
Olivia Khane Raza
OIC, Public Information & Assistance Division