Optional services – Media Monitoring and Evaluation Services framework agreement

The optional services provided by suppliers on lot 1 of the framework are shown below. Please note these services are only available when purchased in conjunction with core services.

Supplier	JOURNALIST CONTACT DATABASE	FORWARD PLANNING DATABASE	AUTOMATED EVALUATION AND ANALYSIS
Gorkana Group Ltd	●	●	●
Kantar Media (part of Precise Media Monitoring LTD	●	●	●
Press Data Ltd	●		
PRIME Research Ltd	*No Optional services offered*		

Note: Gorkana Group Ltd's Forward Planning Database is only available in conjunction with the Journalist Contact Database

The detail below has been taken from information provided by suppliers when competing for a place on the framework agreement in summer 2015. These services were not evaluated as part of the OJEU procurement process.

Gorkana Group Ltd - Journalist Contact Database

The Gorkana Media Database is the most accurate, in-depth and trusted media and

journalist database available in the UK (we also include selected international data as standard.) Thousands of organisations rely on us for intelligence on the media, journalists and bloggers to create PR programmes that hit the mark - every time. 94% of the top 100 PR agencies are clients. 70% of top British brands' in-house PR teams are clients. We have an exceptionally high renewal rate. This all stems from the functionality offered by the service and the quality of the data from our journalist network – journalists know and trust us: we are unique because we have a highly collaborative, reciprocal relationship with the media and journalist community. This vital relationship is the foundation of our offering and means we are able to provide you with the very latest and accurate information directly from the source.

A considerable number of government and public sector bodies use the database on a daily basis, including central departments such as DWP, the Home Office, Cabinet Office, FCO, DH, BIS and HM Treasury.

The Gorkana Media Database is the PR industry's most trusted, up-to-date and in-depth source of media information. No one knows this ever-evolving journalist and media community like we do. This can all be put down to the genuine value we put on our relationships, with you and our journalist network. Over 103,000 journalists rely on our daily media alerts to keep track of changes within their industry, and they talk to us - first. About their stories, their deadlines, and their career moves - and then we tell you. Much more than a Media Database - Gorkana is an essential network. We help you broaden and strengthen your own network, from hosting weekly journalist briefing events, to finding that obscure biography or supplying you with ready-made topical lists - we are here to help you make those critical connections.

The Gorkana database – a fully integrated part of the myGorkana portal linking with media monitoring across all channels and media evaluation – helps customers save time and resource and improve productivity. We remove time-consuming admin tasks from your team, so they have time to focus on developing relationships and implementation of your communications strategy.

The database service allows customers to:

- Improve your coverage. Access to the right information coupled with a broader and stronger journalist network will help you secure the coverage you want - and faster.

- Access to the most accurate and deep dive information. Helping you reach all the media, journalists and bloggers that matter to your world, quickly and easily – our comprehensive data is updated daily.

- Improve your targeting. Information on how and when journalists prefer to be contacted, what they're looking for and why they'll cover it.

- Own live distribution lists. Search, research, create, save and send to your own live lists or use our ready-made topical lists.

- Know what's newsworthy. Monitor the hot topics with live 30 day analysis of key media coverage and information on live PR opportunities.

- Make real connections. Exclusive opportunity to meet leading journalists at our hugely popular weekly events. Pick up first hand insights, the types of stories they want, tips for pitching ideas and how to maximise opportunities for coverage.

- Keep up with media moves. Know who's gone, who's arrived, and who's new. With our daily Media Alerts, you'll be one step ahead.

- Exceptional day-by-day customer support. We go the extra mile to get you the media intelligence you need, when you need it. We're always on call to take your questions and act as an extension of your team.

The database services incorporates all functionality and service requirements detailed in the specification (section 25.1 onwards) and is supported by the largest and most

responsive client service team in the industry. The Gorkana Feedback team is on hand for immediate support on all aspects of the database. The service is owned by an Account Director as with monitoring, analysis and social media aspects of the integrated Gorkana media intelligence solution. In addition, full training for all users is included with all database subscriptions.

All Gorkana services include access for unlimited total users and access to the Gorkana mobile app, CRM/Activity Tracker functionality, Media Requests and Forward Features (this module detailed separately in the next response). The database is part of the integrated myGorkana portal and includes crossover functionality with reciprocal media intelligence services (monitoring, social media, evaluation) and, as specified, full integrated access from a home screen with an editable dashboard interface.

