



RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À :

Parks Canada Agency - Bid Receiving Unit
111 Water Street East
Cornwall ON K6H 6S3

Bid Fax: 1-877-558-2349

QUESTIONS AND ANSWERS #1 TO:

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

Proposal to: Parks Canada Agency
We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred or attached hereto, the supplies and services listed herein or on any attached sheets at the price(s) set out therefor.

Proposition à : l'Agence Parcs Canada
Nous offrons par la présente de vendre à sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les articles et les services énumérés ici et sur toute feuille ci-annexée, au(x) prix indiqué(s).

**Vendor/Firm Name and Address
Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Title-Sujet	
Monitoring of Media Coverage	
Solicitation No. - N° de l'invitation 5P300-15-5707	Date March 24, 2016
GETS Reference No. - N° de référence de SEAG 5P300-15-5707	
Client Reference No. - N° de référence du client N/A	
Solicitation Closes L'invitation prend fin – at – à 2:00 PM on – le April 5, 2016	Time Zone Fuseau horaire - Eastern Daylight Savings Time (EDT)
Address Inquiries to: - Adresser toute demande de renseignements à : Annie Roy (annie.roy@pc.gc.ca)	
Telephone No. - No de téléphone 613-938-5752	Fax No. - N° de FAX:
Destination of Goods, Services, and Construction: Destinations des biens, services et construction : SEE HEREIN	
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur :	
Telephone No. - N° de telephone : Facsimile No. - N° de télécopieur : Email address – courriel :	
Name and title of person authorized to sign on behalf of the Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
_____	_____
Name/Nom	Title/Titre
_____	_____
Signature	Date

QUESTIONS AND ANSWERS #1

THIS DOCUMENT SEEK TO RESPOND TO THE QUESTIONS ASKED BY POTENTIAL BIDDERS.

Q #1) Can you please provide a full list of mandatory sources for French Radio? Can you identify which of the sources are to be full text licensed, copyrighted feeds without paywalls or online links suffice?

A1: As stated in the “statement of work”, section 4 (description of services), at “Media Monitoring”, the provider must offer a media content monitoring service for all types of traditional francophone and anglophone media, including radio. Online links would suffice.

Q2. Would Parks Canada consider a vendor for broadcast media monitoring who used a more timely, comprehensive, affordable technology such as closed captioning and or speech to text for transcripts covering a full 24/7 feed of each station?

A2: Yes, we would.

Q3. Would Parks Canada consider a vendor for broadcast media monitoring who used a more timely, comprehensive and affordable technology such as closed captioning and/or speech to text for transcriptions? Such a technology could be used for TV or radio transcriptions. However, the supplier must also monitor media that are not offered in electronic format.

A3 : Yes, we would.

Q4. Are you able to disclose the vendors used in past years for print, online, broadcast and social media monitoring and reporting?

A4: We have had tendered contracts with three service providers : CNW Groups, The Canadian Press and Densan Consultants Ltd.

Q5. Are you able to provide a sample of your current daily synopsis of news? If not, are you able to provide a desired sample? Do you prefer full text content or links within?

A5: See document attached. We prefer links within.

Q6. Should the proponent include a full sample of their daily synopsis of news? If yes, can you please describe the format to receive? Should it be sent via email to confirm blackberry/outlook usability?

A6 : No.The proponent does not need to include a sample.

Q7. Is there interest in having employees utilize a report template from a media monitoring service to provide analysis reporting? Or is there interest in having the vendor manage and compile the reports? If the vendor is to manage the reports, does Parks Canada require any human intervention such as (override of sentiment, theme identification, qualifying social chatter, insights etc.) in the reporting?

A7: 1. We would be interested in having our users utilize a report template to provide analysis reporting.

Q8. As you are aware, Canada's major newspaper publishers recently announced their plans to implement paywalls, which means that unlimited access to online content will be available by paid subscription only. Does Parks Canada require full text/copyrighted Postmedia/Sun Media content electronically?

A8 : Yes. We do.

Q9. Are you able to disclose an approximate budget for services required?

A9: No. We are not.

Q10. Do you require an archive? If so please detail the desired length of archive.

A10: Yes. For 2 years.

Q 11). Are you able to please reissue this RFP in Word format?

A 11) No we are not able to.

Q12. Would Parks Canada consider a service with a comprehensive, Canadian only, Media Contacts database?

A12) No, we would not. As stated in the « statement of work », section 4 (description of services) "Management of Relations with the Medias", the services offered by the vendor must provide access to a comprehensive database of international media to communicate with leading journalists and media contacts.