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11 Laurier St. / 11, rue Laurier

Place du Portage, Phase III

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K1A 0S5

Bid Fax: (819) 997-9776

LETTER OF INTEREST

LETTRE D'INTÉRÊT

Comments - Commentaires

Vendor/Firm Name and Address

Raison sociale et adresse du
fournisseur/de l'entrepreneur

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

Title - Sujet Debates Producer 2019	
Solicitation No. - N° de l'invitation 35035-182821/A	Date 2019-04-01
Client Reference No. - N° de référence du client 35035-18-2821	GETS Ref. No. - N° de réf. de SEAG PW-\$\$CX-010-76809
File No. - N° de dossier cx010.35035-182821	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2019-04-18	
Time Zone Fuseau horaire Eastern Daylight Saving Time EDT	
F.O.B. - F.A.B. Specified Herein - Précisé dans les présentes Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input checked="" type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Lavitt, Marie	Buyer Id - Id de l'acheteur cx010
Telephone No. - N° de téléphone (613) 990-6842 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: See Herein	

Instructions: See Herein

Instructions: Voir aux présentes

Delivery Required - Livraison exigée See Herein	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
Name and title of person authorized to sign on behalf of 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)	
Signature	Date

Request for Information; 35035-18-2821

2019 Leaders' Debates – Debate Producer

Public Works and Government Services is issuing this Request for Interest (RFI), in advance of a Request For Proposal (RFP), to give potential bidders a sense of the scope of work; to encourage collaboration and partnerships; and to give respondents an opportunity to provide feedback to the Commission in advance of the RFP.

1. BACKGROUND

The Leaders' Debates Commission ("the Commission"), established by Order in Council 2018-1322, has been mandated to organize two leaders' debates for the 2019 federal general election – one in each official language. The Commission is guided by the pursuit of public interest, principles of independence, impartiality, transparency, credibility, democratic citizenship, civic education, inclusion, cost effectiveness, and encouraging participation and engagement from all Canadians.

The Commission seeks information to be able to prepare an RFP to organize, produce and promote one French debate and one English debate.

2. PURPOSE

The Commission will issue a RFP in the coming weeks after closure of the RFI and consideration of the feedback received. The Commission anticipates issuing one RFP for both the English and French debates; potential bidders are welcome to bid on either the English or French debate, or on both. It will be open to sole entities or to joint ventures (organizations may work together as a consortium or joint venture).

The Commission seeks input from potential bidders on that proposed approach, and possible alternatives. A response to the RFI is not required to participate in the future RFP.

Definitions: "debates producer" – this is a generic term which will be used throughout the documents to denote a company or joint venture as the key contractor in the production of the deliverable in response to the subsequent RFP.

3. DATE AND LOCATION

The English and French debates will be held in close proximity, approximately two weeks before election day.

In an effort to simplify the scope of work for interested bidders, the Commission will make the National Arts Centre's Southam Hall in Ottawa, Ontario available to host both debates. However, other cities and/or venues may be proposed that accommodate the logistical and timing considerations of having the debates in close proximity.

4. SCOPE OF WORK

A debates producer will be engaged to develop, produce and promote two leaders' debates, in a comprehensive and cost-effective manner. The successful bidder will be responsible for, but not limited to, providing the following:

- The development and creation of debate format;
- Set design and lighting;
- Live production;
- Audio and visual production for broadcast;
- Creation of a visual identity;
- Photographic services including storage platforms; and
- Transmission services.

The debates producer must:

- Reach as many Canadians as possible, through a variety of media, including Canadians living in remote areas and those living in official language minority communities;
- Ensure that the leaders' debates are broadcast and otherwise made available in an accessible way to persons with disabilities;
- Promote the leaders' debates to ensure Canadians know when, where and how to access them, and encourage engagement before, during and after the debates take place (in advance of the election);
- Provide all production facilities and technical equipment, and personnel essential to the operation of the production facilities and equipment required for the performance of the contract;
- Provide a live feed of the debates to all interested distributors, free of charge, across Canada;
- Provide photography services, and make a photo database available on the web, free of charge; and
- Reflect high production and journalistic standards while ensuring impartiality, non-partisanship and brand neutrality.
- Specify how they will reach the greatest number of Canadians; English speaking, French Speaking, Indigenous communities, minority communities, and those living in rural and remote areas of Canada via radio and / or television broadcasts, in addition to the internet.

In order to achieve this scope of work, the Commission encourages respondents to consider the potential inclusion of multiple organizations, to provide comprehensive distribution and promotion, and engage a wide range of editorial views.