Gorkana Group Ltd - Forward Planning Database

The Gorkana Forward Features module is an integrated part of the Gorkana database and is included for all users as part of the database subscription. **It is not sold as a standalone module.** Our dedicated features team works with journalists throughout the year to keep the service constantly updated with the freshest advance editorial calendars and synopses for thousands of publications.

Forward Features allows users to edit their preferences within the myGorkana portal and select criteria against which they wish to receive alerts concerning upcoming editorial opportunities. The site is extremely intuitive and user-friendly and alerts can also be set from database outlet information pages, with preferences managed from the central myGorkana administration hub alongside password, home screen and service display options.

We currently cover the financial sector, personal finance, professional services, utilities, insurance, media and marketing, human resources, transport and logistics, property and construction, environment, education, healthcare, technology and telecoms – additional sectors are continuously added.

As well as the Forward Features service, database users will also have access to the updated Gorkana Media Requests module. This enables users to receive live media alerts from journalists actively looking for help, whether it be competitions, case studies, expert view points or even requests for live interviews.

Journalists and bloggers know they can come to us to tap into the PR community for content and insight - and they do, 150 times a week. You can tailor your email alerts by content type, whether it's across mainstream or niche media and by sector, so you only receive those requests relevant to you. Once we've screened them, we send them straight on, and it's over to you to pounce on that opportunity so the journalist gets great content and you get a great new contact.

Gorkana Group Ltd - Automated Evaluation

Gorkana's Automated Analysis automatically categorises your mainstream media coverage so that you can quantify and measure your PR success.

The service is based on an analysis brief to ensure that the analysis is tailored to meet your specific evaluation requirements. The briefing process is led by a government sector analysis expert to ensure that it follows best practice in public sector media analysis. We work with you to define the metrics that match your communications agenda and provide you with the ability to report on this over time via a personalised, online dashboard hosted on our MyGorkana online portal.

Gorkana's Automated Analysis filters can identify organisations, spokespeople and key words to help you understand how your PR programme is performing.

Automated Analysis Filters
Our entry level service enables users to identify up to 50 automated analysis filters. It is possible, however, that multiple filters can be applied. These filters are set up by our internal team of search experts and are based on Boolean logic. The resulting search strings are run against your human reviewed monitoring to identify instances of your identified key words.

Typical automated analysis filters that could be applied to government media monitoring briefs include:

Organisation names	Spokespeople	Campaigns	Media type
• Government departments • Government agency names • Private companies	• Ministers' names • Advisors • Key spokespeople	• Names of significant campaigns currently being run across departments	• National • Regional • Broadcast • Consumer • Trade • Web & wires

Publications	Journalists	Product & Brand/Player Names	Keywords
Most prominent publications can be identified over a period of time	Most mentions by specific journalists can be tracked over a period of time (where they are identified)	Names of specific products, brands or services can be tracked to compare over time (where these are applicable to government)	Other specific key terms and phrases can be tracked where they can be identified as a searchable keyword

Gorkana's Automated Analysis services enables you to track against specific metrics, including:

- Volume of coverage
- Advertising value equivalence
- Reach (Opportunities to See)

Users are able to display the results in a multiple of chart formats, which will be set up on your behalf by Gorkana based on the analysis brief.

Analysis Dashboard
The resulting analysis can be viewed via an online dashboard hosted via MyGorkana. Up to six dashboards can be set up per client. Our entry level service includes one dashboard per client profile, however additional dashboards can be set up based on your requirements.

The analysis dashboards are set up by our analysis team based on your brief. The dynamic interface enables you to view the results of each key term by the specified metric. Dashboard dates can be set to define the period of time that you want to view results by for all dashboard charts. Alternatively, the date range for each chart can be set individually.

Each chart has the capability of being viewed in an expanded view, allowing users to view each chart component in detail. Charts can be viewed as
  i)   chart only,
  ii)   a mixed view with chart and data table or
  iii)   data table only.

An Edit function enables users to change the chart titles. A Download function enables each chart component to be downloaded as an image.

