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| **PRINT MONITORING** |
| The Service Provider must monitor all major national daily and weekly titles including regional titles, community newspapers, major national magazines, trade journals and periodicals for specific keywords or topics as set out in **Annexure C** or a combination of the specific words and topics. |
| The Service Provider must provide email summaries to SARS, at least three (3) times daily, to which are attached links to digital versions or copies of all relevant articles containing any of the keywords. “Clips” shall mean print, broadcast and online clips collectively. |
| The email summaries must be provided via e-mail to at least six (6) but not more than ten (10) designated SARS recipients and SARS must have twenty four (24) hour access to the electronic versions of the relevant articles on a secure electronic portal. |
| The print articles are to be provided in the following format:The actual articles (including colour PDF attachments) must be attached to an e-mail summary sent to SARS as provided for in **Clause 1.2** above. The email summary must be sent three (3) times a day, namely at **8am, 12pm and 4pm**; andAll relevant articles in electronic format (digital or PDF) must be listed, archived and accessible electronically on a secure electronic portal accessible to designated SARS officials twenty four (24) hours a day. |
| The Service Provider must provide SARS with access to an online editorial, which includes a fully searchable archive of relevant articles and broadcast items provided daily via email summaries. |
| **BROADCAST MONITORING** |
| The Service Provider must monitor on a daily basis all television and radio news broadcasts, television and radio programmes including phone-in programmes. |
| The daily monitoring of the broadcast media must result in the provision of summaries as well as video and audio clips of the relevant television and radio broadcast. “Clips” shall mean print, broadcast and online clips collectively. |
| The Service Provider must send an SMS notification to at least six (6) but not more than ten (10) designated SARS recipients of significant radio and television broadcasts under way in accordance with keywords provided by SARS, and/or relating to other major issues or senior officials of SARS or the Minister / Deputy Minister of Finance. |
| Broadcast items are to be provided in the following format:Email summaries of incoming video and audio clips of relevant items / reports sent to SARS at least three (3) times a day, namely **8am, 12pm and 4pm**.All video and/or audio clipsmust be made available to SARS via a secure electronic portal of the Service Provider for download.  * + 1. The Service Provider must provide copies of radio or television broadcast items on a CD / DVD within six (6) to twelve (12) hours after the broadcast, if SARS should specifically requests same. |
| **ONLINE MONITORING** |
| The Service Provider must daily monitor online media including online versions of all relevant publications as stipulated in **Clause 1.1** above, as well as other online publications. The Service Provider must also monitor social media including Facebook, Twitter, websites, blogs, chat rooms and related online media for content that involves SARS, in accordance with key words / topics provided in **Annexure C**. |
| The Service Provider must also conduct advanced searches of websites on a daily basis and determine the relevance of the content found, as per the SARS’ brief. |
| The Service Provider must provide SARS with daily summaries via email three (3) times a day, namely **8am, 12pm and 4pm**, of relevant online articles published in online publications, as well as posts and comments on social media. |
| **MEDIA ANALYSIS AND TRENDS** |
| The Service Provider will submit to SARS on a weekly, monthly, quarterly and annual basis, as well as per ad hoc request, a Media Content Analysis Report compiled from print, broadcast and online media. The analysis should include:  * + 1. quantitative analysis of actual coverage (per centimetre column or per second / minute etc.), as well as the equivalent advertising value of such coverage in all media;     2. qualitative analysis of the key issues covered in the media that is of relevance for SARS, the public perception of key issues that involves SARS, the nature of coverage (positive, negative or neutral) and the reputational impact of such coverage on SARS     3. the identity the key journalists and media houses covering these issues;     4. objective analysis of media reports, as they relate to the perceived image of SARS in the media. This includes analysis of the perceived public image of SARS’ services, achievements, organisational developments as well as developments in SARS’ environment that have an impact on its reputation; and     5. analysis of public perceptions of SARS as expressed by media commentators, stakeholders and taxpayers in the media, is also required. Analysis should identify and highlight reporting trends, angles and potential reputational risks, providing strategic insight to SARS. |
| The Media Content Analysis Report should be sent to SARS:  * + 1. Weekly report – first (1st) day of the working week;     2. Monthly report – two (2) working days after month-end;     3. Quarterly report – seven (7) working days after every quarter;     4. Annual Report – fourteen (14) days after the end of each financial year; and     5. Ad hoc report – within six (6) hours of a request from SARS. |
| In addition, to the weekly, monthly, quarterly ad hoc reports, SARS also requires an annual report, coinciding with the financial year that reflects details of the above analysis over a twelve (12) month period from April to March. |
| **SPECIAL REPORTS** |
| The Service Provider shall provide SARS with the following special reports:  * + 1. A comprehensive report on the annual tax season for individuals to be delivered within seven (7) working days of the end of the tax season;     2. A comprehensive report on the tax season for employers to be delivered within seven (7) working days of the end of the tax season for employers; and     3. A comprehensive report on the annual Revenue Announcement at the end of the financial year (March) to be delivered within seven (7) working days after the announcement. |
| The Service Provider shall provide SARS with the following monthly report:  * + 1. a Monthly Performance Report on the Service Provider’s compliance with Service Levels, within six (6) business days after the end of a month. |
| 1. **AD HOC SERVICES** |
| The Service Provider shall render ad hoc Services to SARS, which will comprise of providing technical training and after hours / weekend support with regard to accessing the electronic portal where articles (print or online) and broadcast items are stored, as well as the online tutorial, that enables navigation of summaries provided to SARS. |