

REQUEST FOR PROPOSAL – RFP000964
For Media Monitoring Services

ADDENDUM #1

This Addendum to RFP-000964 for Media Monitoring Services is being issued to

- a) Change the Submission Deadline of proposals to **2:00 PM EST, March 4, 2022**;
and
- b) Provide the following question and answer:

Pricing

- 1. To meet your requirement and provide you with a price for items 1 and 4, would it be possible for you to provide the average monthly volume of articles, radio-television notes, and audio or video transcripts/excerpts?

Answer:

The monthly volume for the daily press review varies. On average, there can be up to 2,400 articles and radio-television notes tagged per month. Note that this figure is an estimate that reflects the current situation.

- 2. For item 2, do you confirm that I need to provide you with a monthly price for each report?

Answer:

Yes.

- 3. If proponents are not a copyright manager all clients must have a valid licence with the various copyright managers (QMI, Cision and Copibec-Postmedia) in order to receive their content. The cost of these licences depends on the monthly coverage volume and the number of press review users. In order to provide a monthly price for copyrights (line 5 of the Pricing Form), I would need to know how many people will be sent the press clippings.

Answer:

Press clippings could be sent to up to 300 people. You can also include the monthly price for several options (e.g. 100, 200 or 300 users).

Deliverables – Specific requirements

- 4. Integration of excerpts – Broadcasts: For radio and television - transcripts or excerpts (audio or video) of these segments are made upon request and result in additional costs.

- a. Would this be satisfactory for CMHC or do we absolutely have to be able to incorporate the transcripts and clips (audio and video) directly into the press review?

Answer:

It would be ideal for our clients to have access to the excerpts and transcripts from the press review. However, if this is not possible, the proponent may provide, with an explanation, the additional costs to obtain the information.

- b. If CMHC agrees to receive these items only upon request, do I need to add the costs in the blank rows (7 to 9) provided in the Pricing Form?

Answer:

Yes.

5. On-demand access to a variety of metrics to analyze...: If the proponent does not have a platform that automatically generates reports. All analyses are done individually by humans. It is therefore quite possible to meet this requirement, but an analysis will have to be done for each request. Additional costs will therefore be associated with this and will be based on the coverage volume and the indicators to be analyzed. Also, since these analyses are not automatically generated, it may take a few days to receive the requested information. Would this approach be acceptable to CMHC?

Answer:

It would be ideal for CMHC to have access to a variety of analysis metrics, such as tone (sentiment analysis) on a proponent-managed platform. If this is not possible, the proponent must propose what is possible, such as in this case, costs and time frames for individual, human-performed analyses.

6. Could an example of other reports be provided to ensure that your request is fully understood?

Answer:

We will not provide any additional examples. However, it is acceptable for proponents to include assumptions, metrics and explanations in their submissions. In general, there are 3 types of report formats:

- General coverage with an overview
- Full coverage with surface analysis
- Full coverage with in-depth analysis

7. Is there a budget for this RFP?

ANSWER:

The estimated budget for the resulting services for the Term of the Agreement inclusive of renewal options is not anticipated to exceed \$400,000.00 CAD inclusive of taxes.

8. Is there an incumbent supplier that the CMHC is currently using for the services described in this RFP?

ANSWER:

Media Monitoring Services are currently being provided to CMHC by Cision Canada Inc.

9. Approximately how many articles are you currently receiving in each daily report? Is this volume representative of 'normal' expected volumes, or is has it decreased during the pandemic?

ANSWER:

For the daily press review, the monthly volume varies. On average there can be up to 2,400 tagged articles and radio-television notes per month. It should be noted that this figure is an estimate that reflects the current situation.

10. Are you able to provide any samples of current daily media reports, ad-hoc reports that indicate the metrics required for analysis?

ANSWER:

No metrics are needed for the daily media report. Metrics needed are as follows:

1. Monthly sentiment analysis: percentage of negative, neutral and positive sentiment of coverage where CMHC is mentioned (online, print). The sentiment or tonality should be platform generated by the proponent (not manual).
2. Quarterly Raw Data Media Coverage Report: raw data from all CMHC coverage, including date, title of article, author, outlet, type of media, city of media, audience reach, UV, tonality, etc.) The raw data should be platform generated by the proponent.
3. Share of Voice of key competitors (Bank of Canada, FCM, Sagen, Canada Guaranty, CREA, etc.): metrics needed include reach, mentions and UVPM.
4. Ad hoc reports: The following metrics are usually included: Mentions by location; Total Mentions; Reach (which includes both reach and UVPM); Sentiment over Time; Trend of Coverage by Media Type; Share of Coverage by Media Type; Spokespeople's Visibility (our spokesperson mentions); Top Outlets.

