

REQUEST FOR SUPPLY ARRANGEMENT (RFSA) FOR MEDIA ANALYSIS

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PART 1 - GENERAL INFORMATION

1. Introduction

The Request for Supply Arrangements (RFSA) is divided into six parts and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Supplier Instructions: provides the instructions applicable to the clauses and conditions of the RFSA;
- Part 3 Arrangement Preparation Instructions: provides suppliers with instructions on how to prepare the arrangement to address the evaluation criteria specified;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the arrangement, the security requirement, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided; and
- Part 6 6A, Supply Arrangement, 6B, Bid Solicitation, and 6C, Resulting Contract Clauses:
- 6A, includes the Supply Arrangement (SA) with the applicable clauses and conditions;
 - 6B, includes the instructions for the bid solicitation process within the scope of the SA;
 - 6C, includes general information for the conditions which will apply to any contract entered into pursuant to the SA.

The Annexes include the Statement of Work, the Basis of Payment and the Company Profil.

2. Summary

- (i) Services included in this request for Supply Arrangement are as follows:
- a. Daily media analysis of the media's coverage of a given issue(s);
 - b. Qualitative and quantitative media analysis of the media's coverage of a given issue(s) over a specified period of time
- (ii) Authorized clients include all federal departments and agencies listed in schedules I through III of the Financial Administration Act;
- (iii) All authorized Supply Arrangements will have no defined end-date and will remain valid until such time as Canada no longer considers it to be advantageous to use it.

The Nature of Proposed Procurement (NPP) will be published on the Government Electronic Tendering System (GETS) on an ongoing basis to allow suppliers to qualify for the Supply Arrangement at any time.

- (iv) The requirement is subject the Agreement on Internal Trade (AIT).

-
- (v) The requirement covered by the bid solicitation of any resulting supply arrangement may be subject to a preference for Canadian goods and/or services or may be limited to Canadian goods and/or services.

3. Canadian Content

The goods and/or services covered by the Supply Arrangement may be limited to Canadian goods and/or services as defined in clause A3050T.

SACC Manual clause A3050T 2010-01-11 Canadian Content Definition

4. Debriefings

After issuance of a supply arrangement, suppliers may request a debriefing on the results of the request for supply arrangements process. Suppliers should make the request to the Supply Arrangement Authority within 15 working days of receipt of the results of the request for supply arrangements process. The debriefing may be in writing, by telephone or in person.

PART 2 - SUPPLIER INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the Request for Supply Arrangements (RFSA) by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Suppliers who submit an arrangement agree to be bound by the instructions, clauses and conditions of the RFSA and accept the clauses and conditions of the Supply Arrangement and resulting contract(s).

The 2008 2012-07-11 Standard Instructions - Request for Supply Arrangements - Goods or Services, are incorporated by reference into and form part of the RFSA.

The text under Subsection 4 of Section 01 - Code of Conduct and Certifications - Arrangement of 2008 referenced above is replaced by:

Suppliers should provide, with their arrangement or promptly thereafter, a complete list of names of all individuals who are currently directors of the Supplier. If such a list has not been received by the time the evaluation of arrangements is completed, Canada will inform the Supplier of a time frame within which to provide the information. Failure to provide such a list within the required time frame will render the arrangement non-responsive. Suppliers must always submit the list of directors before issuance of a supply arrangement.

Canada may, at any time, request that a Supplier provide properly completed and Signed Consent Forms ([Consent to a Criminal Record Verification form](http://www.tpsgc-pwgsc.gc.ca/app-acq/forms/formulaire-forms-eng.html) - PWGSC-TPSGC 229) (<http://www.tpsgc-pwgsc.gc.ca/app-acq/forms/formulaire-forms-eng.html>) for any or all individuals named in the aforementioned list within a specified delay. Failure to provide such Consent Forms within the delay will result in the arrangement being declared non-responsive.

The text under Subsection 5 of Section 01 - Code of Conduct and Certifications - Arrangement of 2008 referenced above is replaced by:

The Supplier must diligently maintain the list up-to-date by informing Canada in writing of any change occurring during the validity period of the arrangement, and must also provide Canada, when requested, with the corresponding Consent Forms. The Supplier will also be required to diligently maintain the list and when requested, provide Consent Forms during the period of any supply arrangement arising from this Request for Supply Arrangements (RFSA) and any resulting contracts.

