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|                                                            | PR-MEDIA RFQ 01/2026                                                                                                                                                                                                           |
| Quote Description:                                         | <p>APPOINTMENT OF A SERVICE PROVIDER FOR PUBLIC RELATIONS, MEDIA RELATIONS, MEDIA MONITORING AND REPUTATION MANAGEMENT SERVICES AT THE LAW SOCIETY OF SOUTH AFRICA (LSSA)</p> <p>304 Brooks Street<br/>Menlo Park<br/>0102</p> |
| Closing Date and Time:                                     | 9 OCTOBER 2026 - 13H00                                                                                                                                                                                                         |
| Contract Period                                            | 12 months (starting from the appointed date)                                                                                                                                                                                   |
| High Level Summary of Requirements:                        |                                                                                                                                                                                                                                |
| Response Documents are Delivered via emails:               | <p>EMAILS ADDRESS:<br/>Thandeka Monica Mpanyana<br/>(monica@lssa.org.za)</p> <p>Electronic Submission:<br/>Bidders must use the bid reference number: PR-MEDIA RFQ 01/2026, as the subject line when submitting proposals.</p> |
| Bidding procedure enquiries may be directed in writing to: | Thandeka Monica Mpanyana<br>(monica@lssa.org.za)                                                                                                                                                                               |
|                                                            |                                                                                                                                                                                                                                |

## REQUEST FOR QUOTATION

### PUBLIC RELATIONS, MEDIA RELATIONS, MEDIA MONITORING AND REPUTATION MANAGEMENT SERVICES

#### 1. BACKGROUND

The Law Society of South Africa (LSSA) is the representative organisation of the attorneys' profession in South Africa. Its mandate includes advocacy and representation, professional development, access to justice, thought leadership and support for a strong, ethical and accessible legal profession.

LSSA operates across a broad professional and public-interest environment, including legal practice, courts, legislation, access to justice, professional ethics, transformation, legal education and matters of national interest.

LSSA's **Professional Affairs programme** provides an established platform for proactive media engagement through specialist committees and subject-matter expertise on issues affecting the legal profession and the public. These may include legislative and regulatory developments, court outcomes, the Road Accident Fund, access to justice, legal practice, professional standards and other matters of national interest.

**LEAD**, LSSA's education and professional development division, provides training and development opportunities for candidate and practising legal practitioners, including practical vocational training, post-admission education and practice management.

**De Rebus**, the South African Attorneys' Journal published by LSSA, reaches its **70th anniversary in 2026**, presenting an opportunity for sustained media exposure around the history and development of the legal profession and legal knowledge.

LSSA is also undertaking a **rebranding and repositioning programme**. The appointed service provider will therefore be required to support the organisation's long-term reputation and positioning through a structured media programme aligned to the new LSSA brand.

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## 2. PURPOSE OF THE RFQ

LSSA seeks to appoint an experienced public relations and media agency for **twelve (12) months** to provide:

- strategic public relations;
- media relations;
- proactive media placement;
- thought-leadership support;
- media monitoring;
- reputation management;
- media opportunity identification; and
- media performance and ROI reporting.

The programme must support the **repositioning of LSSA as a credible and authoritative voice of the attorneys' profession** and strengthen the organisation's reputation over the contract period.

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## 3. KEY OBJECTIVES

The appointed service provider will be required to:

1. Support the repositioning and rebranding of LSSA through sustained media visibility.
2. Strengthen LSSA's reputation and authority within the legal profession and broader public environment.
3. Position LSSA as a credible source of expert commentary on matters within its mandate.
4. Generate proactive media opportunities from Professional Affairs and other LSSA programmes.
5. Position LEAD as a credible source of legal education and professional development expertise.
6. Leverage the De Rebus 70th anniversary as a strategic media opportunity.
7. Strengthen relationships with relevant journalists, editors, producers and media houses.
8. Secure measurable radio, television, print and online media exposure.
9. Monitor LSSA's media reputation and identify emerging risks and opportunities.

10. Provide measurable monthly reporting on media performance and return on investment.
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## 4. SCOPE OF SERVICES

### 4.1 Strategic PR and Media Planning

The appointed agency must develop and implement a **12-month PR and media programme** aligned to LSSA's rebranding and strategic priorities.