11. Are you able to provide a list of print and industry publications that the CMHC would like to see included in any service?

ANSWER:

CMHC needs access to all major national media outlets from Canada, and some international publications, as well as local news and talk radio shows. CMHC would also like access to regional daily publications located in major markets (e.g.: London Free Press, Waterloo Region Record). Examples of industry publications that are currently surveyed are Canadian Mortgage Trends, Better Dwelling, and Rates.ca

12. Does the CHMC prefer digital images of print articles as they appear in the original publication, or is the text of the article sufficient for inclusion? If identical items appear on online and print sources, is there a preference to a particular medium?

ANSWER:

The text of the article is sufficient for inclusion. If identical, the easiest format to open is preferred, as is a format without a paywall.

13. In order to properly scope the effort associated with preparing your 'Daily Media Clipping', it would be optimal if you could provide the names, or at a minimum the number, of competitors to be monitored. Please also provide as many other key terms as possible.

ANSWER:

We monitor up to 10 competitors, including Bank of Canada, Sagen, Canada Guaranty, FCM, and CREA.

Daily Media Clipping: All articles, news stories and broadcast notes mentioning CMHC, plus the following topics: the National Housing Strategy, Affordable Housing, Provincial Housing Ministers, Indigenous Housing and the North, Minister Hussen, Housing Markets and Indicators, Mortgage Insurance, Economy, Policy and Innovation, and Other Ministerial Programs. CMHC will provide keywords for each of these topics. These are the topics that are currently being monitored and might change in the future.

14. Do you have a list of preferred publications that you can share?

ANSWER:

Please see answer to question 11.

15. In order to quote pricing to provide "full-text articles from English and French daily newspapers, and consumer and trade publications published in Canada", please advise the number of people who will have access to this content, through receipt of the 'Daily Media Clipping'

ANSWER:

Up to 300 people.

16. For the 'Weekly Housing Announcements Report', will this coverage mainly come from what has already been shared in the 'Daily Media Clipping'?

ANSWER:

It could come partly from the Daily Media Clipping. This will be coverage on specific announcements (often by the Minister's Office) that took place during the week. CMHC will provide the list of announcements to monitor.

17. For the 'Bi-Weekly Intelligence Review Report', will this be delivered once every 2 weeks, or 2 times per week? Are you able to provide the names of these 'sectors', or at a minimum, examples of these 'sectors'? Are these sectors/topics outside of the content being monitored for the 'Daily Media Clipping' and 'Weekly Housing Announcement Reports'?

ANSWER:

This report needs to be delivered once every 2 weeks. Sectors include: REITs - CMHC will provide keywords for this report. Yes, the content monitored is outside of the Daily Media Clipping and Weekly Housing Announcement reports.

18. For the 'Bi-Weekly Covid-19 News Report', will this be delivered once every 2 weeks, or 2 times per week?

ANSWER:

This report needs to be delivered once every 2 weeks.

19. For the competitive SOV analysis, requested for both the 'Quarterly Raw Data Media Coverage Report' and the 'Annual Report', can you please clarify how granular you would like this to be—does it need to be based on fully curated coverage, or will keyword-driven SOV analysis be sufficient

ANSWER:

The Quarterly Raw Data Media Coverage Report is based on CMHC coverage in print and online. See answer to Question 10 for additional information. The Annual Report is a look at all CMHC coverage (print- newspapers and magazines, online news) in the past 12 months (likely from October to September).

The analysis will be limited to a preferred outlet list provided by CMHC, with the service provider creating keywords based on the list. The report should include analysis on volume of coverage, coverage sentiment, coverage spike analysis, top outlets, authors and content, competitor analysis (up to 5), key message analysis (up to 3).

For the key message analysis, CMHC will provide the key messages, and the service provider will create the keywords. For the Annual Report, some curation will be needed (for example, sentiment analysis).

20. Do you also require access to a Media Contact Database/Press Release Distribution Platform?

ANSWER:

No.

