



Request for Quotations (RFQ)
Media Monitoring Services
Reference #: NGC113374
Buy and Sell Reference #: PW-18-00811961
February 5, 2018

ADDENDA # 2

This Addendum forms part of the contract documents and is to be read, interpreted, and coordinated with all other parts. The cost of all contained herein is to be included in the contract sum. Acknowledge receipt of this Addendum by inserting its number and date on the Tender Form, specifically article G.2.

1. Is the National Gallery of Canada currently a participating member of the EMM Program managed through PWGSC?

NGC Answer: We are not familiar with the EMM Program.

2. If the Gallery is not participating in the Program, is this something they would consider joining?

NGC Answer: We would need to familiarize ourselves with the Program before considering joining.

3. How many people at the Gallery need access to the news database?

NGC Answer: Refer to Addenda #1 Question #2

4. Will the gallery prepare their daily press review or do they require the vendor to prepare the daily review?

NGC Answer: We expect the vendor to prepare the daily review.

5. How many people will receive the daily press review?

NGC Answer: It depends on the story being covered, but anywhere from eight to twenty.

6. How many news documents do you estimate would be included in the press review on a monthly basis?

NGC Answer: It depends on the number of stories about the NGC that appear during that month.



7. Does the Gallery need to have access to audio and video coverage from the radio/TV broadcasts or are you interested in transcripts only?

NGC Answer: Yes the NGC would like audio and video coverage, as opposed to transcripts and we would like to be able to access that coverage for up to two years after the broadcast.

8. If yes how many audio/video clips do you anticipate viewing/hearing on a monthly basis?

NGC Answer: It depends on the number of stories about the NGC that appear during that month.

9. Does the reach need to be included in the daily news coverage or only in the monthly statistics and weekly reports?

NGC Answer: The reach needs to be included on the monthly statistics only.

10. Do you have a mandatory (or preferred) source list that NGC would need in their scope of monitoring?

NGC Answer: No.

11. How many login ID's are required?

NGC Answer: Refer to Addenda #1 Question #2

12. Would the team want to see relevant media monitoring content coming from outside of CA & US?

NGC Answer: Refer to Addenda #1 Question #3

13. Does NGC require the Globe and Mail outlets? If so, roughly how many individuals would this content be shared with?

NGC Answer: Yes. It depends on the story being covered, but anywhere from eight to twenty.

14. Are local Canadian print media (dailies etc.) & PostMedia sources, a requirement?

NGC Answer: Yes

15. What format would you like the daily reports? Can you provide a sample of the desired deliverable?

NGC Answer: As part of the RFQ, we are asking proponents to supply samples.



16. When full-text is unavailable, (ie: some online content), will the hit sentence provide adequate context for the request?

NGC Answer: No

17. For the end of month report, is the request for a combination of analytics/graphs, as well as top content highlights? Can you provide a sample of the desired Monthly Report?

NGC Answer: Please refer to Question #15

For the purposes of the Work Samples (D.4.2.2) - Can you kindly provide a list of keywords NGC would be looking to identify coverage on?

NGC Answer: Refer to Addenda #1 Question #11

18. Can you also provide a timeframe for those Samples to facilitate an apples-to-apples comparison?

NGC Answer: We are not able to provide this information.

19. When are you looking to come to a decision on a service in line with the March 1 2018 start date?

NGC Answer: We hope to have a decision in place by the week of February 26th.