

## TERMS OF REFERENCE

### **Procurement of a Service Provider to render Media and Public Relations for Managing the Announcement of Approval of DA-PhilRice's Biosafety Permit for the Commercial Propagation of Golden Rice**

The media/PR agency will work closely with the Healthier Rice Project team composed of DA-PhilRice and IRRI personnel to facilitate the management of public relations and media coverage on the announcement in relation to the DA-PhilRice regulatory application for commercial propagation of Golden Rice.

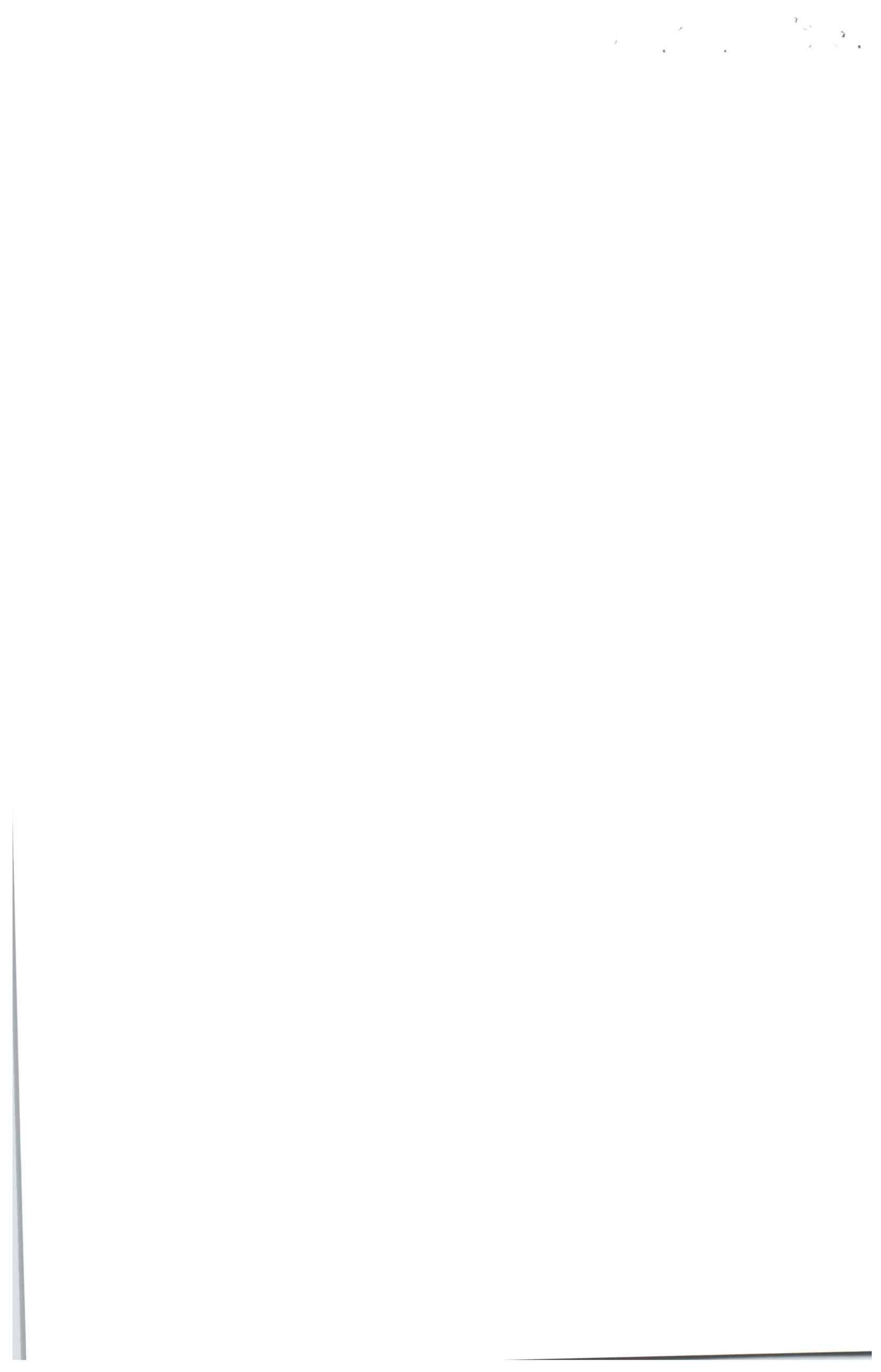
#### **1. Scope and coverage**

The media/PR agency will be responsible for the development of PR and Media Plan for the announcement of DA-BPI's approval of the Biosafety Application for the Commercial Propagation of Golden Rice. The plan shall include a mix of available and accessible traditional and virtual channels of communication for maximum reach. Implementation and information dissemination shall be done through DA-PhilRice in-house and institutional media network and may include external contacts of project partners and collaborators.