Dashboards are customisable to the extent that chart components can be moved around on-screen and expanded or reduced in size based on users' requirements.

Clicking on a chart component will display the corresponding media coverage for a specific chart segment. A list of clips is displayed incorporating the date of publication, the headline of the clip, media outlet name, journalist name, country and readership. There is a facility to download the clip listing to Excel for further analysis offline.

Ongoing Maintenance
Once you are set up, we will continue to work with you to ensure that your analysis is delivering results. Account and key word changes can be requested via telephone or email and we ensure a timely turnaround to all requests.

Kantar Media (part of Precise Media Monitoring) - Journalist Contact Database

We will provide framework customers with access to an accurate and comprehensive database of UK and International journalists, bloggers and influencers that fully integrates with our media monitoring, media evaluation and social media services, through our Media Platform portal.

This recently launched service provides a number of unique capabilities and has already been adopted by over 100 of our existing private and public sector clients, with more than 1,300 individual subscribers. Media contact records are updated and managed on a daily basis by a dedicated team of full time research staff ensuring the most up to date access to relevant contacts, which is augmented by an innovative link between news and social content to better inform media targeting.

Our journalist contact database meets all of the requirements and capabilities set out in Section 25 in Attachment 9 of the Framework Schedule and will enable Contracting Bodies to carry out a range of key activities.

Identifying Relevant Contacts:

We provide the ability to search for regional, national or international contacts from a database of 350,000 contacts, of which, more than 30,000 are from the UK media. Users can search by name, role, outlet, or location and by circulation, language, or regional focus. Additionally, because of the integration of social media within our media database, users can search a live stream of tweets from journalists, bloggers and influencers enabling a deeper understanding of the current interests and specialisms of target journalists, and potentially identifying wider story opportunities.

Contracting Bodies may already be aware of key journalists within their remit, however the tools that we provide allow users to widen their reach beyond their usual contacts to those who write for more diverse audiences.

Media Release and Tracking:

The media database includes media release creation, distribution and reporting capabilities. This enables all users to easily create and send multi-media releases to both mainstream and social media contacts, media outlets and news agencies. Dashboard, RSS and Twitter feed functionality can be added to suit each Contracting Body. Users have the flexibility to build content-rich releases and manage the entire process of creation and dissemination through one online portal. The tools allow users to cross-check media lists against their media archives, efficiently build releases that are adapted to specific sectors (e.g. regional focus) and hone their targeting to improve the pick-up of their press releases.

Contact Records:

Each media contact has a full biography, including all relevant direct contact information (name, publication, title/interest area, location, email, phone number), picture, biography, preferred receipt method for press releases, twitter handle and social media profile. In addition, based on our monitoring archive, users can search for journalists based upon the subjects that they've written about, or the companies or topics they have recently covered or tweeted on. This function allows Contracting Bodies to find journalists who may write across multiple subject areas and enables press officers to talk authoritatively about editorial opportunities that will appeal to specific reporters.

Users also have the ability to add their own notes, including any activity or actions against each contact. Notes are saved with date information, to enable a historical review of interactions with particular journalists. The information can be saved by "type" and can filter to meetings, in-bound calls, and emails, as required. Additionally, users can add their own journalist contacts to the database. These are completely confidential and are not shared outside your own organisation.

Live Analysis:

As a unique function of the tool, users can use our Real Time Interactive Presentation Layer (RIPL) to create a visualisation of the topics most written about by journalists enabling users to search for relevant contacts and enable users to "mine" contacts in a fast, effective manner. This intelligence also enables users to understand the topic area in more detail and can encourage ideas for alternative story angles and opportunities to discuss with relevant journalists.

Creating/Editing Lists:

Journalists and media outlets can be saved to lists created by users in order to send press releases. Lists can be named and saved, can be kept private or shared with colleagues. Lists are automatically de-duplicated when combined and lists can be downloaded and edited accordingly, to help manage press office functions.

Media Release Creation & Distribution:

Having built a custom list, users can then choose to distribute a press release to this target group of journalists. They can use default press release templates or design and save custom templates according to requirements. Users can populate a template by writing directly into it or by copying and pasting text. Text editing functions enable users to design, format and structure releases to suit in-house styles. Links, images and videos can also be added and test emails can be sent before distributing to live contacts. Once prepared, press releases can be scheduled for distribution at a particular time or sent immediately. Contracting Bodies can use the timer functionality to schedule releases to be sent at weekends or out of hours, to suit embargos. This can be an extremely efficient resource in times of crises.

