

## **Statement of Work Media Monitoring Contract**

**The Public Affairs Section (PAS) in U.S. Embassy Amman would like to contract for media monitoring services via a media monitor (the Monitor) of Jordanian media that would provide two English language morning reports: a daily Headlines & Highlights product and a work-week mid-morning Jordan Daily Media Roundup. The nature of the Jordanian news cycles means much of this work would be produced in the late evening hours. The term of the contract will initially be 6 months, with the option to be extended up to 12 months.**

### **Required products:**

#### **Daily Morning Headlines & Highlights:**

This daily product (including weekends and Jordanian holidays, unless expressly directed otherwise by PAS) has four sections:

- Headlines at a glance: English translation of headlines of leading Jordanian newspapers and news sites with hyperlinks to the stories.
- (Temporarily) COVID-19 data for Jordan: Updated numbers from the Ministry of Health's COVID-19 information page. [PAS will inform the Monitor when this section can be discontinued.]
- Highlights in Jordanian media: English summary title and brief 1-2 sentence third-person summary of leading stories in Jordanian media, including hyperlinks. On average, we can expect 3-6 stories in this section.

The Morning Headlines & Highlights should be written concisely with an eye to giving only the details necessary to give executive-level readers an understanding of the story. A more in-depth summary or coverage of a topic can follow in the Daily Media Roundup (see below). See Deadlines and Formats section below for additional specifications.

#### **Jordan Daily Media Roundup during the work week:**

The Jordan Daily Media Roundup product provides readers an understanding of leading Jordanian media stories covering internal Jordanian politics, Jordanian economics, Jordanian foreign policy, or significant Jordanian cultural developments, as well as references to the United States. A full list of requested sections is included below, with suggested topics. All sections will include an English language third-person summary with a hyperlink to the source. The summary should reflect if different media outlets present significantly different perspectives, including hyperlinks. See Deadlines and Formats section below for additional specifications. This product will have the following sections:

- Top Three Stories: This section briefly summarizes the three most important stories being covered in Jordanian media.

- (Temporarily) COVID-19 Jordan Updates: This section summarizes the latest COVID-19 statistics announced by the Jordanian Ministry of Health (available at the Ministry's COVID-19 website and at Petra) and a roundup of leading COVID-19 related stories in Jordanian press. [PAS will inform the Monitor this section can be discontinued.]
- Political News: This section contains stories on internal Jordanian politics or foreign policy developments. While much of these stories are generated by press releases from participating parties, this report should avoid simply replicating official statements.
- Royal Court News: This section includes significant public activities of leading Royal Court officials. This section should include significant Pan-Arab media references to the King or the Crown Prince.
- U.S. in the News: This section should include stories that reference the U.S. Government, the U.S. Embassy, the U.S. Ambassador to Jordan or other Embassy staff, USAID or U.S. military projects in Jordan, or leading American political leaders. Additionally, stories highlighting aspects of American society or culture for Jordanian audiences can be included. This section should include significant Pan-Arab media references to the U.S. Embassy in Jordan and the U.S. Ambassador to Jordan.
- Key Current Events (as needed in consultation with PAS , e.g., Jordanian parliamentary elections)
- Local News: This section focuses on the Greater Amman Municipality and should provide stories and should include stories reference changes in traffic, provision of services and utilities, security concerns, and related matters that could affect the operation of the U.S. Embassy.
- Economic News: This section provides an overview of the leading economic stories in Jordanian press, which can include Jordanian commodity prices, Jordanian trade and/or economic cooperation with other countries (especially the United States), Jordan-related decisions for international economic bodies (including the World Bank, International Monetary Fund, changes in Jordanian economic, taxation or labor policies, unemployment/employment conditions in Jordan, and Jordanian companies operating in the U.S. and U.S. companies operating in Jordan.

#### **Deadlines and Format:**

The Morning Headlines & Highlights should be delivered daily (including weekends and holidays unless specified otherwise by PAS) in a Word document via email by 11pm to a specified email address. This schedule allows for PAS to distribute the final product the next morning by 8:00am. The product length should be between 450-650 words.

The Jordan Daily Media Summary should be delivered no later than 9:00am during the Sunday through Thursday work week in a Word document via email to a specified email

address. This schedule allows for PAS to distribute the final product by 1:00pm the same day. The product length should be between 2,000-4,000 words.

Both products should be formatted in Calibri font, 12 point font and written in clear and concise American English, using consistent spelling of Arabic names. Any included graphics or photos should be centered and the source identified. PAS will provide and update a style guide with examples.

To assist the Monitor, PAS will assign a staff member to address questions on specific topics or stories during the late evening news cycle (tentatively 5:00pm to 11:00pm Amman time).

**Media Sources to Be Monitored:**

The purpose of this media monitoring is to provide U.S. Embassy audiences an understanding of leading stories in Jordanian news media. Accordingly, PAS will provide the Monitor a comprehensive list of Jordanian media and a select list of non-Jordanian media that should be monitored. However, PAS and the Monitor may agree to adjust this list based on the evolving media consumption habits of the Jordanian public. With the limited exceptions noted by PAS, the monitoring should be primarily focused on Jordanian media, as opposed to Pan-Arab, other regional, or international media.

Instructions to Offeror. Each offer must consist of the following:

A. Summary of Instructions. Each offer must consist of the following:

A.1. A completed solicitation, in which the SF-1449 cover page (blocks 12, 17, 19-24, and 30 as appropriate), and Section 1 has been filled out.

A.2. Information demonstrating the offeror's/quoter's ability to perform, including:

(1) Name of a Project Manager (or other liaison to the U.S. Embassy/Consulate) who understands written and spoken English;

(2) Evidence that the offeror/quoter operates an established business with a permanent address and telephone listing;

1. List of clients over the past two years, demonstrating prior experience with relevant past performance information and references (provide dates of contracts, places of performance, value of contracts, contact names, telephone and fax numbers and email addresses). If the offeror has not performed comparable services in Jordan then the offeror shall provide its international experience. Offerors are advised that the past performance information requested above may be discussed with the client's contact person. In addition, the client's contact person may be asked to comment on the offeror's:
  - Quality of services provided under the contract;
  - Compliance with contract terms and conditions;
  - Effectiveness of management;
  - Willingness to cooperate with and assist the customer in routine matters, and when confronted by unexpected difficulties; and
  - Business integrity / business conduct.

The Government will use past performance information primarily to assess an offeror's capability to meet the solicitation performance requirements, including the relevance and successful performance of the offeror's work experience. The Government may also use this data to evaluate the credibility of the offeror's proposal. In addition, the Contracting Officer may use past performance information in making a determination of responsibility.

2. Evidence that the offeror/quoter can provide the necessary personnel, equipment, and financial resources needed to perform the work;
3. The offeror shall address its plan to obtain all licenses and permits required by local law (see DOSAR 652.242-73 in Section 2). If offeror already possesses the locally required licenses and permits, a copy shall be provided.

6. The offeror's strategic plan for providing Media Monitoring Services to include but not limited to:
- (a) A work plan taking into account all work elements in Section 1, Performance Work Statement.
  - (b) Identify types and quantities of equipment, supplies and materials required for performance of services under this contract. Identify if the offeror already possesses the listed items and their condition for suitability and if not already possessed or inadequate for use how and when the items will be obtained;
  - (c) Plan of ensuring quality of services including but not limited to contract administration and oversight; and
  - (d) (1) If insurance is required by the solicitation, a copy of the Certificate of Insurance(s), **or** (2) a statement that the contractor will get the required insurance, and the name of the insurance provider to be used.