Subsection 5.4 of 2008, Standard Instructions - Request for Supply Arrangements - Goods or Services, is amended as follows:

Delete: sixty (60) days
Insert: ninety (90) days

1.1 **SACC Manual Clauses**

| SACC Reference | Section | Date |
|-----------------------|--------------------------|-------------|
| A3010T | Education and Experience | 2007-11-30 |

2. **Submission of Arrangements**

Arrangements must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the Request for Supply Arrangements.

Due to the nature of the Request for Supply Arrangements, transmission of arrangements by facsimile to PWGSC will not be accepted.

3. **Enquiries - Request for Supply Arrangements**

All enquiries must be submitted in writing to the Supply Arrangement Authority no later than seven (7) calendar days before the Request for Supply Arrangements (RFSA) closing date. Enquiries received after that time may not be answered.

Suppliers should reference as accurately as possible the numbered item of the RFSA to which the enquiry relates. Care should be taken by suppliers to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the questions or may request that suppliers do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all suppliers. Enquiries not submitted in a form that can be distributed to all suppliers may not be answered by Canada.

4. **Applicable Laws**

The Supply Arrangement (SA) and any contract awarded under the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Suppliers may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of the arrangement, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the suppliers.

PART 3 - ARRANGEMENT PREPARATION INSTRUCTIONS

1. Arrangement Preparation Instructions

Canada requests that suppliers provide the arrangement in separately bound sections as follows:

Section I: Technical Arrangement (3 hard copies)

Section II: Certifications (1 hard copy)

Canada requests that suppliers follow the format instructions described below in the preparation of the arrangement.

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to that of the Request for Supply Arrangements.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process [Policy on Green Procurement](http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, suppliers are encouraged to:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and/or containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Arrangement

In the technical arrangement, suppliers should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

Section II: Certifications

Suppliers must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

- (a) Arrangements will be assessed in accordance with the entire requirement of the Request for Supply Arrangements including the technical evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the arrangements.

1.1. Technical Evaluation

1.1.1 Mandatory Technical Criteria

M1 – Experience

Bidders must have a minimum of two (2) years experience, gained in the last five (5) years prior to the closing date of this RFP, providing media analysis services as described in the statement of work at Annex A.

To demonstrate their experience, bidders must provide details of two (2) similar projects. The projects must have been a minimum of one (1) year in duration and must be ongoing or completed in the last five (5) years prior to the closing date of this RFP.

Similar projects are defined as projects where the bidder has provided services as described in the statement of work of this RFP. The following information on each previous project must be provided:

- i. A description of the work;
- ii. A sample media analysis report;
- iii. When the work was carried out;
- iv. For whom the services were provided, contact names(s) and telephone number(s);
- v. Turnaround times;
- vi. Letter of Reference attesting that the work described was completed and deadlines were met on a consistent basis.

M2 – Resources

Bidders must propose a minimum of one individual, available and capable to perform the Work as described in the statement of work at Annex A.

The proposed resources must have a minimum of two (2) years media analysis experience, gained in the last five (5) years prior to the closing date of this RFP.

To demonstrate their experience, bidders must include with their proposal, a detailed curriculum vitae (c.v.) for the proposed resource named in their proposal; the c.v. must include chronological work experience, detailing bilingual capability, previous projects, and when the work was carried out.

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2. Basis of Selection

2.1 Basis of Selection -

An arrangement must comply with the requirements of the Request for Supply Arrangements and meet all mandatory technical evaluation criteria to be declared responsive.

PART 5 - CERTIFICATIONS

Suppliers must provide the required certifications to be issued a supply arrangement (SA). Canada will declare an arrangement non-responsive if the required certifications are not completed and submitted as requested.

Compliance with the certifications suppliers provide to Canada is subject to verification by Canada during the arrangement evaluation period (before issuance of a SA) and after issuance of a SA. The Supply Arrangement Authority will have the right to ask for additional information to verify suppliers' compliance with the certifications before issuance of a SA. The arrangement will be declared non-responsive if any certification made by the Supplier is untrue, whether made knowingly or unknowingly. Failure to comply with the certifications or to comply with the request of the Supply Arrangement Authority for additional information will also render the arrangement non-responsive.