Activity Reporting:

The database allows communications teams to, administer and manage the distribution of press releases, enabling users to view sent releases, pending releases and drafts. It also enables users to see statistics, including: opened releases, links clicked and

delivery success. In this way, the platform enables Contracting Bodies to evaluate the effectiveness of their press releases and to refine their targeting and distribution to ensure continuous improvement over time.

Efficiencies:

By accessing this service alongside our other monitoring and evaluation services, through a single login, Contracting Bodies will be able to use the database and its functionality to run an efficient and accountable press office, enabling them to track activity, success and constantly improve efficiencies, whilst widening their relevant target audiences.

We will be happy to consider any further developments and enhancements to this service in order to best support use by Contracting Bodies.

Kantar Media (part of Precise Media Monitoring) - Forward Planning Database

We can provide a comprehensive and effective media forward planning service that will provide Contracting Bodies with alerts and insight into forthcoming editorial opportunities and diary dates. The breadth of the planning content and the client base already using and contributing to the service means it is the most accurate in the market.

Our forward planning service has been used by the UK government for 15 years and has been developed with the needs of public and private sector organisations in mind, to support their specific communication needs.

We evaluate all events on the basis of their relative importance to clients and the accuracy of this evaluation is a key specialism within our service. It gives the end user a clear and true picture of the forthcoming news agenda.

The service can be used by Contracting Bodies in the following ways:
- To understand the news agenda in relation to forthcoming news and events that may positively or negatively impact the Contracting Body.
- To provide opportunities to influence the news agenda by contributing to editorial content through media relations activity or by providing expert commentary or statistical analysis.
- To enable Contracting Bodies to more effectively brief spokespeople on issues that they may be asked to comment on whilst in front of the media.
- To proactively approach the media with ideas and informed comment or questions.
- To support the briefing of ministers or senior officials on issues ahead of overseas visits by providing an accurate scan of global economic announcements, major foreign government announcements and national and regional political developments.

- To supply information about UK-wide events to regionally based teams who require both national and regional intelligence.

- Covering all key industry sectors it gives a clear view of upcoming events. The 5th anniversary of the financial services bailouts is a good example, where the timings of each bailout and collapse globally were flagged in our database 12 months ahead. This allowed the industry and government bodies to plan their responses on the changes that had been implemented since the crisis.

- To support social media functions and planning Twitter commentary in advance.

- To give visibility on timings on when to hold events to prevent unhelpful clashes.

Planning content:

Our forward planning services runs off a comprehensive rolling database of information, looking 12 months ahead, updated daily in real-time by a team of over 30 experienced researchers. It offers over 140 categories of content across News & Current Affairs, Business and Economic News, Lifestyle and Entertainment events. This central database contains around 275,000 items which makes it one of the largest planning services globally. We partner with a range of news organisations including the BBC, Associated Press and Dow Jones to build customised planning content for a wide range of needs and across numerous geographies.

The central planning database is maintained in real time by our in-house research team, who are overseen by a team of experienced editors. The researcher's role is to identify, categorise and update thousands of future events, press releases, announcements, legislative developments and news items in order to provide the information required to enable media clients to plan editorial content in advance. We add in the region of 2,000 items each day to the service, continuously amending and editing these items over time. Our editors review the content and assess its news worthiness, reflecting this in the running order of the content daily, with the most pertinent stories featuring at the top of every search.

Alerts and database access:

Contracting Bodies will be able to access forward planning content in a number of user friendly ways, including:

- Daily and weekly email alerts which are generated from saved searches customised to deliver content around relevant subject areas.

- The Media Platform portal through, where they can create their own calendars of relevant events which is a shared page viewable by other licenced members of that team.

- Feeds and APIs of content fed into CRM systems so that the planning content is constantly updated with any changes or amends during the life of the event are generated automatically.

Additional services:

Our responsive editorial teams can be commissioned to research specialist planning requirements as part of a special project. Using our content, it is possible to create automatic feeds of pre-identified material into central communications grids which would update in real time, not requiring checking and manual updating by communications teams within Contracting Bodies.