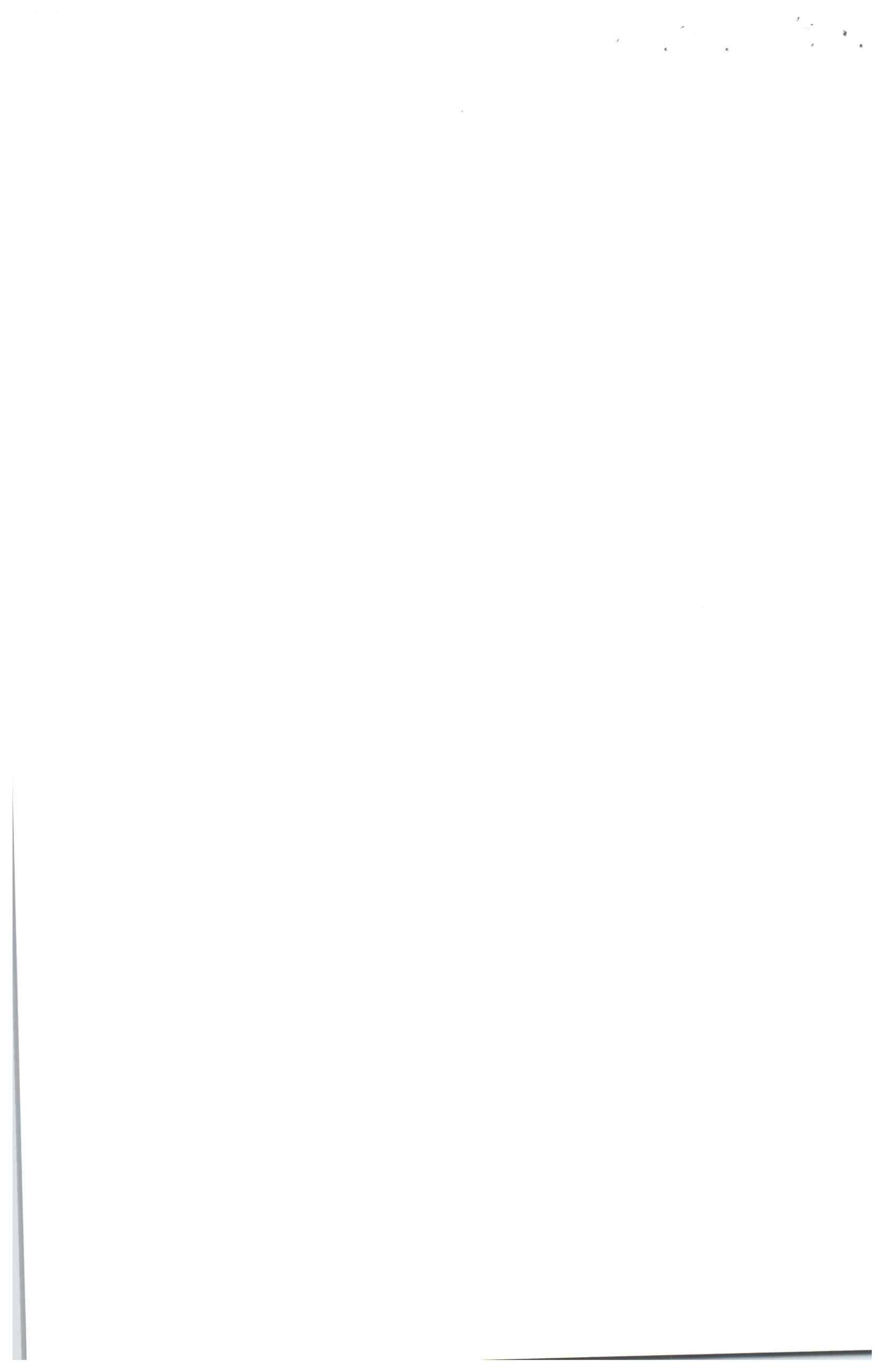
The Golden Rice Team shall provide the agency with materials from which they can gather content to work on. Coordination meetings shall be conducted to outline specific activities and timelines, and periodic meetings shall be held to monitor progress and make necessary adjustments to the plan.

