

## **Media Monitoring and Analysis Scope of Work**

### **a) Account Management**

- Project management of all Eskom deliverables for media monitoring and analysis
- Preparation of media monitoring and analysis presentations and reports
- Inter-agency collaboration with other Eskom's agencies.
- Provision of an online portal to serve as a repository of all Eskom coverage.
- Archiving of Eskom coverage (print, broadcast, digital and social media).

### **b) Media Monitoring**

#### Media types:

- Print, broadcast, digital and social media (including TikTok)
- Consumer, business, and trade media.
- All national and regional media in South Africa.
- All community press in South Africa.
- All statements, reports and coverage relating to Eskom from the Parliament of South Africa.
- All media referencing Eskom and emerging electricity trends in the SADC region, the African Continent and the world at large.
- Selected national media in some international countries (on a request and project-by-project basis).

### **c) Media Analysis**

- Evaluation of all data collected from print, broadcast and digital and social media.
- Detailed media analysis, content analysis, trend analysis, reputational analysis, and sector (energy) analysis
- Identification of emerging issues that may impact Eskom's reputation.
- Identification of stakeholder perceptions, commentary and sentiment (as it relates to Eskom).

### **d) Reporting and Strategic Recommendations**

#### (i) Media Monitoring:

- Immediate alerts on Eskom breaking news.
- Daily alerts at 05h00, 15h00 and 19h00.
- Weekend alerts (Saturdays and Sundays at 09h00 and 17h00).
- Weekly media and social media monitoring reports (Fridays).
- Comprehensive monthly media and social media monitoring and analysis reports (including insights, Advertising Value Equivalent, sentiment, reach, volume, Share of Voice, top issues, top media and top journalists reporting on Eskom.
- Quarterly benchmark reports.
- Annual strategic media coverage overview.
- Bi-annual report and analysis of emerging global energy issues and trends.
- Coverage reports on emerging issues will be required on an ad hoc basis.
- Reports are required daily (in the form of alerts), weekly, monthly, quarterly, and annually.

#### (ii) Media Analysis:

- Monthly global energy issues report highlighting top news and themes affecting Eskom.
- Weekly narrative assessments with key issues and recommendations for the week ahead.
- Monthly media analysis reports which include:
  - Strategic insights, analysis and recommendations
  - Tracking of key issues

- Top media and journalists reporting on Eskom
- Top social media influencers
- Share of Voice
- Sentiment of coverage
- Volume
- Reach
- Advertising Value Equivalent
- A snapshot of coverage of marketing programmes
- Strategic recommendations on how best to counter negativity or leverage insights extracted from monthly, weekly and quarterly analysis and benchmark reports.
- Annual strategic media overview.
- Bi-annual emerging global issues and media trends report
- *Ad hoc* reports on emerging issues.
- Analysis report on coverage about Eskom's marketing and priority programmes such as:
  - Eskom MEGA Campaign
  - Air Quality Improvement Campaign
  - Demand Side Management Programme
  - Eskom Expo for Young Scientists
  - Eskom Development Foundation
  - Nuclear Communications
  - Public Safety
  - Energy Losses Management
  - Generation Operational Recovery Plan
  - Legal Separation
  - Distribution initiatives (BESS, electric vehicles, microgrids, electrification, smart metering etc)
  - Revenue Management (municipal dept)

**ENDS**

Signed:



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End-user  
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