The programme must include:

- annual media strategy;
  - monthly media plans;
  - key messages;
  - media opportunity identification;
  - proactive media pitching;
  - spokesperson positioning;
  - thought-leadership opportunities;
  - media relationship management; and
  - quarterly review of media priorities.
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### 4.2 LSSA Repositioning and Reputation Management

The agency must support the repositioning of LSSA by:

- developing media narratives aligned to the new LSSA brand;
- increasing awareness of LSSA's role and mandate;
- identifying opportunities to position LSSA experts as authoritative sources;
- securing positive and balanced media coverage;
- identifying reputational risks;
- advising on appropriate media responses; and
- monitoring changes in LSSA's media profile.

The agency must demonstrate how media activity will contribute to **long-term reputation sustainability**, rather than focusing solely on individual media placements.

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### 4.3 Professional Affairs Media Programme

The agency must establish a proactive media pipeline based on LSSA's Professional Affairs programme.

This must include identifying opportunities arising from:

- specialist committee activities;
- court judgments and outcomes;
- legislation and policy;

- legal and regulatory developments;
- access to justice;
- legal practice;
- professional ethics;
- transformation;
- Road Accident Fund developments;
- court administration;
- emerging legal issues; and
- other matters of national interest within LSSA's mandate.

The agency must work with designated LSSA representatives to develop appropriate media opportunities, including press releases, interviews, commentary, opinion pieces and expert briefings.

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#### **4.4 Legal Profession Thematic Programme**

The agency must develop an annual thematic media programme aligned to issues relevant to the legal profession.

Indicative themes include:

- the future of the legal profession;
- access to justice;
- professional ethics and standards;
- courts and administration of justice;
- legal practice and transformation;
- legal education and professional development;
- technology and the future of legal practice;
- young and emerging legal practitioners;
- women and transformation in the profession;
- legislation and policy; and
- other emerging issues relevant to LSSA.

The final themes must be agreed with LSSA.

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#### **4.5 De Rebus 70th Anniversary**

The agency must develop and implement a media campaign supporting the **70th anniversary of De Rebus**.

The campaign must include:

- anniversary media strategy;
- media releases;
- media pitching;
- interviews;
- feature opportunities;
- radio and television opportunities;
- legal and professional media;

- digital media;
  - historical and milestone stories; and
  - integration of the anniversary into LSSA's broader reputation programme.
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#### **4.6 LEAD Media Positioning**

The agency must develop media opportunities that position LEAD as a source of expertise on:

- legal education;
  - professional development;
  - candidate attorney development;
  - practice management;
  - continuing professional development;
  - future skills;
  - technology and legal practice;
  - leadership; and
  - emerging professional trends.
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#### **4.7 Press Releases and Media Placement**

The agency must develop, distribute and actively pitch:

**Minimum: 12 press releases per month**

Target:

**Minimum 6 published media placements per month**

Annual minimum:

- 144 press releases;
- 72 published placements.

Published placements must be evidenced through the relevant media outlet.

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#### **4.8 Radio Interviews**

The agency must secure:

**Minimum 8 radio interviews per month**

Annual minimum:

**96 radio interviews**

Opportunities should include national, regional, community, specialist, legal and current-affairs programming.

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#### **4.9 Television Interviews**

The agency must secure:

##### **Minimum 2 television interviews per month**

Annual minimum:

##### **24 television interviews**

The agency must target relevant national, regional, business, current-affairs, legal and public-interest programmes.

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#### **4.10 LSSA Media Day**

The agency must plan and coordinate **one LSSA Media Day** during the contract period.

The scope must include:

- concept and programme;
  - media target list;
  - invitations;
  - media briefing materials;
  - spokesperson preparation;
  - key messages and Q&A;
  - media packs;
  - interview coordination;
  - event support;
  - media follow-up; and
  - post-event reporting.
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#### **4.11 Media Monitoring**

The agency must provide continuous monitoring of relevant:

- print media;
- online media;
- radio;
- television;
- legal publications;
- business media;
- professional media;
- relevant social/digital platforms; and
- regional/international media where relevant.

Monitoring must include:

- LSSA;
  - LEAD;
  - De Rebus;
  - LSSA leadership;
  - designated spokespersons;
  - Professional Affairs issues;
  - legal profession issues; and
  - emerging reputational risks.
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#### **4.12 Reputation Management**

The agency must provide ongoing reputation monitoring and advisory support, including:

- sentiment monitoring;
- positive, neutral and negative coverage;
- emerging issues;
- reputational risks;
- response recommendations;
- media narrative analysis;
- message consistency; and
- escalation of significant issues.

Significant reputational risks must be brought to LSSA's attention promptly.

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### **5. MEDIA MONITORING AND MONTHLY REPORTING**

The agency must provide **one comprehensive report per month**.

