

QUESTIONS AND ANSWERS

1) Question: 4.1.1 Traditional Media Monitoring

a) Broadcast monitoring includes unlimited clip streaming but there is a cost/download to archive and store the clip. Can you estimate number of clips/month that will be archived?

Answer: Since NASA never has had a comprehensive service there is no way for the agency to provide a reasonable estimate. It could be as few as several on an average day to as many as there are available monitored broadcast outlets during peak mission activity, such as the historic New Horizons flyby of Pluto.

b) How many stakeholders will need the full text of a print article sent to them via daily report?

Answer: Potentially 18,000 civil servants and 30,000 contractors.

2) Question: 4.4 Executive News Briefing

a) Could you clarify your request around full-length, text versions of content – are you expecting the full text to accompany the brief summary of the content chosen or merely accessible somewhere within a portal?

Answer: NASA does not expect the full text to accompany the summary; however, it does expect the summary to contain links to the full text of any sources highlighted in the briefing.

b) Our interpretation of your request is that you do not wish to receive an email with the major news stories but rather want users to access a web portal where they will view the content. Is this correct? Or is the portal in addition to an email?

Answer: Ideally, NASA would have both – an email of the summary to employees who are interested, including a mobile-friendly version, and an accessible website where the briefings would be archived and made available to employees.

c) How many people will need access to the Executive News Briefing?

Answer: The entire NASA work force, 18,000 civil servants and as many as 30,000 contractors, although only a fraction of both access the current system.

d) Can you share your key media list?

Answer: Not for the purposes of responding to this solicitation. The contractor should know generally what major news, media, and online outlets should be monitored.

3) Question: 4.5 Social Media Monitoring

a) Number of Social Media users:

Answer: 270 total social media users at NASA; 20-30 likely to have access to this monitoring tool

b) Number of Topic Profiles they would like to build for monitoring (ie: one for their brand, one for each competitor, etc):

Answer: 10-15 total topic profiles (6+ for brand; 6+ for special events that rotate)

c) Total number of social accounts they will be connecting (Twitter accounts, Facebook Pages):

Answer: Likely 0 since we are looking for broad-based listening on non-owned social channels

4) Question: Is this work currently executed on a contract? If so, who is the incumbent contractor?

Answer: Portions of the work outlined in the statement of work are executed under current contracts. PR Newswire handles distribution and database. Bulletin Intelligence handles executive briefing.

5) Question: What is value of the current contract? If this is a new contract what is the government's expected level of effort?

Answer: Portions of the work outlined in the statement of work are executed under current contracts. PR Newswire handles distribution and database. Bulletin Intelligence handles executive briefing. There is also additional work outlined in the statement of work that is new. See Question 27 for current value of existing contracts.

6) Question: Can the government confirm if this is a Small Business Set Aside? In the following link (https://prod.nais.nasa.gov/cgi-bin/rfqs/submit/vendor_quote.cgi?rfqnum=NNH15555898Q&pin=04) the page states "No" for Small Business Set Aside but two rows later states a Size Standard of 27.5.

Answer: This is not a Small Business Set Aside.

7) Question: How should we submit full pricing of option years with only one block for Unit Price in the portal? Can the government provide additional details related to pricing submission?

Answer: The offeror should complete the unit price block with the base period, and submit an attached additional document that prices the option periods.

8) Question: Will the government offer an extension to the submission date?

Answer: No, the government will not offer an extension to the submission date.

9) Question: Does the government want a separate Pricing Volume? If so, can the government clarify guidance on how to submit such volume?

Answer: Offerors are required to use the On-Line RFQ system to submit their quote.

10) Question: (4.3.3) Does the bidding contractor need a high Google PageRank or can the database/dashboard have its own URL which will have a high PageRank?

Answer: If the contractor has its own website on which it makes client media products available to the public, NASA expects that website to have a high Google PageRank to maximize public exposure and search engine optimization.

11) Question: (5.3) How often do you expect the platform to be updated with news? Every day/hour/as-it-happens?

Answer: NASA expects the information provided through the dashboard to be updated more frequently than once per day. The frequency of updates could vary depending on factors such as type of media being monitored or volume of activity. For example, instantaneous updates are desirable for social media and accelerated updates across all platforms are called for in the event of a breaking news situation.

12) Question: Could you provide detail on the daily executive news briefing you expect to receive daily at 6am? How many news items average per day? Will it include expert-level analysis and/or recommendations?

Answer: NASA expects the executive daily news briefing will include a summary of all the relevant coverage of the day, based on a set of key search words and phrases supplied by the agency. The news of the day will dictate the number of items; therefore, it is not possible to specify an average number per day. Some analysis that gives meaning and a value-added assessment to the executive briefing is desirable but not required. For the sake of an example, on a recent typical day the executive news briefing covered 42 topics of interest to NASA and digested information about these topics, in narrative form, from at least 92 individual national and international sources across all media platforms. This briefing did not include expert-level analysis or recommendations.