Media outlets

The service is used by all key UK and international broadcast and newspaper groups to plan editorial content. These include the Financial Times, The Times, Daily Telegraph, the Guardian, Independent, Daily Mail, Express, Associated Press, CNN, Dow Jones, WSJ, BBC, ITV, ITN to plan editorial content.

Contracting Bodies can submit their own updates and events to the forward planning database, for the attention of these news outlets, in order to generate interest and coverage of their own activities.   Increasingly, online and social media outlets are using the service to share updates on forthcoming events. We will be happy to consider any

further developments and enhancements to this service in order to best support use by Contracting Bodies.

Kantar Media (part of Precise Media Monitoring) - Automated Evaluation

In addition to comprehensive and insightful human-driven analysis, we are also able to provide automated analysis to Contracting Bodies, should this be required. Automated analysis can be based on quantitative numerical measures, such as volume, media type and reach, or qualitative measures such as sentiment. Automated analysis is applied to each item of coverage delivered through the media monitoring service and this analysis data will be visible within the Media Platform in real-time. Automated analysis is identified without reading the article, making it a cost effective and fast way for a Contracting Body to assess its media profile. It is a particularly useful tool for smaller Contracting Bodies, who wish to utilise an analysis approach in their communications programmes and is often a good starting point for those Bodies that are using analysis for the first time.

We offer a wide range of quantitative measures, including:

Trend Analysis:

Volume of coverage can be analysed by media type, publication and individual journalist. Contracting Bodies can also chart the trends in coverage over time. This will allow each Contracting Body to see their media profile on a daily, weekly or monthly basis. Quantitative trends can be assessed by volume, reach or value. This can provide useful reference points to focus media strategy and identify communications opportunities or challenges.

Reach of Coverage:

We supply the reach of the coverage in terms of circulation – sometimes referred to as "impressions", "readership" or "opportunities to see". Figures are sourced from a database of over 20,000 media entries. Thus, each Contracting Body will be able to

clearly see the number of people exposed to their coverage.

Value of Coverage:

Value of coverage can be defined in terms of Advertising Value Equivalency or AVE. We recognise that AVE data can be a useful metric to some Contracting Bodies. Each print article is measured for its size in centimetres squared. Once this has been captured, the size of the article is multiplied by the cost of a centimetre squared of advertising for that publication. Online value figures are calculated using cost per clip rates and unique user figures. Customised values can also be provided based on specific Contracting Body needs.

Media Type:

We assign a media type to each item of coverage that we identify as follows: UK Nationals, UK Key Regionals, UK Additional Regionals, Business Magazines, Consumer Magazines, International, Online, Newswires and Broadcast. Contracting Bodies can create charts and dashboards assessing the media type in which they are most prominent and the trends over time in relation to their top media types. This can help focus on target areas for media campaigns and identify sections of the media that require further relationship building for a Contracting Body.

Publication and Journalist Tracking:

Each Contracting Body can chart which publications and journalists are writing the most about them over the reporting period. This enables them to clearly see which journalists are responding to their PR efforts and which are worth pursuing based on their audience reach.

Keyword Share:

Each Contracting Body can chart a range of measures relating to the use of particular keywords in the media such as the trend over time by keyword, average number of mentions per day by keyword, top sources by keyword and share of voice by keyword.

We offer a range of automated qualitative measures:

Automated Sentiment:

Due to the high volume of conversations generated in social media, we use advanced text analytics to generate automated analysis for all mainstream and social content. This includes analysis of the key topics being discussed, and hashtags being mentioned and the sentiment of conversations. This approach is over 75% accurate when applied to short posts appearing on micro-media sites such as Twitter.

This automated approach can also be applied to mainstream print and online coverage to report on sentiment across both mainstream and social media. The results can quickly enable a Contracting Body to get an idea of sentiment towards a subject and can act as an alert to potential issues at an early stage.

Presentation of Automated Analysis:

All automated measures are chartable within our Media Platform. We offer a range of charting and options and an unlimited number of dashboards can be produced to present the results of this analysis. Charts and dashboards can be quickly and easily exported and shared from Media Platform in a range of formats. We will provide full training and support for all users wishing to utilise the automated evaluation reporting functionality within our Media Platform.

