



January 24, 2024

### ADDENDUM No. 3

**RFP No:** SEN-069 23/24

**Title:** **Web based solution for media monitoring and media outreach**

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The following shall be read in conjunction with and shall form an integral part of the Bid and resulting Contract documents. All other terms and conditions remain the same.

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#### **Questions and Answers**

Q4: Left blank intentionally

A4: Left blank intentionally

Q5: Will the Senate require mobile app access?

A5: No. Senate employees will use the web-based solution via a browser on a desktop computer or laptop. Clients may consult media items included in reports using a web browser on their computer or mobile devices (iPhones or iPads).

Q6: Will preference be given to a vendor who can provide full-text, licensed and copyright-compliant content from Postmedia, Canadian Press, and/or other premium and paywalled publications?

A6: Breadth of coverage (print/online news and television, radio and, podcasts) monitored and accessible via Bidders' web-based solution will be assessed at criteria R3 and R4.

The Project Authority's platform must provide a URL for each media item included in reports allowing internal clients to access articles or selected portions of TV/radio/podcast clips.

As described in section 6, "the Contractor must obtain and maintain copyright and distribution rights for the source content required to provide the deliverables and take all required measures to ensure compliance with any licenses negotiated with providers of copyrighted content in the curation, packaging, and delivery of deliverables."

Q7: What is the anticipated start date for this contract?

A7: We are anticipating a contract start date at the end of March 2024.

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Q8: Will preference be given to a vendor who integrates AI within their platform capabilities?

A8: The Senate welcomes all proposals, regardless of whether a Bidder's web-based solution uses artificial intelligence. Submissions will be assessed based on mandatory and rated criteria outlined in the Request for Proposals. Approximately 15 users.

Q9: A search is defined by our company as a collection of related keywords to be monitored and reported on. A search may have unlimited keywords within it. Searches can be rotated and replaced freely at any time throughout the subscription. How many Searches (or saved keywords) does the city need to monitor at one time?

A9: The Communications, Broadcasting and Publications Directorate actively monitors media sources for mentions of:

- the 105 members of the Senate;
- senators who have retired within the last year;
- the Senate of Canada (the institution), and;
- 18 Senate committees.

Currently, the Senate uses separate searches for each senator, former senator, and committee, in addition to a general search for mentions of the institution. Bidders may recommend or offer a different method of organizing searches based on how their platform operates.

The Contractor must assist the Senate in initially creating keyword searches and managing them on an ongoing basis. Searches must be tailored with keywords to filter out irrelevant content.

Q10: Are downloadable broadcast files (.mp4/.mp3) required?

A10: No, however, the web-based solution should provide a URL for each clip allowing internal clients to view videos or listen to audio content as clipped by the Project Authority.



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Q11: Will preference be given to a vendor that can provide unlimited, custom tagging capabilities?

A11: The web-based solution must allow Senate staff to categorize media items using five (5) recurring custom tags.

The Senate may need to use additional custom tags in ad-hoc reports.

Q12: Will both English and French support be required?

A12: As per section 7. Language of Work, support may be offered to the Project Authority in either official language (English or French).

Q13: Would the Senate of Canada also be looking to monitor social media content?

A13: No.

Q14: If so, are there specific Social Media Platforms that you would like to track? (E.g., Twitter, Facebook, Reddit, YouTube, Instagram, Pinterest, etc.). Would the Senate of Canada also be looking to monitor social media content?

A14: Not applicable

Q15: Does the Senate have a list of required sources or target publications that they can provide?

A15: No. The Senate is looking to monitor the widest range possible of sources as described in sections 3.1 and 3.2 of the Statement of Work.

Q16: Are any human-curated or analyst-curated services required?



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A16: Senate staff will use the Web-based solution to curate and export daily media monitoring reports themselves.

As outlined in sections 3.1 and 3.2 of the Statement of Work, the Contractor must assist the Project Authority in initially creating and managing (adding or removing) keyword searches on an ongoing basis.

The Contractor must also add or update contacts in its database of media contacts as requested by the Project Authority, as described in section 3.4.

Q17: Is unlimited, localized client support necessary for the vendor of choice (onboarding, training, support, consultation)?

A17: Yes. Requirements for client support are listed under section 4 -" Customer Support" of the Statement of Work.

As per section 7, Language of Work, support may be offered in both official languages (English or French).

Q18: As part of the day-to-day media monitoring, will the Senate of Canada (SOC) team be sharing news clips with the broader SOC team, executive leadership, or external stakeholders?

A18: Yes. News items (articles and TV, radio, and podcast clips) will be shared with approximately 1,100 internal Senate clients, including senators, their staff, and the Senate Administration.

Q19: If so, how many recipients will receive this kind of media report?

A19: Please refer to response provided in question 18

Christine Tremblay  
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