21. Regarding the Daily Media Clipping does CMHC require a review period (30-60 minutes) for their briefing post 15-day onboarding?

ANSWER:

Yes, a review period post-onboarding will be required for the Daily Media Clippings.

22. What subject or topics are to be included within the Daily Media Clipping?

ANSWER:

All articles, news stories and broadcast notes mentioning CMHC, and the following topics: the National Housing Strategy, Affordable Housing, Provincial Housing Ministers, Indigenous Housing and the North, Minister Hussen, Housing Markets and Indicators, Mortgage Insurance, Economy, Policy & Innovation, and Other Ministerial Programs. CMHC will provide keywords for each of these topics. These are the topics that are currently being monitored and might change in the future.

23. Where available, is access to full-text within the Daily Media Clipping required?

ANSWER:

No.

24. For the Daily Media Clipping, is there an expectation that the provider will edit broadcast video/audio and clean-up automated closed-caption text?

ANSWER:

No.

25. What is the format for the Weekly Housing Announcements Coverage deliverable (clippings, PPT, XLS, or dashboard)?

ANSWER:

The format is clippings.

26. For the Weekly Housing Announcements Coverage, is there an expectation for a hand-written summary to be provided, or simply the clips themselves?

ANSWER:

Yes – brief summary on top of the clippings.

27. What day and time is the Weekly Housing Announcements Coverage deliverable expected?

ANSWER:

Friday afternoon before 4 p.m.

28. Would the Weekly Housing Announcements Coverage deliverable be specific to news about Canada and in Canadian publications, or is it broader reaching?

ANSWER:

All coverage of our events. Generally, there is only coverage in Canada, but if an international publication covers an event, we would like it included.

29. Is there a social requirement for the Weekly Housing Announcements Coverage deliverable?

ANSWER:

If we mean social media, the answer is no.

30. What is the format for the Bi-weekly intelligence review deliverable (clippings, PPT, XLS, or dashboard)?

ANSWER:

The format is clippings.

31. For the Bi-weekly intelligence review, is there an expectation for a hand-written summary to be provided, or simply the clips themselves?

ANSWER:

No, just the clippings.

32. What day and time is the Bi-weekly intelligence review deliverable expected?

ANSWER:

Monday morning.

33. Would the Bi-weekly intelligence review deliverable be specific to news about Canada and in Canadian publications, or is it broader reaching?

ANSWER:

Canada/U.S.

34. Is there a social requirement for the Bi-weekly intelligence review deliverable?

ANSWER:

If we mean social media, the answer is no.

35. What is the format for the Bi-weekly COVID-19 News Releases and Articles deliverable (clippings, PPT, XLS, or dashboard)?

ANSWER:

At the moment it is a Word document with news articles (listing Media Outlet/Title with embedded link/first line of article) and news releases (listing the provincial government or federal department/Title with embedded link/summary). That being said, we would like to explore a clipping package or other formats. Proponents can make recommendations/suggestions on other alternative.

36. For the Bi-weekly COVID-19 News Releases and Articles, is there an expectation for a hand-written summary to be provided, or simply the clips themselves?

ANSWER:

No summary needed.

37. What day and time is the Bi-weekly COVID-19 News Releases and Articles deliverable expected?

ANSWER:

Wednesday at noon EDT.

38. Would the Bi-weekly COVID-19 News Releases and Articles be specific to news about Canada and in Canadian publications, or is it broader reaching?

ANSWER:

Both Canada and international (limited to G20 countries).

39. Is there a social requirement for the Bi-weekly COVID-19 News Releases and Articles deliverable?

ANSWER:

If we mean social media, the answer is no.

40. What is the format for the Monthly Sentiment deliverable (clippings, PPT, XLS, or dashboard)?

ANSWER:

XLS

41. For the Monthly Sentiment, is there an expectation for qualitative analysis of the content, or is it entirely quantitative?

ANSWER:

No, it is entirely quantitative.

42. Would the Monthly Sentiment be specific to news about Canada and in Canadian publications, or is it broader reaching?

ANSWER:

Yes, it would be specific to news about Canada and Canadian publications.

43. Is there a social requirement for the Monthly Sentiment deliverable?

ANSWER:

No, only print, and online news.

44. For the Monthly Sentiment, is manual toning required, or will automated suffice?

ANSWER:

Automated will suffice.