Reports must include:

- activities undertaken;
- press releases issued;
- media placements;
- radio interviews;
- television interviews;
- print and online coverage;
- media reach/audience where available;
- key messages;
- sentiment;
- Professional Affairs coverage;
- LEAD coverage;
- De Rebus coverage;
- reputation issues;
- media opportunities;
- journalist engagement;
- recommendations; and
- performance against agreed KPIs.

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## 6. MEDIA ROI

Monthly reporting must include a measurable assessment of media return on investment.

Where AVE or another media-value methodology is used, the agency must provide:

- monitoring tool used;
- media outlet;
- placement;
- rate/value basis;
- calculation methodology;
- assumptions; and
- limitations.

The agency must distinguish between **earned media value/AVE** and **actual financial return**.

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## 7. MEDIA DATABASE

The appointed agency must maintain a comprehensive media database covering relevant:

- national media;
- provincial and regional media;
- community media;
- legal media;
- business media;
- radio;
- television;
- online media;
- professional publications;
- African/regional media; and
- relevant international legal media.

The database must include, where lawfully available:

- media house;
- publication/programme;
- journalist/editor/producer;
- position;
- area of coverage;
- email;
- telephone;
- location;
- platform; and
- relevant notes.

The database must be updated throughout the contract.

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## 8. ANNUAL MINIMUM DELIVERABLES

| Deliverable                      | Monthly    | Annual         |
|----------------------------------|------------|----------------|
| Press releases                   | 12         | 144            |
| Published media placements       | 6          | 72             |
| Radio interviews                 | 8          | 96             |
| Television interviews            | 2          | 24             |
| Media monitoring reports         | 1          | 12             |
| ROI/media value reports          | 1          | 12             |
| Reputation reports               | 1          | 12             |
| Professional Affairs media plans | 1          | 12             |
| De Rebus 70 campaign             | —          | 1              |
| LSSA Media Day                   | —          | 1              |
| Annual media strategy            | —          | 1              |
| Comprehensive media database     | Continuous | Final handover |
| Annual performance report        | —          | 1              |

**Note:** LSSA will assess both quantity and quality of media coverage. Placements must be relevant to LSSA's mandate and target audiences.

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## 9. SUPPLIER APPROACH AND METHODOLOGY

Bidders must provide a concise methodology demonstrating how they will:

- support LSSA's rebranding and repositioning;
- build LSSA's media reputation over 12 months;
- leverage Professional Affairs as a media-content pipeline;
- develop legal-profession thematic campaigns;
- position LSSA experts as media commentators;
- execute the De Rebus 70 campaign;
- position LEAD;
- secure radio and television interviews;
- secure print and online coverage;
- manage reputational risks;
- conduct media monitoring;
- measure ROI; and
- manage the relationship with LSSA.

Bidders must provide a **12-month implementation plan** showing proposed activities, themes, deliverables and KPIs.

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## 10. MINIMUM SUPPLIER EXPERIENCE

The service provider must demonstrate:

- minimum four (4) years' relevant PR/media experience;

- experience managing institutional or corporate reputation;
- established relationships with South African media;
- experience securing radio and television interviews;
- experience in media monitoring;
- experience in reputation management;
- experience in thought leadership;
- experience producing media ROI reports; and
- capacity to manage a 12-month programme.

Experience with professional bodies, legal organisations, education institutions or similar organisations will be advantageous.

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## 11. MANDATORY SUBMISSION REQUIREMENTS

Bidders must submit:

1. Company profile.
2. Evidence of minimum four years' relevant experience.
3. At least three reference letters.
4. Examples of comparable PR/media programmes.
5. Evidence of media placements achieved.
6. Approach and methodology.
7. 12-month implementation plan.
8. Proposed thematic media programme.
9. Professional Affairs media approach.
10. De Rebus 70 campaign approach.
11. Media monitoring methodology.
12. ROI/AVE methodology.
13. Media Day approach.
14. Proposed project team and CVs.
15. Detailed pricing schedule.
16. CIPC registration documentation.
17. SARS Tax Compliance Status.
18. VAT registration details, where applicable.
19. B-BBEE certificate/sworn affidavit, where applicable.
20. Bank confirmation letter.
21. Director/member identification documentation where required.

