

Solicitation 15-0233  
Media Monitoring and Analysis

Questions and Answers

Q. #1

Is there a Mandatory list of sources across all Media Types?

A. #1

No

Q. #2

What time of the day do you require the Daily Media Clippings and briefings? Can you clarify if “Daily Media Clippings and Briefings” is defined as a Daily Summary of relevant news clips relevant to the NEB?

A. #2

Prior to 9:30 is preferred (Alberta time)

Q. #3

Do you require access to a platform to allow for Ad-hoc searching?

A. #3

No

Q. # 4

Do you require access to the video/audio files for TV and Radio?

A. #4

Preferable

Q. #5

Can you supply the required keywords for monitoring?

A. #5

We will work with the winning bidder on keywords

Q. #6

For your Daily clippings, do you need international sources?

A. #.6

Not necessary

Q. # 7

What are the keywords used to capture the daily media clippings?

A. # 7

We will work with the winning bidder on keywords

Q. # 8

What specific social media channels are to be monitored (i.e. Twitter, Facebook, etc.)

A. #. 8

Twitter and Facebook are the primary focus, if there is value to other channels we could consider that as well but likely not necessary

Q. #.9

Is access to Full-Text content preferable, or links to web-sites?

A. #. 9

Full text is preferable, although not completely necessary

Q. #. 10

Regional Media Trend Analysis

How many analysis reports would you need and the frequency of them?

A.#. 10

Monthly

Q.#.11

Would they include, print, online news, broadcast in each report

A.#.11

Yes, unless there are better ways to do it

Q. #.12

What type of metrics do you want included in each report, eg. Hits, impressions, manual tone etc.

A. # 12

Essentially what I'm looking for is the metrics listed under media analysis and tone in the SOW but with a regional breakdown. I would like to be able to identify trends i.e. increase in negative tone in stories in Ontario)

Q. #.13

Would you be looking forward or do you need retroactive analysis

A. #.13

Forward, not retroactive

Q. #14

What types of social media do you need analyzed, eg. Twitter, Facebook etc.

A. #.14

Primarily Twitter and Facebook

Q. # 15

How many analysis reports do you foresee having?

A.# 15

Monthly

Q.#.16

Do you have fixed timeframes for your reports?

A.#.16

(Monthly)

Q. #. 17

What geography would you need analyzed?

A.#. 17

I don't believe I need the analysis to be geographical

Q.#. 18

What type of metrics do you want included in each report, eg. Hits, impressions, manual tone etc.

A.#. 18

Generally I want to see the impact on social media i.e. hits/shares/likes etc but am open to working with the winning bidder to find an analysis that works best)

Q.#. 19

Can you confirm that electronic submission is acceptable or do you require 3 bound sections/copies?

A.#. 19

Bid submitted electronically will be accepted)

Q.#.20

Can you confirm if the budget of \$35,000 is for the term ending March 31, 2016 or is this an Annual Budget?

A. #.20

Term

Q.#.21

M2 – Experience – In regards to the letters of reference on similar projects, would it be acceptable to outline similar projects along with the Organization name and contact information?

A.#.21

A letter of reference is required

Q. #22

Would it be acceptable to provide a Bio on each individual involved on the project or do you require a full resume?

A .#. 22

Resume is required

Q.# 23

Please refer to The "statement of work", section 1.2 Deliverables, page 44:

It is suggested that "the contractor is to provide the following:

-Daily media clippings and briefings that include print, television, radio, online and social media."

However, under the sub section, "Television and Radio Media Monitoring and Analysis", print does NOT appear.

Do we still need to provide monitoring and analysis services for print?

A. #23

Yes, print is to be included

Q.# 24

Are you able to provide us with a list of required keywords?

A.#.24

We will work with the winning bidder on developing a keyword list

Q.#.25

Are you looking for more qualitative or quantitative analysis in your social media analysis report?

A.#.25

Prefer both; however, the quantitative analysis is more important)

Q.#.26

Do you have an estimate of the average number of clips, articles you receive on a given day?

A.#.26

In the range of 5-15, it isn't extensive. There are some occasions, i.e. pipeline application decision where we get a larger bump but on average it would be between 5-15)

Q.#27

Can you provide a list of print outlets such as dailies, community papers, magazines and specialized publications that you want to monitor? Can you also provide a list of radio & television outlets that you want to monitor?

A.#.27

No, winning bidder should already have Canadian media monitoring lists

Q.#.28

Do you want your Media Monitoring & Analysis vendor to compile a press review for you and then send it to the readers within your organization or do you plan to obtain a platform to create the press review yourself which will provide a timely access of relevant information to the readers within your organization?

A.#.28

Vendor should compile the daily media monitoring and forward to readers

Q.#.29

How many articles on average are distributed in your press review on a monthly basis?

A.#.29

On a daily basis we average 5-15 articles appearing in our media monitoring

Q.#.30

How many readers will read the press review?

A.#.30

The daily media monitoring would be available to all NEB employees, up to 450. Any media analysis documents would be for the strategic communications business unit to review and may or may not be shared to a broader internal audience

Q.#.31

How many users would require advanced features (such as the ability to search the complete media database, receive alerts on any relevant coverage, carry out media analyses, etc....)?

A.#.31

None, the intent is that the vendor does this work

Q.#.32

On page 44, in section 1.2 titled Deliverables, can you elaborate on what you mean by briefings that include print, television, radio, online and social media. In the same section can you elaborate that what do you mean by Tone Drivers?

A.#.32

“Media clipping and briefing” would be a daily email that outlines the appropriate news clips for the National Energy Board. No formal or oral briefing component)

Q.#.33

Do you want to monitor French Canadian news sources?

A.#.33

Yes