45. What is the format for the Annual report deliverable (PPT, XLS, or dashboard)?

ANSWER:

PPT

46. For the Annual report, please can you provide the key messages and competitors required for monitoring purposes as this directly correlates to cost?

ANSWER:

The report should include the analysis of up to 5 competitors and 3 key messages. As these change, we will not provide a list during this process.

47. For the Annual report, is there an expectation for qualitative analysis of the content, or is it entirely quantitative?

ANSWER:

Both.

48. Would the Annual report be specific to news about Canada and in Canadian publications, or is it broader reaching?

ANSWER:

Yes, specific to news about Canada and in Canadian publications.

49. Is there a social requirement for the Annual report deliverable?

ANSWER:

No, only print and online news.

50. For the Annual report, is manual toning required, or will automated suffice? This applies to both CMHC and competitor content.

ANSWER:

Ideally manual toning is required for the annual report.

Ad Hoc Reporting

51. What is the format for the Ad Hoc Reporting deliverable (Clippings, PPT, XLS, or dashboard)?

ANSWER:

Depends on the report. For some we provide a summary and a dashboard, for others we only provide a summary with the clippings. It is also possible we would only need a dashboard.

52. For Ad Hoc Reporting, is there an expectation for qualitative analysis of the content, or is it entirely quantitative?

ANSWER:

Both

53. Would the Ad Hoc Reporting be specific to news about Canada and in Canadian publications, or is it broader reaching?

ANSWER:

Mainly specific to Canada and Canadian publications. There may be a need for analysis of U.S. Tier 1 publications as well.

54. Is there a social requirement for the Ad Hoc Reporting deliverable?

ANSWER:

If we mean social media, the answer is no.

55. For Ad Hoc Reporting, is manual toning required, or will automated suffice?

ANSWER:

Automated is fine for the dashboards. Summaries will require manual toning.

56. For Ad Hoc Reporting, please can you elaborate on the turnaround time? Please be advised that three hours does not provide a reporting team adequate time to both code data and provide qualitative analysis.

ANSWER:

We negotiate the turnaround time with the client. It can range from 3-10 business days depending on the report. There may be a need for same-day analysis, but this is not the norm.

57. For Ad Hoc Reporting will requests be submitted outside of typical business hours (M-F, 8-4PM ET)?

ANSWER:

No.

58. Will you potentially be picking multiple vendors to award this RFP? Is there a limit to the amount of vendors you will select?

ANSWER:

The RFP will be awarded to one vendor only. In terms of copyrights and sources, proponents will ensure that appropriate copyrights are respected. Proponents must provide separate pricing for any integrated sources (i.e., sources the proponent owns the copyright to, or already have agreements with), if applicable. If additional sources are required, the proponent will undertake the appropriate actions to secure these sources.

59. Do you have a budget allocated to each section? If so, how much?

ANSWER:

There is an overall budget. It's not broken down by sections.

60. Do you need access to all online and print Postmedia/Sunmedia sources?

ANSWER:

Ideally yes.

61. Do you need full text access to all Postmedia/Sunmedia sources?

ANSWER:

Ideally yes.

62. Do you require human-curated daily media clippings where a team of analysts selects stories based on your preference?

ANSWER:

For the daily media clipping, some human-curated will definitely be required at first, until CMHC is fully satisfied with the selection of stories. Moving forward, some level of human-curated will be needed, but it should be minimal.

63. Is CMHC looking for a reporting analyst to curate the Ad-Hoc requests? I.e. a report custom made compared to the reports that can be pulled from the platform

ANSWER:

Ideally CMHC would be assigned a dedicated resource for their needs, including ad-hoc reports. It is to be noted again that CMHC is not looking to have access to a self-serve monitoring platform.

64. Will you accept a pricing sheet for customized analyst services alongside the quote to offer the opportunity to select what services CMHC requires?

ANSWER:

The proponent may add additional rows to the Pricing Table 1 (and 2 as applicable) for any additional items which they intend to charge.

65. Will the accepted vendor have the opportunity to negotiate terms and conditions?

ANSWER:

This RFP process is intended to identify prospective suppliers for the purposes of negotiating potential agreements. The contract negotiation process is outlined in Part 2, Section 2.2.3 of the RFP.

66. How many people/users will need direct platform access?

ANSWER:

None. We are looking at the proponent to meet all of our needs, without CMHC having direct access to a platform.

All other terms and conditions remain unchanged.