1. Code of Conduct Certifications - Certifications Required Precedent to Issuance of a Supply Arrangement

- 1.1 Suppliers should provide, with their arrangement or promptly thereafter, a complete list of names of all individuals who are currently directors of the Supplier. If such a list has not been received by the time the evaluation of arrangements is completed, the Supply Arrangement Authority will inform the Supplier of a time frame within which to provide the information. Suppliers must submit the list of directors before issuance of a supply arrangement, failure to provide such a list within the required time frame will render the arrangement non-responsive.

The Supply Arrangement Authority may, at any time, request that a Supplier provide properly completed and Signed Consent Forms ([Consent to a Criminal Record Verification form](http://www.tpsgc-pwgsc.gc.ca/app-acq/forms/formulaire-forms-eng.html) - PWGSC-TPSGC 229) (<http://www.tpsgc-pwgsc.gc.ca/app-acq/forms/formulaire-forms-eng.html>) for any or all individuals named in the aforementioned list within a specified delay. Failure to provide such Consent Forms within the delay will result in the arrangement being declared non-responsive.

2. Certifications Required with the Arrangement

Suppliers must submit the following duly completed certifications with the arrangement.

2.1 Federal Contractors Program for Employment Equity - Certification

1. The Federal Contractors Program for Employment Equity (FCP-EE) requires that some suppliers bidding for federal government contracts, valued at \$200,000 or more (including all applicable taxes), make a formal commitment to implement employment equity. This is a condition precedent to the issuance of a supply arrangement. If the Supplier is subject to the FCP-EE, evidence of its commitment must be provided before the issuance of a supply arrangement.

Suppliers who have been declared ineligible contractors by Human Resources and Social Development Canada (HRSDC) are no longer eligible to receive government contracts over the threshold for solicitation of bids as set out in the Government Contract Regulations. Suppliers may be declared ineligible contractors either as a result of a finding of non-compliance by HRSDC, or following their voluntary withdrawal from the FCP-EE for a reason other than the reduction of their workforce to less than 100 employees. Any arrangements from ineligible contractors will be declared non-responsive.

2. If the Supplier does not fall within the exceptions enumerated in 3. (a) or (b) below, or does not have a valid certificate number confirming its adherence to the FCP-EE, the Supplier must fax (819-953-8768) a copy of the signed form LAB 1168, Certificate of Commitment to Implement Employment Equity (<http://www1.servicecanada.gc.ca/cgi-bin/search/eforms/index.cgi?app=profile&form=lab1168&dept=sc?=e>), to the Labour Branch of HRSDC.

3. The Supplier certifies its status with the FCP-EE, as follows:

The Supplier

- (a) () is not subject to the FCP-EE, having a workforce of less than 100 permanent full time, part-time or temporary employees in Canada,
- (b) () is not subject to the FCP-EE, being a regulated employer under the Employment Equity Act, S.C. 1995, c. 44;
- (c) () is subject to the requirements of the FCP-EE, having a workforce of 100 or more permanent full time, part-time or temporary employees in Canada, but has not previously obtained a certificate number from HRSDC, (having not bid on requirements of \$200,000 or more), in which case a duly signed certificate of commitment is attached;
- (d) () is subject to the FCP-EE, and has a valid certificate number as follows: _____ (e.g. Has not been declared ineligible contractor by HRSDC).

Further information on the FCP-EE is available on the following HRSDC Web site:
<http://www.hrsdc.gc.ca/en/labour/equality/fcp/index.shtml>.

2.2 Former Public Servant Certification

Contracts with former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny and reflect fairness in spending public funds. In order to comply with Treasury Board policies and directives on contracts with FPS, suppliers must provide the information required below.

Definitions

For the purposes of this clause, "former public servant" means a former member of a department as defined in the Financial Administration Act, R.S. 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police and includes:

- (a) an individual;
- (b) an individual who has incorporated;
- (c) a partnership made up of former public servants; or
- (d) a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the Public Service.

