

June 10, 2021

REQUEST FOR PROPOSALS - RFP No. RP341-2021-01

FOR Media Monitoring

## CLARIFICATION - QUESTIONS & ANSWERS

Please see the answers below regarding any questions raised in relation to this RFP.

### 1. Question:

Is the Canadian Partnership Against Cancer able to provide a list of preferred Print and Trade Publications, particularly those with a paywall so that proponents can understand the costs involved with these publications?

### Answer:

Canadian English	Canadian French	International
Globe & Mail	Le Journal de Montréal	Associated Press
Canada Newswire	Le Journal de Québec	New York Times
CBC News	La Presse	Boston Globe
CBC Second Opinion	Le Devoir	Chicago Tribune
Healthy Debate	TVA Nouvelles	CNN
Global News	Radio-Canada	CNBC
Toronto Star	Agence Science Presse	TIME Magazine
National Post	Huffington Post Québec	Forbes Magazine
The Hill Times		Science Daily
Reuters		The Washington Post
CTV News		The Telegraph
Canadian Press		The Guardian
Government of Canada		The Independent
News		The Times
Public Health Agency of		Cancer Research UK
Canada		BBC
		ITV
		Channel 4

**2. Question:**

Can the Canadian Partnership Against Cancer provide an estimate on how many staff members will be receiving the daily media reports, particularly any content that would originate from behind a paywall, so that the proponent can estimate the Copyright requirements and costs?

**Answer:** Up to 150.

**3. Question:**

Can you provide the list of key words (English and French), organizations to follow for media releases and preferred outlets?

**Answer:** See question 1 and the following chart.

English	French
Canadian Partnership Against Cancer	Partenariat canadien contre le cancer
Cancer	Cancérologie
Canadian Partnership for Tomorrow	Partenariat canadien Espoir pour demain
First Nations, Inuit, Métis + cancer	Soins palliatifs
Palliative care	Aide à mourir
Assisted death	Tabac
Tobacco	Ministre de la Santé
Minister of Health	Prévention
Deputy Minister of Health	Soins de santé
Prevention	Santé Canada
Health care	Chimiothérapie
Health Canada	Radiothérapie
Chemotherapy	Cellules cancéreuses
Radiation therapy	Tumeur maligne
Cancer cells	Métastase
Malignant tumour	Leucémie
Metastasis	Médecine personnalisée
Personalized Medicine	
Chemotherapy	
Healthcare of Ontario Pension Plan (HOOPP)	

**4. Question:**

How many mentions is The Partnership getting per month given all the search terms.

**Answer:** Up to five (5), but it can vary.

**5. Question:**

How many people would need access to the platform?

**Answer:** The Partnership does not need access to the platform.

**6. Question:**

Who is the incumbent vendor?

**Answer:** This information will not be provided.

**7. Question:**

Is there any interest in a media database solution for outreach? What is the partnership using for this now?

**Answer:** No.

**8. Question:**

Regarding references for key members of team to support The Partnership. - can these references be the same as the references supplied for services? Or do they have be different customer altogether?

**Answer:** The same references can be used for key members of the team and services.

**9. Question:**

What other type of reporting is The Partnership leveraging today other than media summaries.

**Answer:** This information will not be provided.

**10. Question:**

Please can you confirm whether you will give preference to providers with licensing agreements with Le Devoir, Le Soleil, La Presse+, The Globe and Mail and/or Toronto Star, or those that are able to negotiate these rights directly for their clients?

**Answer:** See response to Question 1.

**11. Question:**

Do you require full text, copyrighted content from French-language sources such as Le Devoir, Le Soleil, and La Presse+?

**Answer:** No. A two to three sentence summary is sufficient.

12. **Question:**

For French articles, is summarization required, or will a translated and touched-up piece of snippet text suffice?

**Answer:** See response to Question 11.

13. **Question:**

Please can you confirm what the anticipated start date for the implementation of services would be?

**Answer:** The first daily media summary (including daily monitoring of media releases and weekly monitoring of health trade news) will be issued on August 3, 2021 with planning and set up taking place in July. The weekly monitoring of political and policy developments would begin April 2022.

14. **Question:**

You mentioned abstracts should be included per article in the daily brief. Do you require custom written summaries or is the hit sentence / lead sentence sufficient?

**Answer:** The lead sentences will be sufficient.

15. **Question:**

Do you need access to Post & Sun content behind the paywall?

**Answer:** See response to Question 1.

16. **Question:**

Can you confirm for translation of French articles that translating the first few sentences is sufficient?

**Answer:** See response to Question 11.

17. **Question:**

The budget you allocated for the scope was 75k. Can you confirm if that is the total budget for both the weekly and daily brief? Or is that for the daily curated brief only?

**Answer:** The budget of \$75K annually is to cover the daily media summary, including the daily round up of media releases and the weekly round up of health trade news. The weekly monitoring of political and policy developments has a separate budget of \$35K annually, starting in April 2022.

**18. Question:**

We would like to know if you require references for every individual proposed to work on the project, and if so, should these references be client or personal references?

**Answer:** Yes and client references are preferred.

**19. Question:**

Does CPAC expect the proponent to identify and establish appropriate payroll subscriptions, i.e. The Globe & Mail, Toronto Star, etc.?

**Answer:** Yes.

**20. Question:**

Is there a preferred mode of delivery for scans?

**Answer:** Email with the option of a mobile version.