



Questions and answers received as part of the REQUEST FOR PROPOSAL (RFP)

Media Monitoring and Analysis Service

**Bid Submission Deadline:
April 1st 2021, 2:00 PM EDT**

Submit Bid:

By Fax: 819-997-9776

Or by E-Post Connect

Reference: CSA File No. **9F015-20200533**

Note: Please read this Request for Proposal carefully for further details on the requirements and bid submission instructions.



March 29, 2021



Would it be possible to know if we must include of redistribution licenses (copyright) in the proposal or you manage these directly with the copyright owners?

The CSA pays a subscription fee for a reproduction licence to grant it permission to redistribute the content of the daily media coverage report to a limited number of employees. However, the supplier is expected to have all the required access and authorizations to monitor and replicate the content for the media coverage report.

Also, when you refer to a “reference letter”, is a table with a description of services offered + the coordinates of clients and the duration of contracts sufficient, or is a letter necessary?

You may prepare a table with the description and duration of services offered to a client in the place of a reference letter. However, the table, like a reference letter, must be validated and signed by the client/referee.

In addition to custom deliverables does the CSA team require access to a media monitoring platform that would allow them to view and track ad hoc coverage as needed?

Access to a media-monitoring platform is not required but could be of interest to the CSA team.

If a platform is required, please can you confirm the number of concurrent administrative users who will need login access to the media monitoring platform?

This is not a requirement of the current RFP, but should access to a media monitoring platform be available, it would be limited to two CSA users.

Would access to a media database of journalists and outlets profiles in the platform be needed?

No.

Please can you confirm the number of readers/individuals who will require internal redistribution rights to copyright protected content through newsletters, alerts or curated briefings.

CSA pays a subscription and reproduction fee that allows it to redistribute the content of its daily press review to a limited number of its employees. However, CSA expects the supplier to have the required access rights and permissions to track and reproduce the content for the press review.

Could CSA please provide a list of top media outlets that must be monitored? More specifically, please can you provide a list of key publications and major dailies that CSA is looking to have covered?

We cannot provide a list of top media outlets. The CSA expects a comprehensive list of Canadian media outlets (Francophone/Anglophone, national/regional) outlets to be monitored (see section 2.1.1.1, page 54)

In section 2.1.1 on page 55 the Statement of Work states the need for "summaries of all Canadian national and regional print and online media articles, trade magazine publications, academic magazines and scientific publications". With regards to the "academic magazines and scientific publications" please can you confirm if online versions of these are sufficient or do you require printed editions?

Online versions are sufficient for academic magazines and scientific publications.



In section 2.1.1 on page 55 the Statement of Work states that the "daily media coverage report must be delivered by email by 6:30 a.m., Monday to Friday. Please can you confirm what specific publications are required by this time?

The delivery times by publication type are specified in section 2.1.2.1.1 - Delivery times: Summaries of articles (print and online).

Would you consider receiving the daily media coverage report at a later time such as 8:00 a.m. to ensure more content from the day is available? Please note that a number of Major Dailies are not available and vetted by 6:30 a.m.

No. Please note that the service must also deliver automatic notifications that include items not included in the daily media coverage report for that day. (see section 2.1.1.2 of the RFP)

Page 55 outlines the need for relevant podcasts. Please can you provide a list of key podcasts that you would require to have covered?

We cannot provide a list of required podcasts.

In section 2.1.1 on page 55 the Statement of Work states the need for the automated notifications to "include summaries of all Canadian national and regional online print media articles, both English and French, and summaries of relevant radio and television coverage items not included in the daily media coverage report for that day". In terms of *summaries*, are you looking for the vendor to provide hand-written summaries of broadcast or is a text-snippet sufficient? Please elaborate for radio and television programs as well as podcasts.

For the daily report and the automated notifications, each summary of radio and television programs and podcasts must be in the language of the broadcast and include

- date and time of broadcast;
- city, station and program;
- Nielsen rating (audience size);
- title or keywords (search terms);
- a brief description of content, including interviewees.