"pension" means a pension payable pursuant to the Public Service Superannuation Act, R.S. 1985, c. P-36, as indexed pursuant to the Supplementary Retirement Benefits Act, R.S. 1985, c. S-24.

Former Public Servant in Receipt of a Pension

Is the Supplier a FPS in receipt of a pension as defined above?

YES () NO ()

If so, the Supplier must provide the following information:

- (a) name of the former public servant;
- (b) date of termination of employment or retirement from the Public Service.

Work Force Reduction Program

Is the Supplier a FPS who received a lump sum payment pursuant to the terms of a work force reduction program? YES () NO ()

If so, the Supplier must provide the following information:

- (a) name of former public servant;
- (b) conditions of the lump sum payment incentive;
- (c) date of termination of employment;
- (d) amount of lump sum payment;
- (e) rate of pay on which lump sum payment is based;
- (f) period of lump sum payment including start date, end date and number of weeks;
- (g) number and amount (professional fees) of other contracts subject to the restrictions of a work force reduction program.

For all contracts awarded during the lump sum payment period, the total amount of fee that may be paid to a FPS who received a lump sum payment is \$5,000, including the Goods and Services Tax or Harmonized Sales Tax.

Certification

By submitting the arrangement, the Supplier certifies that the information submitted by the Supplier in response to the above requirements is accurate and complete.

2.3 Supplier's Representation Certification

The Bidder represents and warrants that in performing the services detailed in this Supply Arrangement or in performing any work pursuant to this Supply Arrangement:

- 1) it shall not infringe or in any manner interfere with the copyright or other proprietary interest of any person, corporation or organization; and
- 2) it shall obtain an appropriate license or consent from the owner of any copyright or other proprietary interest with respect to the use of such interest to the extent which such license or consent may be required in order to enable it to lawfully perform the said services or work.

The Bidder further recognizes and acknowledges that this Supply Arrangement neither expressly nor implied authorized it, nor is intended to authorize it, to perform the services or work herein in a manner which constitutes an unlawful use of the copyright or other proprietary interest of any person, corporation or organization.

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2.4 Status and Availability of Resources

2.4.1 SACC Manual clause S3005T (2008-12-12) Status and Availability of Resources.

2.5 Education and Experience

2.5.1 SACC Manual clause S1010T (2008-12-12) Education and Experience

PART 6 - SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES

ACQUISITION FEE

This Supply Arrangement (SA) is managed by the Communication Procurement Directorate (CPD) of Public Works and Government Services Canada (PWGSC). CPD is a revenue dependant organization within PWGSC and therefore will charge all federal government departments and agencies an acquisition fee (currently 3%) based on the value of any resulting contract (including any positive value contract amendments, including GST/HST).

A. SUPPLY ARRANGEMENT

1. Arrangement

The Supply Arrangement covers the Work described in the Statement of Work at Annex A.

2. Standard Clauses and Conditions

All clauses and conditions identified in the Supply Arrangement and resulting contract(s) by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

3. General Conditions

2020 2012-07-16 General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

The text under Subsection 4 of Section 16 - Code of Conduct and Certifications - Supply Arrangement of 2020 referenced above is replaced by:

During the entire period of the Supply Arrangement and any resulting contracts, the Supplier must diligently update, by written notice to the Supply Arrangement Authority, the list of names of all individuals who are directors of the Supplier whenever there is a change. As well, whenever requested by Canada, the Supplier must provide the corresponding Consent Forms.

3.1 Supply Arrangement Reporting

The Supplier must compile and maintain records on its provision of goods, services or both to the federal government under contracts resulting from the Supply Arrangement. This data must include all purchases, including those paid for by a Government of Canada Acquisition Card.

The Supplier must provide this data in accordance with the reporting requirements detailed in Annex "C". If some data is not available, the reason must be indicated. If no goods or services are provided during a given period, the Supplier must still provide a "NIL" report.

The data must be submitted on a quarterly basis to the Supply Arrangement Authority.

The quarterly reporting periods are defined as follows:

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1st quarter: April 1 to June 30;
2nd quarter: July 1 to September 30;
3rd quarter: October 1 to December 31;
4th quarter: January 1 to March 31.