13) Question: (4.3.3) "The contract shall provide...translation services..." Could you specify to how many languages will NASA's news products be translated to?

Answer: They could be translated into Spanish, French, German, Japanese, Russian, or Italian.

- 14) Question: When referencing the redistribution rights of full-text articles does the government acknowledge the associated costs and legal limitations with redistribution? Also, full-text redistribution is often calculated by media outlets by the number of intended recipients. In order to effectively gauge cost, what is the largest potential audience necessary for redistribution? (In 5.1, it references 40-50 viewers but goes on to suggest those 40-50 users would be capable of redistributing as well.)

Answer: Yes, the current contract allows only for redistribution internally and not for any outside use. However, the contents are available online to the full NASA work force, which is made up of nearly 18,000 civil servants and up to 30,000 contractors. The briefing is made available only through domain recognition or signing up for access through a system that confirms you have the right to see the material.

- a. Does full-text redistribution rights apply to all media outlets?

Answer: Yes, including those that are subscription based.

- 15) Question: Section 4.1.2 suggests that the news clippings could be “shared.” Since this could be seen as redistribution, could you clarify to what extent these news clippings might be shared?

Answer: NASA typically shares pertinent content with the subjects named in the articles and among agency officials and communicators for awareness and possible response. NASA does not republish the clippings for external distribution.

- 16) Question: When using the terminology “return on investment,” does NASA have specific quantifiable goals already identified? Can the government clarify what it means by this phrase (followers, readership, analysis of changes in public opinion)?

Answer: Return on investment is an assessment NASA will make for itself using data and analytics it receives through the monitoring and measurement services it is procuring.

- a. Does the Office of Communications want quantitative analysis, i.e. does it expect that the service provider categorize stories by topic, message penetration, spokespeople, tone analysis or other types of data recording? If so, could those areas of interest be explained?

Answer: NASA expects the contractor to categorize stories by topic, according to agency priorities. Each system has ways to identify relevance and success of story penetration, not simply collect coverage tonnage. The statement of work lists some of these methods in 4.1.1. NASA is looking for some analysis that gives the report meaning and a value-added assessment.

17) Question: In discussing social media listening and analysis, are blogs to be considered in this category? Also, is NASA concerned with non-media industry blogs, such as individuals that post personal opinions on NASA and its interests?

Answer: Yes, blogs are considered. Yes, non-media industry blogs should be included.

18) Question: We noticed the “Required Delivery Date” is 10/1/15. Is that going to be the same Period of Performance beginning date?

Answer: The period of performance beginning date shall be the date of the award which is anticipated to be 10/1/15.

19) Question: Will this be an agency wide license with users at local NASA Centers having access to the license? Or will the users of this license only be NASA HQ users?

Answer: As specified in the statement of work, NASA intends for users at Headquarters and the field centers to have access to this system.

a. If users at local NASA Centers will have access, can you please provide a list of those centers?

Answer: Ames, Armstrong, Glenn, Goddard, Jet Propulsion Laboratory, Johnson, Kennedy, Marshall, Stennis. Please see <http://www.nasa.gov/about/sites/index.html>

b. Will there be any international users needing access to the system?

i. If so, will they be needing local international support?

Answer: No, there will not be any international users needing access to the system.

20) Question: We have noticed that Wires make up a significant part of this RFP, which serve a different purpose than the monitoring, analytics, and communications platform. It is possible that the best contractor solution for wires is different than the best solution for monitoring, analytics, and communications. If that is determined to be the case, will NASA be issuing multiple awards to best fit the Government’s needs? Or is this a single-award contract to the best solution overall?

Answer: NASA's intent is to award a single contract to that offeror whose offer will be most advantageous to the Government (See FAR 2.101, Best Value), with consideration given to factors of technical merit, price, and past performance.

a. If it is the latter, do any features have a heavier emphasis or “weight” in the evaluation criteria?

Answer: No. All elements of the statement of work are important to NASA.

21) Question. Our pricing structure relies upon a specific number of 'search folders' for a license. These search folders are completely unlimited in the number of keywords and results. At this time, we have never contracted with an "unlimited" number of search folders as requested. Is there an upper limit of search folders you can provide?

Answer: Since this is NASA's first experience with an agency level measurement service it is not possible to provide a reliable estimate on the number of search folders.

22) Question: Will there be any need to go back further than 6 months on NASA media content?

Answer: It is desirable but not required.

23) Question: Will there be any preference given to Small Businesses or GSA contractors above Large Businesses or non-GSA contractors?

Answer: No, there will not be any preference given to Small Business or GSA contractors above Large Businesses or non-GSA contractors.

