

# RFQ – Media Monitoring Services

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## SCOPE OF WORK:

### 1. News Content & PR Monitoring

The agency will actively monitor various media platforms to capture and report all news content related to IBA Karachi and its stakeholders. This includes monitoring for mentions of:

- IBA Karachi campuses, students, faculty, and administration
- Events, seminars, conferences, and press releases organized by IBA Karachi
- Any other content relevant to IBA Karachi across TV, print, and social/digital media, whether the tone is positive, neutral, or negative

### 2. Monitoring Coverage

The agency will monitor and capture a wide range of content across media channels, including:

- **TV:** News bulletins, breaking news, talk shows, interviews, documentaries, and news packages
- **Print Media:** Newspapers, magazines, and journals
- **Digital / Social Media:** Online news outlets, social media, blogs, and websites

### 3. Keywords Monitoring

The agency will set up and monitor a list of client-specific keywords provided by IBA Karachi to capture all relevant mentions. These keywords can include:

- Specific IBA Karachi initiatives, projects, and events
- Names of prominent IBA Karachi stakeholders (students, faculty, administration)
- IBA's associated campaigns, centers, partnerships, etc.

### 4. WhatsApp Instant Reporting

In addition to 24/7 monitoring, the agency will provide instant WhatsApp reports for any mentions of IBA Karachi. These reports will include:

- **Media Type:** Whether the content is a ticker, full news story, interview, etc.
- **TV Channel or Publication Name:** The name of the channel or media outlet where the content appeared
- **Timestamp:** Exact date and time when the content was aired or published

- **Physical Clip/Content:** The agency will share relevant video clips (for TV) or scanned images (for print) via WhatsApp for quick reference
- **News Classification:** Whether the content is breaking news, a scheduled program, or part of regular coverage (i.e., ticker or full news)

## 5. Reporting Structure & Format

The agency will deliver reports in a systematic manner, offering:

- **Daily Summaries:** A consolidated daily report summarizing all media mentions of IBA, delivered at a fixed time
- **Detailed Analysis:** Weekly and monthly analytical reports providing insights into media trends, sentiment analysis, and overall media presence for IBA Karachi
- **Video and Image Archive:** A digital repository containing all relevant clips and images, cataloged with metadata for easy reference and retrieval
- **Competitors' Scan:** A weekly report on competitors' news/updates with all relevant clips and images on multiple platforms

## 6. Comprehensive Event Coverage

For specific IBA Karachi events such as conferences, seminars, or press releases, the agency will provide event-focused media monitoring, ensuring thorough coverage of all media segments related to these activities, including:

- Pre-event promotions
- Live event coverage
- Post-event media mentions

## 7. Support & Communication

The agency will maintain open communication channels with IBA Karachi through:

- A dedicated account manager for real-time queries and coordination
- Regular check-ins to refine monitoring criteria and reporting formats
- Immediate escalation in case of high-impact news that may require urgent action from IBA Karachi

## REPORTING

The agency will ensure prompt reporting of any content related to IBA as soon as it is broadcasted or published. The reporting structure will include:

*TV Coverage*

- **Immediate Reporting:** Any news clip related to IBA Karachi that goes on-air will be immediately shared with the client via WhatsApp
- **Weekly Compilation:** A detailed report compiling all relevant TV clips from the week will be sent to the client on a weekly basis

#### *Print & Digital Media*

- **Same-Day Reporting:** Press releases and related content published in print or digital media will be reported to the client on the day of publication
- **Weekly Compilation:** A comprehensive weekly report compiling all relevant print and digital media coverage will be delivered to the client at the end of each week

#### *Reporting Timelines:*

- **Real-Time Reporting:** Instant alerts will be sent through WhatsApp to the designated IBA Karachi contacts upon any mention of IBA across any media platform
- **24/7 Monitoring:** The agency will provide round-the-clock coverage to ensure that all news—whether breaking news, scheduled programs, or other media segments—is captured and communicated in real-time