**Clarification Questions – Media Monitoring Tender**

1. When referring to “Broadcasters” we assume that it refers to T.V, Radio and online audio or video channels. Please confirm? Do you have any priority list?

Yes, broadcasters refer to TV / Radio / Online and no, we do not have a priority list.

1. Will you provide us with the list of news websites and other press release URL? Or do you expect us to discover the sources for this process?

We expect you to have a database although we may provide you with one or two specific sites if we have been working with them.

1. Does Appendix B cover the full list of Keywords for the scope of the work or will you add any more keywords during the project? If yes, what could be no. of keywords?

The list of keywords will be refined and words will be added / deleted throughout the life of the contract to reflect the projects we are working on.

1. Could you please elaborate us on “Forward Planning Database and Journalist Content Database”

A forward planner is a diary showing what events are on which days allowing us to avoid clashing with other events and a journalist database is a list of journalists’ contact details.

1. For the 'Journalist contact database’, do we need to provide a list of journalists only in UK or across the world? Also, can you provide the data fields to be provided for each journalist on the journalist contact database?

We are looking only at UK journalists and we expect you to provide the fields.

1. For international media monitoring, is it sufficient if we monitor media sources that use English language alone?

Yes

1. For monitoring Social media handles, do we need to monitor them for specific mentions of keywords alone since it is mentioned that chats are not required?

Yes, we are only looking for specific mentions reflecting our keywords

1. Are there any budget involved for this Work?

Yes, our current budget is £23k p.a.

1. We have registered office in UK & have offshore development center in India the project will be signed with our UK entity and the tasks will be done out of ODC , India. We have sales and account managers in UK to manage the offshore team & deliver the project. Please confirm can we bid for this RFP.

Yes, you can bid for this contract

1. With regards to the Journalist database, do you require access to UK contacts only or Global contacts?

Only UK Contacts

1. Can you please provide an indication of your overall budget for these services?

Currently our budget is £23k (which includes our NLA licence)

1. Is there any preference for a supplier to be chosen that is on the CCS framework?

No

1. How many print clips did the TNA receive over the last 24 months (excluding all online and broadcast)?

Our current system does not allow us to be accurate but looking at our records, it is no more than 2 000 individual clips over the last 24 months

1. Some of your keywords have qualifiers and some do not in appendix B. What kind of qualifiers are you looking for with “Digital” “Staff” “Innovation” etc.?

Admittedly, these are ‘big’ words. We are currently working with our digital colleagues to manage these down into specific areas that are directly related to the work we do here.

1. How important a requirement is the forward planner?

It’s a nice to have which we would consult but much of our media work is not time dependent in that it has to de-conflict with other issues.

1. Your published spend is £22K for the 24 month term. What further guidance can you give us on what you are looking to achieve with the budget for this service?

We are looking for a timely, accurate service that allows us to monitor the media coverage we achieve – a service that does the basics really well.