The data must be submitted to the Supply Arrangement Authority no later than 15 calendar days after the end of the reporting period.

4. Term of Supply Arrangement

4.1 Period of the Supply Arrangement

The Supply Arrangement has no defined end-date and will remain valid until such time as Canada no longer considers it to be advantageous to use it.

The period for awarding contracts under the Supply Arrangement begins _____.

5. Authorities

5.1 Supply Arrangement Authority

The Supply Arrangement Authority is:

Jacques Gariepy
Supply Specialist
Public Works and Government Services Canada
Acquisitions Branch
Communication Procurement Directorate
360 Albert St, Ottawa, Ont.
K1R 7X7
Telephone: 613-998-8582
Facsimile: 613-993-2581
E-mail address:jacques.gariepy@pwgsc-tpsgc.gc.ca

The Supply Arrangement Authority is responsible for the issuance of the Supply Arrangement, its administration and its revision, if applicable.

5.2 Project Authority

The project Authority will be specified in the resulting contract.

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority, however the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

5.3 Supplier's Representative

Representative for federal government

Name: _____

Telephone : _____

Fax : _____

E-mail address : _____

6. Identified Users

The Identified Users include any government department, agency or Crown Corporation listed in Schedules I, I.I, II, III, of the *Financial Administration Act*, R.S., 1985, c. F-11.

7. On-going Opportunity for Qualification

A Notice will be posted at all time on the Government Electronic Tendering Service (GETS) to allow new suppliers to become qualified. Existing qualified suppliers, who have been issued a supply arrangement, will not be required to submit a new arrangement.

8. Limitation of Contracts

Individual contracts against this Supply Arrangement must not exceed a total value of \$200,000 (Goods and Services Tax or Harmonized Sales Tax included)

9. Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the articles of the Supply Arrangement;
- (b) the general conditions 2020, 2012-07-16, General Conditions - Supply Arrangement - Goods or Services
- (c) Annex A, Statement of Work;
- (d) the Supplier's arrangement dated _____

10. Certifications**10.1 Compliance**

Compliance with the certifications provided by the Supplier in the arrangement is a condition of the Supply Arrangement (SA) and subject to verification by Canada during the term of the SA and of any resulting contract that would continue beyond the period of the SA. If the Supplier does not comply with any certification or it is determined that any certification made by the Supplier in the arrangement is untrue, whether made knowingly or unknowingly, Canada has the right to terminate any resulting contract for default and suspend or cancel the SA.

11. Applicable Laws

The Supply Arrangement (SA) and any contract resulting from the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

B. BID SOLICITATION

1. Bid Solicitation Documents

Identified Users/Departmental Authority will use the documents according to their Departmental/Agency policies and procedures. PWGSC will use the bid solicitation templates 2T-HIGH1 available in the Standard Acquisition Clauses and Conditions Manual (<http://sacc.pwgsc.gc.ca/sacc/index-e.jsp>).

The bid solicitation will contain as a minimum the following:

- (a) a complete description of the Work to be performed;
- (b) 2003, Standard Instructions - Goods or Services - Competitive Requirements;
- (c) bid preparation instructions;
- (d) instructions for the submission of bids (address for submission of bids, bid closing date and time);
- (e) evaluation procedures and basis of selection;
- (f) conditions of the resulting contract.

2. Bid Solicitation Process

2.1 Procedures to issue contracts

2.1.1 Contractor selection for requirements valued at under \$25,000 (GST included)

Identified Users/Departmental Authority or PWGSC Supply Arrangement Authority will send a Request for Quotation (RFQ) or a Request for Proposal (RFP) to the supply arrangement(s) holder of their choice (based on the Government Contracting Regulations Part 1, Section 6 (b) - contracting authority may enter into a contract without soliciting bids where the estimates expenditure does not exceed (i) \$25,000) or **according to their Departmental/Agency policies and procedures**, using the Supply Arrangement holder list.

2.1.2 Contractor selection for requirements valued at over \$25,000

The PWGSC Supply Arrangement Authority will issue a Request for Quotation (RFQ) or a Request for Proposal (RFP) for the specific requirements within the scope of the Supply Arrangement to all the firms on the Supply Arrangement holder list.