The following are the specific tasks of the agency:

1. Meet/closely coordinate with the Golden Rice Project staff to discuss the project's goals, strategies, and timelines
2. Develop a PR and risk communication plan to generate favorable public response on Golden Rice biosafety regulatory approval and to mitigate possible issues that may arise
3. Review the core messages, communication SOPs, and list of stakeholders
4. Prepare biosafety approval announcements in various formats, such as press release, update letter/email for partners, briefer, public information service (PSA), and message map (highlighting important statements about the biosafety approval and the steps moving forward)
5. Review the project FAQs and add more contents based on current public queries
6. Develop 6 creative campaign assets (tagline, logo, templates, etc.) to supplement the effective dissemination of news and updates
7. Co-manage the project's social media accounts: 1) Prepare weekly content/s (1-2 either in a video or static image format) for social media posting to be approved by the Golden Rice Project team. The drafted content/s for posting could undergo up to 3 revisions; 2) monitor and analyze traffics, engagements, mentions, and sentiments using a social listening tool; 3) create page like ads and boost at least 5 posts to expand the reach and impact of the project.
8. Conduct at least one virtual media briefing including preparation of media advisory, media kit, preparation of statements, and FAQs



9. Prepare/produce contents for placement in national dailies (4/mo), radio stations with national coverage (2/mo), popular TV shows/programs (1/month), popular & relevant social media influencer accounts (2/mo)
  10. Flag stakeholder concerns, comments, or questions for immediate management/response by team members
  11. Conduct a capacity enhancement training for project leads, spokespersons, and officials on risk communication and issue management
  12. Provide a high resolution copy of all outputs and editable files to the Golden Rice Project team every month
  13. Weekly and monthly report on activities including media coverage and social media analytics with ff KPIs: # of post, # of reach and engagement, sentiments (negative or positive), at least 5 frequently asked questions
  14. Submit a final report (narrative) at the end of the project
- 2. Production, Computer, Software, and Stable Internet Connection**
- a. The media/PR agency must have full production equipment, computers and/or laptops (at least Intel Core i5) capable of editing videos and producing other content for posting on social media
  - b. The agency must also have software (Adobe Photoshop, Adobe Illustrator, Adobe Premiere, etc.) capable of producing high quality videos and other content.
  - c. The agency must also have a stable internet connection.
- 3. Deliverables/Expected Outputs**
- a. Approved PR and risk comm plan
  - b. High resolution copies and editable files of creative assets as well contents to be submitted to the Golden Rice Project team via email and google drive or other file sharing sites/apps
  - c. Weekly and monthly report on media coverage and social media analytics. Increased page likes (3000/month) and post engagement (50,000-100,000 people reached/mo) through boosting
  - d. End-of-day report on media request and coverage within 5 days from date of official announcement
  - e. Weekly report on the anti-GR activities online and media pick-ups
  - f. Suggest/Recommend additional interventions or adjustments to the strategic action plans on a case-to-case basis
- 4. Duration**  
3 months
- 5. Budget**  
Php **999,999.99**
- 6. Eligibility**  
The agency should have:
- a. Outstanding portfolio of past social media pages managed



- b. At least 4 years of experience working in media/public relations and social media marketing preferably related to agriculture, health, nutrition, and biotechnology
- c. The agency must have worked with recognized institutions/ companies.
- d. Ability to adhere to deadlines and flexibility
- e. Has full production equipment, computers, software, and stable internet connection

**7. 12-Week Work Plan**

TASK	WEEK											
	1	2	3	4	5	6	7	8	9	10	11	12
<b>Pre-announcement</b>												
Meet with the Golden Rice Project staff and become familiar with the project's goals, strategies, and timelines												
Review the core messages, communication SOPs, and list of stakeholders												
Prepare drafts (media release, statements, FAQs, etc.) and plans for briefings, media placement, and social media posting												
Develop creative assets to supplement the effective dissemination of news and updates												
<b>Announcement</b>												
Conduct one virtual media briefing including preparation of media advisory, media kit, preparation of statements, and FAQs												
Coordinate media placements in mainstream and social media outlets												
Draft weekly content for social media posting to be approved by the Golden Rice Project team. The drafted content for posting could undergo up to 3 revisions												
Increase page likes (at least 500/month) and post engagement (at least 2,500 people reached) through boosting												
Flag stakeholder concerns, comments, or questions for immediate management/response by team members												
Provide a high resolution copy of all outputs and editable files to the Golden Rice Project team every month												
Monthly report on activities including media coverage and social media analytics												
<b>Post-Announcement</b>												

