



June 1, 2022

Media Relations RFP Q&A

SOLICITATION NO. 20220517

1. How many Canada Council personnel do you estimate require media spokesperson training per year?

The exact number of spokespeople in need of training is not yet confirmed. The Canada Council will work with the successful vendor to establish a reasonable approach and schedule for delivery of customized training. Training for anywhere from 8 to 16 persons is anticipated.

2. We normally limit our on-line media spokesperson workshops to 3-4 participants per half-day session and up to 7 participants for in-person, one-day workshops. On that basis, how many media spokesperson training sessions do you anticipate may be required in Year One?

While the Council is open to considering various proposals for training, a model that enables one-on-one coaching for spokespersons would be appreciated. It is not possible to establish the total number of training sessions that will be required at this time.

Please refer to Appendix B for key elements of the proposed training model.

3. How many Canada Council personnel require media awareness training?

The exact number of Canada Council employees that require media awareness training is not yet confirmed. Training for anywhere from 50 to 75 persons is anticipated.

4. Can you expand on the types of topics about which you wish to make non-spokespersons aware (i.e., during media awareness training)?

The Council is eager to give employees the opportunity to learn about the media relations function, including the importance of following established protocols such as triage in the handling of media requests, and other best practices upon which the Canada Council's relies. Exposure to various non-spokesperson scenarios and situations that they may encounter in a professional capacity.

5. Do you have a current media relations handbook or policy from which we may customize our sessions?

The successful vendor will be provided with relevant internal documents to support their work.

6. Will your media monitoring and analysis reports be available for us to use as the basis of workshop customization?

Internal tools and resources will be shared with the successful vendor to support their work.

7. You have requested service in both official languages. Do all resources need to be fluently bilingual (i.e, for the delivery of bilingual training sessions) or will you accept resources who are unilingual English and unilingual French?

The successful vendor must have the ability to produce and deliver training and all associated materials in English and French.

8. You have requested details of our FTEs. We also employ contract trainers, all of whom are current or former working journalists with experience as Crown corporation communications directors. Will you evaluate or score FTEs differently than contract personnel? If so, how so?

We will not evaluate or score FTEs differently than contract personnel. As per section 2 of Appendix B, there is no distinction between the two.

9. You have requested project summaries from the past three (3) years. Given the slowdown in training business while Government of Canada personnel shifted to working from home due to the COVID pandemic, will you consider expanding this to project summaries from the past four (4) years?

The Council is interested in recent, relevant experience. It has requested summaries from the last three (3) years to evaluate all vendors' knowledge, experience and capability, as per section 2 of Appendix B.

Section D of the proposal format states that the minimum of two (2) media training engagements must be associated with "similar corporations and agencies" and does not limit experience to the federal public service.

10. The request for proposals refers to the Council's media relations protocol. Will the protocol be made available? See answer to question 5.

11. How big are the groups for the following types of training (how many people will receive training)? Spokesperson coaching

- General media relations awareness for Council employees

See answers to question 1 and 3.