C. RESULTING CONTRACT CLAUSES

1. General

The conditions of any contract awarded under the Supply Arrangement will be in accordance with the resulting contract clauses of the template used for the bid solicitation.

- (a) For the contract issued using template 2T-HIGH1, general conditions 2020, (2012-07-16), General Conditions - Supply Arrangement - Goods or Services will apply.

The above templates are set out in the Standard Acquisition Clauses and Conditions Manual (<http://sacc.pwgsc.gc.ca/sacc/contents-e.jsp>) issued by Public Works and Government Services Canada.

ANNEX A

STATEMENT OF WORK

1.0 BACKGROUND

Media analysis is a key component of a Department's communications program. Effective media analysis involving the identification and evaluation of media coverage on a given issue or range of issues relative to the Department's communications objectives, is required by federal government media relations and public affairs branches in order to enhance the Department's understanding of the public perceptions related to issues of importance to the Department.

2.0 OBJECTIVES

To provide the following media analysis services on an as and when requested basis:

- a. Daily media analysis of the media's coverage of a given issue(s);
- b. Qualitative and quantitative media analysis of the media's coverage of a given issue(s) over a specified period of time.

3.0 TASKS

3.1 Daily Media Analysis

The daily media summary is a written report containing an analysis of the current day or previous day's media coverage in relation to an issue or range of issues. The daily media summary provides the department with objective data in relation to the quantity, scope, type, tone, frequency and balance of media coverage in relation to specific stories/issues.

The Contractor must complete and submit a daily analysis report of the media's coverage of a given issue(s). The report must be delivered according to the delivery method and times stated in the resulting contract(s).

The Contractor must analyse news coverage and editorials in a cross-section of media as identified by the Project Authority (PA). News coverage to be analysed will be identified in resulting request for proposals (RFP's) and may include major daily newspapers, regional newspapers, weekly and community newspapers, specialized magazines, radio, television, Internet, social media and/or international media sources as requested by the PA.

The format of the daily media analysis report will be identified in RFP's under this supply arrangement (SA). This format may include one or more of the following in relation to the issue(s) identified by the PA:

- i. Department's messages and media lines being picked-up by media;
- ii. How prominent is the government's message on specified issues;
- iii. The elements of the Departments messages that are being emphasized, ignored or misrepresented by media;
- iv. The elements of relevant stories/issues that are receiving the most attention;
- v. How media coverage of an issue(s) differs between national, regional and local media;
- vi. How other stakeholder organizations (outside of the media) are responding to a story/issue;
- vii. How the story/issue is being interpreted by editorial writers and commentators;
- viii. How the issue is presented, if any difference exists between French and English media;
- ix. Who are the top quoted individuals;
- x. Location and frequency of media coverage;

- xi. Tone of coverage;
- xii. Type, source and frequency of media coverage; and/or
- xiii. Brief summaries of relevant news stories.

Additional elements may be required and will be identified in resulting RFP's under this SA.

3.1.1 Optional intervals for delivery of media analysis

Media analysis reports as described in 3.1 may be required at intervals other than daily. They may be required on a weekly, monthly or quarterly basis, according to the intervals as specified by the Project Authority.

3.2 Qualitative and Quantitative Media Analysis

The Contractor, on an as and when requested basis, must provide qualitative and quantitative media analysis reports providing a longer-term appraisal of the media's coverage of a given story/issue(s).

In addition to the elements addressed via daily media analysis (see 3.1 above), qualitative and quantitative media analysis seeks to determine:

How specific stories/issues as identified by the PA, have been portrayed, perceived and covered over time by the media, including a measurement of media trends and inclinations (normally depicted through the use of empirically-based charts, graphs and tables); and

The existence of concerns, attitudes and trends within media coverage that can only be detected over longer periods of time.

The Contractor must provide in-depth analysis of news coverage and editorials in a cross-section of major daily newspapers, specialized magazines and electronic media (as identified by the PA).

