



To: Offerors

From: Sandra V. Pizarro - Contracting Officer *SNP*

Date: September 29, 2021

Subject: **19PK3321Q6020_ Answers to the Questions asked by different Offerors for “Daily Media Monitoring Services” U.S. Embassy, Islamabad, Pakistan.**

Q. 1. Reference to the Section 1-SOW-2.1-1 Page#9 of the RFQ- “Early morning press headlines & (1-3 sentence) summaries of trending social media hashtags by 7am (social media clips should include graphics, and Tweets should be a mix of Tweets from government officials, thought leaders, and ordinary people.)”

Social Media Hashtags – Per our understanding is to provide a brief of the trending hashtags on twitter for the past 24 hours (at a certain cut-off time) along with a mix of tweets for each hashtag?

Ans: Yes.

Q.2. Reference to the Section 1-SOW-2.1-2 Page#9 of the RFQ – “Full print articles from the early morning headlines product (see #1) by 8am “

(a) Per our understanding is that you require web-links of full-print articles of early morning headlines?

Ans: Web links and the full article, copy/pasted in a clear format in Word.

(b) Some Newspapers listed in the document are published online after 8am. Do you require this from all newspapers listed in the document or a selection would suffice?

Ans: Yes, we realize this, which is why the articles are not needed at 8AM. If we can get the full article by 9:30AM, that would be great.

Q.3. Reference to the Section 1-SOW-2.1-5 Page#9 of the RFQ – “Short analytical reports, as requested, on specific topics. These spot reports should include traditional and social media reporting on breaking news topics flagged by the Public Affairs Office.”

(a) What will be the frequency of short reports per year?

Ans: We have not asked for these frequently but want to start doing so. Maybe once a month.

(b) Average (Min-Max) word count per report?

Ans: 3-5 pages, depending on the content.

Q. 4. Reference to the Section 1-SOW-2.1-6 Page#9 of the RFQ – “A longer analytical piece if requested by the Public Affairs Office. These longer pieces shall be requested no more than 12 times per year, and may not be requested at all, depending on the circumstances.”

What will be the average (Min-Max) word count per report?

Ans: I am told we have not asked for longer pieces, from the contractor. I do not imagine this will be frequent, but we may ask for 1-2 a year on broad topics.

Q.5 Reference to the Section 1-SOW-2.1-7 Page#9 of the RFQ - “A video clip (electronic file) of the relevant televised stories viewable on windows media player

- o A short (1-3 sentences summary in English about each of these stories, including an assessment of whether the tone about the U.S. is positive, negative, or neutral)
- o Include popular YouTube channels”

(a) Time of delivery?

Ans: 9AM – via a link, do not send to outlook email as it will jam up the inbox

(b) Summary will be added in the video as a caption?

Ans: We do not want a summary—we want an exact English translation of the what the guests say in Urdu, so we can draw our own conclusions.

(c) Do you require summary as a voice over on the video?

Ans: No.

Q.6 – Reference to the Section 1-SOW-2.1-7-bullet#2, Page#9 of the RFQ “Contractor should provide the products in a format and structure that is in accordance with the Public Affairs Office’s examples and/or templates.”

(a) We would request if the stated template or examples can be shared for cost determination.

Ans: Will forward our media clips and analysis cable products

(b) What will be the mode of delivery? (Such as E-Mail/FTP/Media Server)

Ans: Email and BOX link for TV shows

Q.7 Reference to the Section 1-SOW-2.2- Page#9 of the RFQ – “Contractor is required to monitor one standard news broadcast per day per channel on each of the networks listed below (i.e., 08 news channels per day). The particular news broadcast for each channel will be determined by the U.S. Embassy’s Press Office and may vary. For example, on certain days, we may need monitoring of a morning broadcast on a station, and on other days, we may instead need monitoring of an evening broadcast on that same station.”

a. Standard News Broadcast is approximately 1 Hour?

Ans: Yes, we may ask for this from time to time

b. Per our understanding, we would be assigned to monitor a particular channel only once per day during a news broadcast?

Ans: Yes.

c. Do we have to monitor each channel 24 hours a day or only during the US Embassy's Press Office's determined News Broadcast?

Ans: We do not expect someone to watch each channel 24/7, but 24/7 media monitoring is expected so we can catch breaking news or any mentions about the U.S.

Q.8: Reference to the Section 1-SOW-2- Page#8 of the RFQ, regarding social media, do we have to find trending hashtags in Pakistan or find *trending content* inside the hashtags the Embassy provides?

Ans: Find trending hashtags in Pakistan that is of relevance to the U.S. Embassy, Islamabad.

Q.9 Reference to the Section 1-SOW-2 bullet#2- Page#8 of the RFQ: "News about American companies or private individuals that relate to terrorism, violent extremism, Islamophobia, nuclear issues, entrepreneurship/economic growth in Pakistan, education of Pakistanis, and U.S. presidential elections".

Please clarify, we do not need to share news of all American Companies but only if and when the news mentions an American company relating it to terrorism and other above-mentioned activities?

Ans: Yes - only when one or more Pakistani media outlet is reporting on a US company.

Q.10: Reference to the Section 1-SOW-2 bullet#4- Page#8 of the RFQ: "Anything relating to Pakistani national news such as domestic politics, general elections, major political parties, the federal cabinet, South Asian regional relations (i.e., Pakistan's relations with Afghanistan, China, India, and Russia), disease outbreak (COVID-19), economic conditions, state of human rights and minority rights, state of media freedom, religious freedom, etc.".

Per our understanding, the reporting / sharing of data is not limited to US or US related affairs but also Pakistani domestic affairs. This includes all above mentioned activities which covers almost all the domestic current affairs. e.g. news / breaking news "Cabinet Division approves COVID Vaccine import" "PDM Jalsa in Lahore postponed, New date to be announced later" "PMLN MPA Arrested over corruption charges" All such news items are to be reported and shared at specified times?

Ans: Yes – the embassy keeps a close eye on Pakistani politics, so please include those articles.

Q.11: Reference to the Section 1-SOW-2.1-1, Page#8-9 of the RFQ: "Early morning press headlines & (1-3 sentence) summaries of trending social media hashtags by 7am (social media clips should include graphics, and Tweets should be a mix of Tweets from government officials, thought leaders, and ordinary people".

Does Press headlines cover print media only or TV too? Tweets on specific topics/hashtags might include thousands of tweets, specially from ordinary people. How many tweets from ordinary people will be considered sufficient while sharing a report?

Ans: Summary of television shows as well. A sample of 4-5 tweets that are representative of what the public is saying

Q. 12: Reference to the Section 1-SOW-2.1-2, Page#9 of the RFQ: “Full print articles from the early morning headlines product (see #1) by 8am”

Per our understating articles on topics as mentioned above?

Ans: Yes.

Q.13: Reference to the Section 1-SOW-2.1-3, Page#9 of the RFQ: “Weekend media (1-3 sentence) summaries of headlines & trending social media hashtags on Saturdays and Sundays by 10 am (or the earliest that links are available)”

Does “Media” refers to Print & TV?

Ans: No. Print and online news covered in all major Pakistani outlets.

Q.14: Reference to the Section 1-SOW-2.1-4, Page#9 of the RFQ: “Early morning press headlines, as early as 6am, when required. Approximately 30 times per year”.

Does “Press” refers to Print & TV.?”

Ans: No. Print and online news covered in all major Pakistani outlets.

Q. 15: Reference to the Section 1-SOW-2.1-5, Page#9 of the RFQ: “Short analytical reports, as requested, on specific topics. These spot reports should include traditional and social media reporting on breaking news topics flagged by the Public Affairs Office”.

Does “Specific Topics” refers to all topics mentioned in the statement of work?

Ans: Yes, but we can make an ad-hoc request for a report on a new topic.

Q.16 Reference to the Section 1-SOW-2.1-7, Page#9 of the RFQ: A video clip (electronic file) of the relevant televised stories viewable on windows media player o A short (1-3 sentences summary in English about each of these stories, including an assessment of whether the tone about the U.S. is positive, negative, or neutral) o Include popular YouTube channels

Does “Stories” means all topics where a video is available related to the shared report / news / summary?

Ans: Yes.

Q. 17: Reference to the Section 1-SOW-2.1-7 (bullet-2), Page#9 of the RFQ: “Contractor should provide the products in a format and structure that is in accordance with the Public Affairs Office’s examples and/or templates”.

We need a few samples to know which fields are to be covered while reporting?

Ans: We can provide a sample after the award.

Q.18: Reference to the Section 1-SOW-2.1-7 (bullet-5), Page#9 of the RFQ: “Contractor is required to keep archives of the products until the Public Affairs Office instructs the contractor to destroy them”.

Does “Product” mean every information/report that is shared with client during the service period? Please share a minimum period of archive or limit to time when services are provided to

the client. e.g. if the services are active for 3 years, no product will be deleted/destroyed while services from day 1 to contract ending period?

Ans: Contractor can ask us periodically of what can be deleted and what needs to still be archived, and we can go from there.

Q.19: Reference to the Section 1-SOW-2.1-7 (bullet-6), Page#9 of the RFQ: “The contractor is required to estimate viewership and be able to describe how such estimates are made”.

Do we need viewership (rating) of TV channels and statistics (total views on YouTube video) ?

Ans: Please provide all stats that are available at the time of delivery

Q.20: Reference to the Section 1-SOW-2.2, Page#9-10 of the RFQ: “List of Television Channels: Contractor is required to monitor one standard news broadcast per day per channel on each of the networks listed below (i.e., 08 news channels per day). The particular news broadcast for each channel will be determined by the U.S. Embassy’s Press Office and may vary. For example, on certain days, we may need monitoring of a morning broadcast on a station, and on other days, we may instead need monitoring of an evening broadcast on that same station”.

- a. PTV
- b. Geo
- c. Express
- d. Dunya
- e. Samaa
- f. Channel 24
- g. ARY News
- h. Dawn

Per our understanding, above 8 channels will be monitored regularly and data will be shared and the channels will not be changed during the contract time?

Ans: These are usually the channels we follow closely, contracted will be alerted in advance if we require monitoring for other channels.

i. “Specific YouTube channels • Naya Daur, Najam Sethi – Official • Straight Talk with Hussain – Syed Talat Hussain – Official • Rauf Clasra YouTube Channel – Official • Matiullah Jan’s MJTV – Official • Mubashir Lucman YouTube Channel – Official • Sabir Shakir YouTube Channel – Official • Aakhri Show by Shaheen Sehbai”

Does above YouTube channels will be monitored regularly and data will be shared.? the YouTube channels will not be changed during the contract time?

Ans: These are usually the channels we follow closely, contracted will be alerted in advance if we require monitoring for other channels.

Q.21: Reference to the Section 1-SOW-2.3, Page#10 of the RFQ:

“List of Newspapers: a. English Language: i. Dawn ii. The Express Tribune iii. The Nation iv. Daily Times v. The News vi. Business Recorder vii. Pakistan Today b. Urdu Language: viii. Jang ix. Nawaiwaqt x. Express xi. Dunya xii. Ummat”

Per our understating, the above print media will be monitored regularly and data will be shared. The newspapers will not be changed during the contract time?

Ans: These are usually the channels we follow closely, contracted will be alerted in advance if we require monitoring for other channels