24) Question: NASA has requested access for 50 users in the media monitoring/media database platform. The licenses for broadcast TV & radio content are priced per user. This is an industry standard the all providers must face. The cost for all 50 to have access to broadcast media monitoring can make the price escalate very quickly. Is there a definitive number of users that truly need to access broadcast media monitoring versus access to the media database?

Answer: NASA's needs are specified in the statement of work provided with the RFQ.

25) Question: NASA requires a six-month archive of media "hits" and email notices of hits. Across the industry there is a limitation imposed by the content providers on the availability of media "hits". Is NASA flexible in this regard?

Answer: A six-month archive of media "hits" is the minimum.

26) Question: Must offerors be able to satisfy all requirements?

Answer: Yes, offerors must be able to satisfy all requirements.

27) Question: Search of public records seems to indicate that NASA HQ currently procures services largely responsive to some of these requirements. PR Newswire appears to provide 4.3 (\$47,800 this year) and Bulletin News appears to provide 4.4 (\$118,650 this year). Is that accurate? If there are incumbents for 4.1, 4.2 and 4.5, please name them and provide the current-year value of the contract.

Answer: Portions of the work outlined in the statement of work are executed under current contracts. PR Newswire handles distribution and database. Bulletin Intelligence handles executive briefing.

28) Question: If the public record as relayed above is complete and accurate, it appears NASA is adding 4.1, 4.2 and 4.5. Is it fair to assume NASA has significant additional budget capacity to pay for additional services if required? Put a different way, if an offeror is able to be responsive to the requirements but would price its services at a level significantly above NASA's current spend, would that offer potentially be viable or is NASA already aware of budget limitations that would make it not viable?

Answer: As with any organization's procurement process, there are budgetary constraints. NASA's needs are specified in the statement of work provided with the RFQ.

29) Question: The RFP requires broad monitoring of the nation's news. It also requires that all stories, including news behind pay walls, be provided in full text. How shall the vendor resolve instances in which news is published or broadcast but is not available in full text unless NASA carries a full license? For example, the *Wall Street Journal* and *Reuters* are only available in full text if NASA itself takes a direct license from DowJones/Factiva. Would offerors be required to be able to work with DowJones/Factiva and also be required to provide NASA pricing for that service? Or are there sources which need not be included in full text form?

Answer: If a respondent does not have access or license to such subscription-protected content, it can note such limitation in its proposal.

30) Question: Please provide a number of "core" (essentially VIP) users of the service, and also total distribution if, for example, portions of the service might be made available to all NASA employees.

Answer: The entire NASA work force, 18,000 civil servants and as many as 30,000 contractors, will need access to the executive briefing, although only a fraction of both access the current system. The statement of work specifies the anticipated upper range of core users.

31) Question: If NASA does require vendors to provide full text of all sources, which cannot be done in a licensed way if a news search is broad, will NASA extend its fair-use rights (indemnify) offerors against potential litigation?

Answer: To be answered as soon as possible.

32) Question: 4.1.1 requires reporting of a number of performance metrics such as impressions. NASA may be familiar with the recent high-profile article about the Washington Redskins and the risk of relying on inaccurate data. How would NASA prefer that offerors confirm their numbers are accurate? Might NASA, for example, give all offerors a specific set of stories and have them report back what metrics they would have provided for that data set, thus allowing NASA to compare apples-to-apples?

Answer: It is not NASA's intention to prescribe how to meet the requirements outlined. NASA looks forward to reviewing how respondents suggest the requirements be met.

33) Question: 4.1.1 notes the need for "domestic and foreign newswires." Is NASA interested only in English-language material or is NASA also interested in having foreign language items that would be summarized in English? If the latter, please indicate countries, languages and sources of interest.

Answer: There are as many as 80 nations that have worked on the International Space Station. Also, the agency senior leadership travels all over the world. There is interest in trying to capture reports from such visits.

34) Question: In 4.1.2, NASA mentions the requirement to be able to "view, edit, download and share snippets of radio and TV broadcast and other audiovisual coverage." Whom would NASA share these clips with (e.g., post it in an intranet page for internal viewing or posting it on a public site for public access)?

Answer: The intent is for internal distribution only.

35) Question: Utilization of Bulletin News currently for 4.4 indicates a historical preference by NASA for a human-edited service rather than one produced by artificial intelligence. Is that a continuing requirement, or is a less refined approach (for example headlines & links, or the first paragraph of each story selected by computer) acceptable to achieve savings?

Answer: The interaction of human editorial assistance with electronic gathering has historically been positive. However, NASA is not prescribing the solution as part of the procurement. Past experiences with electronic-only search capabilities, though, have been inadequate.

36) Question: Is this a follow-on requirement? If so, could you please provide the incumbent contract number for this opportunity? If no, is this a new requirement?

Answer: Please see response to question 4.