The format and required details of the analysis report(s) will be identified in resulting request for proposals (RFP's) under this supply arrangement (SA) and may include one or more of the following in relation to the issue(s) identified by the PA:

- i. Type, source and frequency of media coverage (e.g. occurrences within print, television, radio, etc.);
- ii. Information reported. Was the information significant; what percentage of sentences were supported by facts; what percentage were supported by opinion (either the reporter's or someone else's), etc.); Information missing/not reported and significance.
- iii. Tone and balance of the coverage (i.e. what was the emotion of the language used in the coverage; was the coverage favourable or unfavourable; how were adjectives used; identification of different groups covered and the balance of coverage for each; who does the reporter work for, etc.,);
- iv. Prominence of the coverage (i.e. how prominent was the issue in the media; what was the prominence given to the issue in relation to other news stories; how many items appeared about it; what page did the article(s) appear on; distance from page A1 or at what point during the broadcast and for how long; was it listed as a top story; how many column spaces were devoted to the article, etc.); and
- v. Angle of the story (i.e. what aspect of the story was emphasized; what (if any) implications were made; was the story used to symbolize a larger social issue; if so, how much information was provided on this larger social issue, etc.,).

Additional elements may be required and will be identified in resulting RFP's under this SA.

4.0 DELIVERABLES

The Contractor must submit to the PA all deliverables as specified in each resulting contract. These deliverables may include one or more of the following:

1. English daily media analysis of English and/or French language media sources on a given issue(s); and/or
2. French daily media analysis of French and/or English language media sources on a given issue(s); and/or
3. English periodic qualitative and quantitative media analysis reports which evaluate the media coverage and treatment of stories/issues (from a listing of English and/or French language media sources defined by the PA) in relation to an issue or range of issues (also defined in advance by the PA); and/or
4. French periodic qualitative and quantitative media analysis reports, which evaluate the media coverage and treatment of stories/issues (from a listing of French and/or English language media sources defined by the PA) in relation to an issue or range of issues (also defined in advance by the PA).

5.0 CUSTOMER SERVICE

The Contractor must be available to respond to requests from 6:00 a.m. to midnight EST on weekdays and from 7:00 a.m. EST to midnight on weekends and holidays. On occasion, in the case of extreme urgency, the Project Authority may have a requirement to place a request outside of these hours. The Contractor must therefore provide the Project Authority with a method of placing requests 24 hours a day, 7 days a week, 365 days a year.

Analysis of media coverage of new issues may be requested as issues arise in the media. The Contractor must be able to respond to these new requests for media analysis within a maximum of three hours from the time of request or earlier.

6.0 CONSTRAINTS

The Contractor must be available to review the deliverables on the request of the PA either on location or via conference call or videoconferencing.

The Contractor must obtain and maintain all permits, licenses and certificates of approval required for the Work to be performed under any applicable federal, provincial or municipal legislation. The Contractor is responsible for any charges imposed by such legislation or regulations.

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EN578-13-1609

Amd. No. - N° de la modif.

File No. - N° du dossier

cy002EN578-131609

Buyer ID - Id de l'acheteur

cy002

CCC No./N° CCC - FMS No/ N° VME

ANNEX "B"

BASIS OF PAYMENT

Pricing will be treated separately for each request and will be part of the Bid Solicitation Documents.

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Buyer ID - Id de l'acheteur

cy002

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EN578-13-1609

File No. - N° du dossier

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CCC No./N° CCC - FMS No/ N° VME

ANNEX B - CORPORATE PROFILE

Suppliers are invited to provide an electronic version of their corporate profile with their bid. Suppliers are encouraged to provide the profile in French and English as this profile will be posted on the Standing Offer Index as part of the general information available for each authorized Supply Arrangement.

Suppliers are to restrict their responses to a maximum of 200 words for each of the areas where information is requested. PWGSC reserve the right to edit responses to maintain the 200 word maximum.

Suppliers are to address each of the points listed. In addition to the basic information requested, Suppliers may include whatever information they believe will enhance the understanding of their corporate capabilities.

The corporate profile will not be considered in the evaluation process for this RFSA and only profiles of authorized supply arrangement holders will be posted.

CORPORATE NAME:

CORPORATE ADDRESS:

PRINCIPAL CONTACT:

Telephone:

Fax:

E-mail:

CORPORATE WEB SITE:

CONTACTS AND HOURS OF OPERATION:

OTHER INFORMATION: