

**TERMS OF REFERENCE
FOR THE DESIGN, LAY-OUT, PHOTOGRAPHY, MANUSCRIPT PREPARATION,
COPYEDITING AND PROOFREADING, AND PRINTING OF
PPA ANNUAL REPORT FOR CY 2017**

A. BACKGROUND / OBJECTIVE

The Annual Report is a regular publication of the Philippine Ports Authority (PPA) that presents the performance review and highlights of PPA accomplishments in the development and operation of ports under its area of jurisdiction. It serves as a record of PPA's significant achievements during the year on key result areas, i.e., port operations, finance, port development and maintenance, and organizational and human resource development.

The components of the publication include, among others, the status of different port development and maintenance programs/projects, the results of the audited financial statements, the implementation of various policy initiatives, and other related developments in the port industry. The Report comes in textual form supported by data in graphical/tabular formats and photographs.

Starting with the 2015 edition of the PPA Annual Report, a section was included that is devoted largely to disclosure of additional information in accordance with the good governance requirements of the Governance Commission for GOCCs or GCG. This is also in keeping with current shift towards disclosure of information related to corporate social responsibility (CSR), non-financial key performance indicators, and mandatory requirements of oversight bodies. With the inclusion of other relevant information useful to both local and international markets, the Report also serves as a vehicle for promoting the Authority's services and facilities nationwide while enhancing corporate disclosure for the benefit of the stakeholders and the general public.

The Annual Report is being distributed to the following offices/agencies:

- a. Government Oversight Bodies and Agencies Concerned
- b. Port Users and Stakeholders
- c. International Port Authorities
- d. Selected International and Local Libraries
- e. Other Agencies/Private Companies
- f. All PPA Responsibility Centers nationwide
- g. Students, researchers and the general public through web posting

B. APPROVED BUDGET FOR THE CONTRACT (ABC)

Approved Budget for the Contract (ABC) for the Design, Lay-out, Photography, Manuscript Preparation, Copyediting and Editing, and Printing of **300 copies with corresponding soft copies in compact disc (CD)** of the 2017 PPA Annual Report is **One Million Pesos (Php1,000,000.00)**, inclusive of any and all applicable taxes to the government.

C. SCOPE OF WORK

For the Design and Printing of the PPA Annual Report for 2017, the winning Service-Contractor shall be responsible for the provision, among other works, of the following:

1. **Conceptualization of Design.** The Service-Contractor shall develop and present a minimum of three (3) Comprehensive Artwork Designs for the cover, inside pages, and envelope based on the theme selections indicated on **Item No. 6 of this Terms of Reference (TOR).**

The presentation of each comprehensive artwork design shall include a brief cover story describing the concept or the suggested theme. Likewise, it should reflect the relevance and significance of the Port Authority to both domestic and international trading, maritime transportation, and port community development.

The design for the envelope shall likewise match the proposed designs for the cover and inside pages.

2. **Lay-out.** The inside pages present the major accomplishments of PPA in sections as per functional area, e.g., Port Operations, Finance, Port Development, etc. The Service-Contractor shall prepare a minimum of three (3) lay-out proposals for the inside pages which should complement all of the design proposals for the cover. Lay-out shall include, but not limited to the (i) application of artworks appropriate for the approved concept design and chosen theme; photographs that capture port operations, facilities, and services; presentation charts in graphical and tabular forms as well as infographics, (ii) arrangement of manuscript (i.e., selection of font style; quality and color; pagination, etc.), and (iii) enhancement of PPA-supplied photos, if any.
3. **Photography.** The Service-Contractor shall execute and supervise a maximum of ten (10) pictorial set-ups inclusive of but not limited to photos for the (i) approved cover design; (ii) PPA Board of Directors, Board Committees, Board Technical Working Group, PPA Executive Officers, PPA Management Team, and other personnel activity photos; (iii) port facilities and operations photos based on the approved concept design and chosen theme; and, (iv) other activities and port facilities which are not captured by PPA-supplied photos.

The pictorial shall be held at the PPA Head Office or in other venue/s as determined by the Authority for the photos of PPA Board of Directors/Board Committees/PPA Executive Officers/PPA Management Team. Other photography requirements/photo shoots for the 2017 Annual Report shall be done at the following ports: **North Harbor, South Harbor, MICT, Mindoro, Bicol, Iloilo, Ormoc, Cagayan de Oro, Ozamiz, and Zamboanga.**

4. **Manuscript Preparation, Copyediting, and Proofreading.** The preparation of the PPA Annual Report manuscript shall be undertaken by the Service-Contractor based on the Report outline generally covering major sections on Shipping and Trade Performance; Port Services; Physical Infrastructure Development and Maintenance; Financial Performance; Sustainability, Environment, and People; and, other sections as determined necessary by the Authority for inclusion in the Report or as required by oversight government agencies.

The Service-Contractor shall, likewise, provide copyediting, i.e., full preparation of text for all sections covered by the Annual Report, and proofreading services to ensure that the content of the Report is accurate and free from omission, inconsistency, and errors in spelling, punctuation, and grammar construction.

5. **Production, Printing, and Packaging.** Details of production works and materials to be used should strictly conform to the Technical Specifications provided in **Item No. 6 of this Terms of Reference**. All attendant activities needed to satisfactorily complete the production work shall be undertaken in accordance with the acceptable technical practice and production procedures.

The production work, specifically preparation of mock proofs and editorial works on final manuscript, printing, and packaging, including all attendant activities, shall be completed within the maximum duration of ninety (90) calendar days reckoned from the issuance of the COA Audited Financial Statements. Production time may be adjusted accordingly upon written request of the Service-Contractor in cases where there will be delay in the completion of tasks required from PPA or other circumstances which are beyond the control of the Service-Contractor.

For purposes of the 90-day period, it is also understood that web posting of the final approved manuscript is deemed as the reckoning date of the official dissemination of the PPA Annual Report, i.e., it may proceed ahead of the official distribution of the hard copies (printed output) to PPA Responsibility Centers nationwide and to other recipients indicated in Item A of this TOR. **The Suggested Schedule of Activities is presented in Annex A.**

D. OTHER TERMS & CONDITIONS

Technical Specifications

6. The technical specifications for the Design, Lay-out, Photography, Manuscript Preparation, Copyediting and Proofreading, and Printing of the 2017 edition of the PPA Annual Report shall include the following:

- a. Conceptualization of Design and Layout

The Service-Contractor shall develop and present a minimum of three (3) Comprehensive Artwork Designs for Cover, Envelope, and Inside Pages based on the following suggested theme selections:

- **Ramping Up;**
- **Full Speed Ahead;**
- **Effecting Change, Optimizing Ports;**
- **Accelerating Growth through Infrastructure Development;**
- **Sailing the Course to Progression; or**
- **Other themes as may be recommended.**

The Service-Contractor may also recommend other theme selections which it may find appropriate.

Each design shall include a brief story describing the Concept. The Service-Contractor shall likewise prepare a brief sample write-up on PPA's key result

areas, i.e., port operations, finance, port development and maintenance, and organizational and human resource development.

Layout of Inside Pages (Text, Financial Statements, Statistical Tables, Graphs/Infographics, and Photographs)

- b. The Service-Contractor shall present/submit three (3) samples of printed corporate annual reports made for at least three (3) different clients as listed in the Service-Contractor's company profile.
- c. Photography
- There shall be a minimum of ten (10) set-ups for the PPA Board of Directors/Board Committees/Board Technical Working Group/PPA Executive Officers/PPA Management Team in a maximum of five (5) photo sessions.
 - The principal as well as the assistant photographer/s shall possess tact, flexibility, and good communication and interpersonal skills.
 - A make-up artist, who is experienced in photo shoots for corporate annual reports, is required in at least one (1) executive photo session who will ensure that the PPA Board of Directors/Board Committees/PPA Executive Officers/PPA Management Team have been physically prepared or touched up for each photo shoot situation. He/she will likewise consult with the principal photographer on angles and lighting.
 - Staff, facility, and port operations photos at the following ports: **North Harbor, South Harbor, MICT, Mindoro, Bicol, Iloilo, Ormoc, Cagayan de Oro, Ozamiz, and Zamboanga.**
 - Inclusive of professional fees, transportation/travel expense for location photo shoot, cost of materials, processing and data-filing.
 - The Service-Contractor shall turn over within a week after the completion of each photo shoot the CD/s containing all the photos in digital format, sorted and properly identified/labeled as to name of port and description of subjects of activity and operations shots taken to give PPA ample time to suggest additional photos that can be included in the Annual Report and decide whether any images need to be re-shot or "photoshopped".
- d. Manuscript Preparation, Copyediting, and Proofreading
- The Annual Report manuscript shall confer, among others, the Authority's highlights of performance in the development and operation of ports under its jurisdiction. A detailed discussion of PPA's key result areas, i.e., port operations, finance, port development and maintenance, and organizational and human resource development must be presented in the major sections of the Report as referred to **Item No. 4 of this Terms of Reference (TOR)**.
The Report shall likewise include discussion in PPA's compliance with Good Governance Conditions, such as but not limited to disclosure of corporate objectives, disclosure of activities implemented for customer health and safety, code of ethics or conduct, and details of whistle-blowing policy, among others.
 - The manuscript shall be prepared taking into account the following criteria/parameters:

- *Grammar* – refers to the correctness of statements based on standard rules of grammar, e.g. verb tense, number (plural/singular), subject-verb agreement, spelling, capitalization, sentence structure, and punctuation, among others.
- *Choice of words/terms* – refers to the choice of most appropriate terms particularly when applied to ports.
- *Discussion* – refers to familiarity with the subject as may be indicated by the conciseness and comprehensiveness of the discussion of each topic. Any abbreviation or acronym must be spelled out in full when it first appears in the text, followed by its abbreviation in parentheses.
- *Organization of ideas/topic* – refers to the systematic organization of topics or idea and seamless transition from one topic to the next.
- *References* – this refers to citing or attribution of information/data from sources other than its own.
- *Use of Graphical Elements (tables/charts/pictographs/infographics)* – refers to the use of graphic components as well as its relevance of narratives vis-à-vis tables, charts or pictures/photos being described. Tables must be properly labelled. Acronyms and footnotes, if any, must be defined and identified using superscript letters (not asterisks and special symbols) at the bottom of the table/chart/pictograph. Judicious use of graphical elements is strongly encouraged as space and the number of pages of the Annual Report is limited.
- Copyediting and proofreading must be taken carefully for both errors and inconsistencies in spelling (specially port/maritime terminologies and proper names), numerical values in tables/charts/text, punctuation, and grammar construction.

e. Printing

Production : Full Color Over Full
 Process : Offset or Equivalent

f. Cover

Size : Open with spine and pocket
 Finish : With Spot Lamination where appropriate
 Material : Special paper appropriate to the approved
 Concept Design

g. Inside Pages

Size : 11" x 8 ½ ", vertical or horizontal
 Finish : None
 Material : Matte, #100

h. Envelope

Size : Fit, appropriate to the design
 Material : Book, # 80
 Others : Die-cutting, pasting and gumming

i. Number of Pages

- Maximum of 90 pages including cover

- With two (2) inserts, open size, optional
- j. Binding
 - Smyth Sewn Perfect

Supervision of Production Job

7. The Service-Contractor shall assign an official representative who will be permanently coordinating with PPA in the execution of this Job until the completion of the production work.
8. The PPA, through its duly authorized representative, shall be closely monitoring the progress of the Job. For this purpose, the Service-Contractor shall make available information pertinent to the development of the Job whenever the same is required. PPA may conduct plant inspection anytime, within regular office hours on regular working days, if deemed necessary, to ensure the timely completion of the job.
9. In case of failure on the part of the Service-Contractor to satisfactorily complete the work within the specified timetable, plus all approved time extensions, the Service-Contractor shall pay the PPA liquidated damages, not by way of penalty, an amount equal to one-tenth (1/10) of one percent (1%) of the cost of the delayed goods scheduled for delivery for each calendar day of delay (Sundays and holidays included), but not to exceed ten percent (10%) of the total contract price, in which case PPA shall automatically rescind the contract and impose appropriate sanctions over and above the liquidated damages to be paid.

The amount of liquidated damages shall be deducted from any money due or which may become due the Service-Contractor and/or collect such liquidated damages from the retention money or other securities posted by the Service-Contractor, whichever is convenient to PPA.

Project Duration

10. Production Duration shall be within the period agreed by the parties but not to exceed **ninety (90) calendar days from the issuance of the COA audited financial statements.**

Completion and Acceptance of Job

11. PPA reserves its property rights over all materials provided to and prepared by the Service-Contractor which were intended for the production of the 2017 PPA Annual Report. No article or photograph may be used or reproduced by the Service-Contractor without the written consent of PPA. As such, the manuscript, draft and mock copies of the report, including all digitally processed, stored and/or printed photos, and other articles/materials produced in relation to the Job shall be turned over by the Service-Contractor to PPA upon completion of the publication or upon completion of delivery.
12. The Certificate of Completion may be issued only upon receipt of the following materials:
 - a) Complete and acceptable copies of printed Annual Report.

- b) Electronic/soft copy of the Annual Report in PDF format contained in a master compact disk or flash drive with a memory/storage capacity sufficient to store the same and those mentioned in **12.c**.
 - c) Electronic/soft copy of all photographs taken for the production work converted to *jpeg* image or other Windows-compatible format, with standard size or image resolution appropriate for high-quality inkjet image reprinting. This shall include those digital photos that were not specifically used in the completed publication.
 - d) All materials used in the production as mentioned in **Item No. 11** above.
13. PPA reserves the right to reject the printed publication or require replacement at no cost to the government should there be failure on the part of the Service-Contractor to comply with the Specifications presented in this Terms of Reference, and/or to incorporate the corrections indicated in the Final Proof.


ANGELINA A. LLOSE
Acting Manager
Corporate Planning Department

PROPOSED SCHEDULE OF ACTIVITIES
 Design, Lay-out, Photography, Manuscript Preparation, Copyediting and Proofreading, and Printing of the 2017 PPA Annual Report
 (Production will start upon issuance of COA Audited Financial Statements)

Activity	Estimated Duration												
	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9	Wk 10	Wk 11	Wk 12	Wk 13
1 Preparation of Comprehensive Designs Proposals (Service-Contractor)													
2 Review of Proposals and Selection/Approval of Concept (PPA)													
3 Conduct of Pre-Production Conference (PPA and Service-Contractor)													
4 Photography ^{/1} and Manuscript Preparation ^{/2} (PPA and Service-Contractor)													
5 Preparation of First Proof (1st PDF Mock Copy) (Service-Contractor)													
6 Review of First Proof (PPA)													
7 Preparation of Second Proof (2nd PDF Mock Copy) (Service-Contractor)													
8 Review of Second Proof (PPA)													
9 Preparation of Pre-Final Proof (3rd PDF Mock Copy) (Service-Contractor)													
10 Review of Pre-Final Proof (PPA)													
11 Preparation of Final/Color Proof (Service-Contractor)													
12 Review Final Proof and Issuance of Notice to Print (PPA)													
13 Printing, Packaging and Delivery (Service-Contractor)													
TOTAL													

90 DAYS

^{/1} Includes coordination of pictorial sessions and actual photo shoot
^{/2} PPA shall provide Report Outline and inputs/data/information to the Service-Contractor for manuscript preparation.