

TERMS OF REFERENCE

PROJECT:	Procurement of Consultancy Service for the Communication Campaign of Trabaho Negosyo Kabuhayan (TNK) Job and Business Fair including other Employment Facilitation Programs
PROPOSER:	Department of Labor and Employment – Bureau of Local Employment (DOLE-BLE)
NATURE OF THE PROJECT	Procurement of Consulting Services, pursuant to the pertinent provisions of Republic Act 9184, its Implementing Rules and Regulations (IRR), Manual of Procedures for the Procurement of Consulting Services and other related Issuances, Circulars, and Regulations issued by the Government Procurement Policy Board (GPPB)
APPROVED BUDGET: FOR THE CONTRACT (ABC)	₱ 4,800,000.00

I. BACKGROUND AND RATIONALE

Trabaho Negosyo Kabuhayan (TNK), an initiative of the Department of Labor and Employment (DOLE), in partnership with the Department of Trade and Industry (DTI), aims to create decent jobs through the promotion of entrepreneurship with the cooperation of the Public Employment Service Offices (PESOs) of the LGUs, and other government agencies.

TNK provides employment and entrepreneurial opportunities to types of jobseekers including returning overseas Filipino workers (OFWs), K-12 graduates, persons with disabilities (PWDs) and even senior citizens.

Recognizing mass media plays an important role in disseminating important information among the masses on government policies, programs, and services. With this agenda in mind, the Bureau of Local Employment proposes to engage the services of a broadcast media, today's most effective, efficient, and relevant way in promoting and familiarizing the public of the programs such as the TNK and other services that promotes full employment, through facilitation and enhancement of the access of jobseekers to decent and gainful employment opportunities.

II. OBJECTIVES

The primary objective of this proposal is to communicate BLE's Trabaho Negosyo Kabuhayan through broadcast media such as television, radio, and social media platform. This campaign will also feature other DOLE programs and services but not limited to the following:

- a. Public Employment Service Office (PESO)
- b. Special Program for the Employment of Students (SPES)
- c. Government Internship Program (GIP)
- d. JobStart
- e. National Skills Registry Program
- f. Philjobnet
- g. Career Guidance Advocacy Program
- h. Private Employment Agency (PEA)

- i. Alien Employment Permit (AEP)
- j. First Time Jobseekers Act
- k. Labor Market Information
- l. Covid-19 Adjustment Measures Program (CAMP)
- m. National Employment Recovery Strategy (NERS)

1. To complement the current activities engaged in the promotion the Trabaho Negosyo Kabuhayan initiative; and
2. To communicate crucial information on programs and services that may be availed by Filipino work force relevant to employment facilitation, worker's welfare and development.

III. **REQUIREMENTS**

Broadcast media provider must comply with the following pre-conditions:

1. Must be a credible institution, and can secure airtime from the leading teleradyo network in the country;
2. Must have a broadest reach and biggest viewership/listenership share as determined by Teleradyo surveys commissioned by the *Kapisanan ng mga Broadcaster sa Pilipinas* (KBP);
3. Must able to provide full service in terms of broadcast facilities and equipment;
4. Must have a satisfactory rating on their previous engagement with any government institution;
5. Must be engaged with a number of communication channels (television, radio, social media, etc.); and
6. Provider/consultant will be subjected to series of evaluation based on the attached Shortlist Criteria (Annex A) and Technical Evaluation Criteria (Annex B). Selection of provider/consultant shall be determined using the Quality-Based Evaluation in compliance with RA 9184.

IV. **SCOPE OF WORK AND DELIVERABLES**

Under the supervision of the BLE, the Broadcast Media provider shall:

1. Facilitate the airing of the Bureau's media materials by means of TV Commercials (TVC), Feature Segment, and Live/Pre-recorded Interviews following the below arrangement;

Deliverables	Frequency	Duration	No. of Weeks
TV Commercials	1	30 seconds	26
Feature Segment	10	2 – 3 minutes	10
Live Interviews	3	5 minutes	3

2. Develop and provide media materials for the Bureau;
3. Ensure availability of live streaming and archived recordings of the program materials aired;
4. Submit and make available to BLE the following:
 - a. Tape-on-air (TOA), archived recordings and live streams of every airing;
 - b. Posting of TOA on the radio network/station's online communication platform (Facebook, Twitter, YouTube, etc.); and
 - c. Project completion and financial reports

BLE on the other hand, shall:

1. Assist the Broadcast media provider by preparing and providing the following materials:
 - a. Canned materials for placement/commercials such as brochures, AVPs, etc.;
 - b. Guide questions for interviews; and
 - c. Briefers for announcements and updates.
2. Review and approve the broadcast schedule and other outputs of the broadcast media provider; and
3. Assign focal persons from BLE, being the end user, to coordinate the requirements of the broadcast media company.

Both parties are responsible for ensuring that media materials to be used in this campaign does not infringe on any intellectual property rights and the same are legally acquired and appropriately licensed for use in the Philippines.

V. DURATION AND BUDGET

The broadcast of the advocacy campaign shall commence upon receipt of Notice to Proceed for a total of six (6) months or equivalent to 26 weeks. Total budget allocated is Four Million Eight Hundred Thousand (Php 4,800,000.00) and shall be sourced from the Continuing Appropriation of Job Fair MOOE Funds (Php 2,400,000.00) and 2022 PESO Fund (Php 2,400,000.00), inclusive of all applicable government taxes and charges, professional fees, administrative costs, and other incidentals.

VI. TERMS OF PAYMENT

Payment shall be divided into four (4) tranches:

Deliverables	Percentage	Amount
After Airing of the 1 st TVC	25%	Php 1,200,000.00
After Airing of the 9 th TVC and other deliverables	25%	Php 1,200,000.00
After Airing of the 18 th TVC and other deliverables	25%	Php 1,200,000.00
After Airing of the 26 th TVC and completion of all deliverables	25%	Php 1,200,000.00
TOTAL	100%	Php 4,800,000.00

VII. OWNERSHIP

The BLE shall have exclusive ownership of the print and video materials developed under this media advocacy campaign.