



TECHNICAL SPECIFICATIONS

Title: Media Monitoring Services
Approved Budget for Contract: P1,100,000.00
Source of Fund: CRPD – GAA (P500,000.00)
 DOSTv-GAA (P600,000.00)
Project Duration: January – December 2023

The service provider shall submit/provide DOST-STII with the following:

1. **DOSTv Facebook and Youtube Viewership**
 - a. Tracking report of significant DOSTv segments' tag and mention online in other news channels or platforms report to be submitted every 1st week of the month

DOSTv Viewership	<i>An Extensive Media Monitoring Service that tracks media presence and exposure in print, online, and broadcast networks</i>	
Covered Mediums	1. Online Websites, Blogs	Facebook ,Youtube, Twitter, Instagram etc.
	2. TVs	Major and cable networks
	3. Print Publications	Major Print Publications
	4. Radio	Local Radio Networks
	5. Tracking report of significant DOSTv segments' tag and mention online in other news channels or platforms	1 st week of the month
	6. Recommendation on advertising trends or practices in other related agencies/institution	Immediately as they occur
	7. Comprehensive analysis report on DOSTv viewership	At the end of the project
Report Support	1. Printable Report in PDF 2. Email forwarding 3. Downloadable files/clips	



2. DOST S&T News Monitoring

- a. Report of monitored news, articles, and related issues regarding DOST, DOSTv, and Science, Technology, and Innovation (STI) topics from different print, broadcast (radio and TV) nationwide, and online platforms:
 - Print includes broadsheets, tabloids, and major regional newspapers;
 - Online platforms include major online news portals and social media sites such as Facebook, Twitter, Instagram, and YouTube;
 - Television includes national television networks and cable channels;
 - AM/FM radio stations in Metro Manila;
- b. **Comprehensive analysis of news coverage and media mileage monthly** (*Number of DOST stories as main topic, media/ advertising value of the stories, number of published, a media publisher, impact on the DOST brand, public sentiments (good, bad, neutral), nature of the story (policy, technology, and innovation, research and development, food security and agriculture, education, health and nutrition, Disaster Risks Reduction and Management)*);
- c. Daily report of monitored items by email at 9:00 AM for weekdays and 12:00 NN for weekends. The provider shall advise the client should there be any changes with the delivery deadline of monitored items (i.e. public holidays, severe weather conditions). Monitored items should be printable and audio/video materials should be downloadable; and
- d. Accomplishment report at the end of the project.

DOST S&T News Monitoring		
Covered Mediums	1. Online Websites, Blogs (i.e. FB, Twitter, etc.)	Major online news portals and social media sites such as Facebook, Twitter, Instagram, and YouTube
	2. TVs	National television networks and cable channels



	3. Print Publications	Broadsheets, tabloids, and major regional newspapers;
	4. Radio	AM/FM radio stations in Metro Manila
Inclusions	1. Reports (daily, monthly, quarterly)	
	2. Report access (website/dashboard)	
Reports	1. Monitored news, articles, and related issues regarding DOST, DOSTv, and Science, Technology, and Innovation (STI) topics from different print, broadcast (radio and TV) nationwide, and online platforms.	Daily report of monitored items by email at 9:00 AM for weekdays and 12:00 NN for weekends. The provider shall advise the client should there be any changes with the delivery deadline of monitored items (i.e. public holidays, severe weather conditions).
	2. Comprehensive analysis of news coverage and media mileage monthly	09:00 AM of the first day of the succeeding month
	3. Accomplishment report on DOST S&T News Monitoring	At the end of the project
Report Support	1. Printable report in PDF	
	2. Email forwarding	
	3. Printable and downloadable files	Monitored items should be printable and audio/video materials should be downloadable

3. Insights

Insights	Action
a. Gauge mood in social media engagements and opinion makers on DOST stories;	Provide comprehensive report on mood gauge
b. Tracking report of trending/top stories and their respective duration;	Submit report at 06:00 PM, at the end of every week



c. Media insights on potential crisis/issues and recommended management/messaging;	Provide immediate recommendation as potential or actual critical issues occur
d. Immediate alerts for significant DOST-related news development and metrics for monitored items;	Provide immediate notification as important DOST-related news occur
e. Recommendations on advertising trends or practices in other government agencies;	Provide recommendation on advertising trends; Include in the monthly monitoring report, 09:00 AM of the first day of the succeeding month
f. Daily email report and monthly compilation with analysis; must include identified recipients in the mailing list;	Submit daily and monthly email reports

Other Requirements:

- Use eco-friendly materials and must employ eco-friendly measures during production period;
- Must observe the use of non-sexist/gender-sensitive language in all official documents and communications under this project.

Technical Working Group


JEAN MARIE C. ERRASQUIN
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Chairperson, TWG


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Member, TWG



Republic of the Philippines
SCIENCE AND TECHNOLOGY INFORMATION INSTITUTE
 STII Building, DOST Complex, Bicutan, Taguig City

PURCHASE REQUEST

Entity Name: STII-CRPD / DOSTV

Fund Cluster: GAA 2023 - DOSTv Fund

Office/Section:

PR No: 2023-09-0018

Date: 06-Sep-22

CRPD

Responsibility Center Code:

Stock/Property No.

Unit

Item Description

Quantity

Unit Cost

Total Cost

lot

Media Monitoring Services for the period of January-December 2023

1

1,100,000.00

1,100,000.00

1,100,000.00

Purpose:

For the Media Monitoring Services for the period of January to December 2023
(please see attached specs)

Requested by:

Approved by:

Signature:

Printed Name:

RODOLFO P. DE GUZMAN

Designation:

OIC, CRPD

RICHARD P. BURGOS

Director