5. BROADCAST QUALITY

The debates producer must provide coverage of the highest professional quality using the HD 1080i standard, and using technical equipment and production values consistent with national broadcast standards. The debates producer's audio-visual feed must be made available on request to broadcasters and others who wish to connect to the HD signal.

The debates producer must offer a HD-SDI (NTSC) signal with embedded audio as the standard output, and must also make the live coverage available to digital media services providing live streaming and content for social media channels such as YouTube, Facebook, Instagram and Twitter.

6. JOURNALISTIC STANDARDS

The Commission will be seeking to ensure that high journalistic standards are upheld.

The requirement will be to develop a format that encourages:

- Leaders to have a meaningful, thoughtful conversation with each other, with the debate host(s), and with Canadians watching/listening at home;
- Participation from, and interaction with Canadians – in advance of the debates, during the debates, and after the debates (before the election);
- Host(s) to hold leaders accountable for the accuracy of their answers;
- Host(s) to intervene when required to keep the debate on track;
- Innovative and unique ways of connecting to, and engaging with Canadians before, during and after the debates (before the election); and
- Best use of social media platforms

7. LANGUAGES & ACCESSIBILITY

The debates producer must provide and make available to other distributors free of charge:

- Simultaneous interpretation of both debates in both official languages;
- Simultaneous interpretation for Canadians whose mother tongue is neither French nor English;
- Live sign language interpretation in both Langue des Signes du Québec (LSQ) and American Sign Language (ASL);
- Live closed captioning in both official languages; and
- Live described video in both official languages.

8. PROMOTION

The debates producer must promote the debates to Canadians, both in advance of the debates (to encourage Canadians to watch and listen live) and after-the-fact (to encourage Canadians who weren't able to engage live, to watch and listen after the debates, before the election).

The Commission will be looking for a comprehensive promotion plan for traditional, new and social media.

9. PURPOSE OF THIS REQUEST FOR INTEREST

The purpose of the RFI is to notify potential bidders about an upcoming opportunity, provide organizations with lead time to form multidisciplinary teams and partnerships, and solicit views from respondents. Participation in the RFI is not required to participate in the future RFP.

The Commission intends to use the information gathered from the RFI process to:

- Determine level of interest;
- Obtain information on innovative approaches and ideas that bidders may bring to the project;
- Obtain information in relation to the proposed components of the RFP; and
- Obtain recommendations on the procurement process.

10. INFORMATION REQUESTED

Respondents are encouraged to offer concise responses, comments and insights that they believe would be beneficial to the project.

The Commission suggests that respondents follow the structure below for their responses:

1. **Respondent Profile:** Please provide a general profile of your organization or group of organizations and include any information of your organization's expertise in the context of this RFI.
2. **Information:** See articles 4 through 9 above.
3. **Target audience:** Please explain the potential methods to reach all target audiences.
4. **Risks:** What challenges, issues or potential problems could impact the success of the debates?
5. **Innovation:** Do you have information on innovative approaches or solutions that you may bring to the project?
6. **Other information:** Is there other information, specific to the provision of this service, that is deemed important for consideration in the upcoming RFP?

11. RESPONSES

Respondents with questions or information regarding this RFI may direct their enquiries by the closing time and date indicated to:

Name: Marie Lavitt or delegate(s)
Communication Procurement Directorate
Acquisitions Branch
Public Services and Procurement Canada
Address: 360 Albert Street, 12th Floor
Ottawa, Ontario K1A 0S5
E-mail: marie.lavitt@pwgsc-tpsgc.gc.ca and c.c. TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca

Because this is not a bid solicitation, Canada may publish additional questions for the purposes of gaining additional information. Canada requests interested parties to visit Buyandsell.gc.ca regularly.

All enquiries and other communications related to this Industry Consultation process shall be directed exclusively to the PSPC Procurement Authority.

12. NOTES TO INTERESTED FIRM(S)

This Industry Consultation process is not a bid solicitation and a contract will not result from this request.

Potential respondents are advised that any information submitted to Canada in response to this Industry Consultation process may be used by Canada in the development of a subsequent competitive RFP.

The issuance of this Industry Consultation process does not create an obligation for Canada to issue a subsequent RFP, nor does it bind Canada legally or otherwise, to enter into any agreement. Canada reserves the right to accept or reject any or all comments received.

There will be no short listing of firms for purposes of undertaking any future work, as a result of this request. Similarly, participation in this Industry Consultation process is not a condition or prerequisite for participation in any RFP(s).

Companies participating in this Industry Consultation process should identify any submitted information that is to be considered as either company confidential or proprietary.