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## 12. PRICING SCHEDULE

| Category | Deliverable                             | Quantity  | Unit Price | Total |
|----------|-----------------------------------------|-----------|------------|-------|
| A        | Annual PR/media strategy                | 1         |            |       |
| A        | Monthly PR/media management             | 12        |            |       |
| B        | Press releases and pitching             | 144       |            |       |
| B        | Radio interviews                        | 96        |            |       |
| B        | Television interviews                   | 24        |            |       |
| C        | LSSA repositioning/reputation programme | 12 months |            |       |
| C        | Professional Affairs media programme    | 12 months |            |       |

| Category | Deliverable                            | Quantity  | Unit | Price | Total |
|----------|----------------------------------------|-----------|------|-------|-------|
| C        | LEAD media positioning                 | 12 months |      |       |       |
| D        | De Rebus 70 campaign                   | 1         |      |       |       |
| E        | LSSA Media Day – planning              | 1         |      |       |       |
| E        | LSSA Media Day – execution             | 1         |      |       |       |
| F        | Media monitoring                       | 12        |      |       |       |
| F        | Reputation management                  | 12        |      |       |       |
| F        | Monthly reporting                      | 12        |      |       |       |
| F        | ROI/media value reporting              | 12        |      |       |       |
| G        | Media database development/maintenance | 12 months |      |       |       |
| G        | Final handover and close-out report    | 1         |      |       |       |
|          | <b>SUB-TOTAL</b>                       |           |      |       |       |
|          | <b>VAT</b>                             |           |      |       |       |
|          | <b>TOTAL</b>                           |           |      |       |       |

Bidders must clearly identify any:

- monitoring-tool costs;
- subscriptions;
- travel;
- accommodation;
- Media Day costs;
- production costs;
- third-party costs;
- exclusions; and
- additional charges.

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### 13. DISQUALIFICATION / NON-RESPONSIVENESS

A submission may be regarded as non-responsive where the bidder:

- fails to provide mandatory documentation;
  - does not meet the minimum experience requirement;
  - fails to provide the required methodology;
  - fails to provide a 12-month implementation plan;
  - fails to demonstrate capacity to meet the required deliverables;
  - fails to provide references;
  - submits inaccessible supporting evidence;
  - submits incomplete pricing;
  - materially deviates from the scope;
  - submits after the closing date;
  - provides materially false or misleading information; or
  - fails to comply with LSSA procurement requirements.
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### 14. TECHNICAL EVALUATION

| <b>Criterion</b>                                | <b>Weight</b> |
|-------------------------------------------------|---------------|
| Relevant PR/media experience                    | 15            |
| Understanding of LSSA and its media environment | 10            |
| LSSA repositioning and reputation approach      | 20            |
| Professional Affairs/media opportunity strategy | 15            |
| Media relations and media access                | 15            |
| De Rebus 70 campaign                            | 10            |
| Media monitoring, reputation and ROI            | 5             |
| Team and capacity                               | 5             |
| 12-month implementation plan                    | 5             |
| <b>TOTAL</b>                                    | <b>100</b>    |

**Recommended technical threshold: 70/100.**

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## **15. PERFORMANCE MANAGEMENT**

Performance will be reviewed monthly against agreed KPIs.

The agency will be assessed on:

- achievement of quantitative targets;
  - quality and relevance of media coverage;
  - media reach and audience relevance;
  - LSSA positioning;
  - Professional Affairs opportunities;
  - spokesperson visibility;
  - LEAD exposure;
  - De Rebus 70 exposure;
  - media relationship development;
  - reputation trends;
  - responsiveness;
  - quality of reporting; and
  - demonstrated media ROI.
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## **16. FINAL HANDOVER REQUIREMENTS**

At the conclusion of the contract, the appointed agency must provide:

- comprehensive media database;
- media contact history;
- media coverage archive;
- annual media performance report;
- annual reputation assessment;
- ROI/media value assessment;
- Professional Affairs media opportunity record;
- De Rebus 70 campaign report;
- LEAD media performance report;

- Media Day report;
- lessons learned;
- recommendations for the next 12 months; and
- all relevant media monitoring and reporting records.

The media database and associated LSSA-specific media intelligence must be provided in an editable format.

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## **17. CONTRACT PERIOD**

The contract will be for a period of **twelve (12) months**.

The appointed service provider will be expected to provide continuous services throughout the contract period and participate in monthly performance reviews with LSSA.

All external communications and media engagements will remain subject to LSSA's approval and governance processes.

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## **18. EXPECTED OUTCOME**

The appointed service provider must demonstrate how its services will contribute to:

**LSSA Rebranding → Repositioning → Increased Media Authority → Stronger Media Relationships → Sustainable Reputation.**

The objective is to establish a consistent and credible LSSA presence across relevant media platforms, supported by the organisation's Professional Affairs expertise, LEAD's professional development offering and the De Rebus 70th anniversary, while creating a sustainable foundation for LSSA's future media and reputation management.