Our media evaluation team is also able to create more customised analysis reports based on the results of automated analysis should this be a requirement. These customised reports can contain commentary identifying trends or themes.

Press Data Ltd - Journalist Contact Database

The world's largest commercial news distributor, PR Newswire, provides end-to-end solutions to produce, optimise and target content – from rich media to online video to multimedia – and then distribute content and measure results across traditional, digital, mobile and social channels. PR Newswire combines the world's largest multi-cultural content distribution and optimization network with comprehensive workflow tools and platforms.

Agility is PR Newswire's journalist media contacts database. Users have access to extensive UK and global data of over 700,000 contacts including print (nationals, regionals, trade and consumer), broadcast, online, social and bloggers. The Agility database offers the facility to build, save and refine media contact lists, with a user-friendly system enabling users to be as selective or widespread as preferred. All contacts have opted-in to be listed on the Agility database and users receive immediate data alerts for changes that affect their saved lists.

Access to Agility is available from any web-enabled PC or mobile device. There is no requirement for any type of installation. Agility users can create saved searches to aid users in refreshing searches periodically, create static press lists which are automatically updated following journalist departures from media outlets.

- Build highly targeted lists across all media and integrate with your own data.
- Efficiently distribute press releases – send your news releases from Agility; functionality includes sending recipient lists individual emails rather than cc'd when using traditional email applications.
- Private contacts can be added into Agility to help users manage any additional contacts they may wish to distribute content to
- Agility allows users to send press releases (with the ability to embed images) to a single or multiple of selected saved press lists. Press releases sent from Agility appear as if from the subscribing company users' email address.

- From the Agility platform, users can interact with journalists, bloggers and social influencers in real time.
- Where available users can see a journalist's stated preference for being contacted by PRs.
- Within journalists' profiles, users can record and monitor any conversations, interactions or media enquiries. These are viewable by all users of the subscribing body and can be easily searched by name, keyword, date or region once downloaded.

The Agility database assigns journalists and media outlets with a series of tags/ interests and expertise based on preferences which makes it easier to search on a top-level basis and refine to bring out relevant contacts. This information is verified by PR Newswire's in-house media relations team. Each profile on Agility includes in-depth profile information on contacts and media outlets including social media profiles (e.g. Twitter handles), photos, latest tweets and social media Klout scores.

PR Newswire's team of over 130 research staff update data on a daily basis to ensure real time updates ensuring users always have access to the latest available information. Where possible this will include interests and hobbies information about journalists to help users when pitching.

Agility provides detailed reporting surrounding your email distribution, including which recipients have opened emails and whether or not links and attachments have been accessed.

Detailed coverage analysis is not included in the journalist contacts database. This element is covered via the Human-Driven Analysis and Evaluation services Press Data provides. Press Release tracking is an element of this.

Subscribing organisations can add RSS and Twitter feeds to their homepage/ dashboard and PR Newswire is able to provide the coding required to tailor content shown in the RSS feed by industry, markets, geographic location and multimedia inclusion. It is not currently possible to add an RSS feed to the Agility dashboard.

The Agility journalist contact database launches new features and functionality on a regular basis, approximately every 6-8 weeks. At present the dashboard provides subscribers with the ability to quickly access their subscribed services from the dashboard, including Monitor, Target, Distribute, Measure and Manage. Additionally, there are centrally-positioned buttons to provide users with ability to distribute releases and create new lists.

Users can export media outlet and contact information to an Excel spreadsheet (CSV format) and can tailor the download by choosing which fields they wish to export. Users can also edit the exported spreadsheet to customise to their preferences.

Support is available to all PR Newswire users, including free training and access to the help desk (Monday to Friday, 08:00 until 18:30). Out-of-hours help is also available and a dedicated contact helpline will be provided for users.

PR Newswire does not use third-party providers to populate data. Instead, all of the contact data on Agility has been sourced using the in-house research team and is verified by the journalist and media outlet. This allows PR Newswire to deliver exceptional data accuracy.

All PR Newswire clients can request any data checks or specific additions; these can be investigated and added to the system very quickly. PR Newswire would never add data to Agility without the approval or acceptance of the journalist or media outlet.