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

Media Monitoring and Analysis Service

**Bid Submission Deadline:  
April 1<sup>st</sup> 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 30, 2021



**In Section 2.1.1.1, we understand that CSA is asking for “French and English newspapers (print and online), does CSA currently have any content subscriptions in place for the licensing of full text monitoring? (ie. Cision, Cedrom Eureka, Meltwater, EMM content from Newsdesk, etc.)**

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.

All CSA employees have access to media content through the Government of Canada’s Electronic Media Monitoring Program.

However, the supplier is expected to have all the required access and authorizations to monitor and replicate the content for the media coverage report.

**For the requirement of a Daily Report, would CSA require this to be human curated & filtered for the most relevant content? Or is an automated delivery from the software preferred?**

The CSA requires that the daily report be prepared/reviewed by a human to ensure relevance of content.

**If human curation is required, can CSA provide an example of the current deliverable so we can compare for scope of work, search criteria & desired media types?**

See sample attached. (attachment 01). This represents an example of the current format, but others could be considered, as long as they meet the required criteria.

**For the requirement of a high-quality monthly and annual media analysis service, would CSA require this to be human curated, filtered & key-messages highlighted? Or is a self-serve model for CSA to use the software to create the report internally the desired workflow?**

The CSA requires the monthly, annual and ad hoc media analysis service be prepared by a human. The specification for the analysis are identified in section 2.4 (Analytics and reporting) of the RFP.

**If human curation is required, can CSA provide a sample of the current report deliverable and/or share the required metrics & insights for CSA?**

We cannot provide an example of the current report.

The specification for the analysis are identified in section 2.4 (Analytics and reporting) of the RFP.

**Are there current monitoring and reporting improvements and/or gaps to close that CSA is hoping to achieve in the new term?**

The CSA is looking for up to date high quality media monitoring and analysis services. For example:

- monitoring of new types of media like podcasts; and
- analysis of new metrics like the number of impressions of online coverage, where available.

**Does CSA currently have any tools in place assisting them in doing this type of program? If so, are you able to share who the incumbent is?**

Influence Communication, a media information broker, was the supplier of media monitoring and analysis for the past five (5) years

**If there are any current content subscriptions in place, does CSA plan on keeping any of these subscriptions in place that can be utilized in an overall program? If not, will online monitoring of newspapers suffice?**



Online monitoring is not sufficient.

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**If there are any current content subscriptions in place, does CSA plan on keeping any of these subscriptions in place that can be utilized in an overall program? If not, will online monitoring of newspapers suffice?**

Online monitoring is not sufficient.

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**Does CSA have access to full text licensing through the Electronic Media Monitoring (EMM) program? If so, please confirm that CSA would like the contractor to integrate this EMM content for use in daily media monitoring.**

All CSA employees have access to media content through the Government of Canada's Electronic Media Monitoring Program.

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.