



OFFICE OF THE STATE SUPERINTENDENT OF EDUCATION
OFFICE OF THE CHIEF OF STAFF (COS)

STATEMENT OF WORK
Meltwater News Media Intelligence and Analytics

C.1 SCOPE:

The Office of Contracting and Procurement (OCP), on behalf of the Office of the State Superintendent of Education (OSSE), the Office of the Chief of Staff (COS), seeks a Contractor to provide news media intelligence and analytics. The Contractor will provide supports and access to a database that will track any mention of OSSE on any media platform and collect full text and video to provide to OSSE staff. The Contractor will also provide access to media analytics.

The period of performance is January 1, 2019 through December 31, 2019 (prorated).

C.2 APPLICABLE DOCUMENTS

N/A

C.3 DEFINITIONS

N/A

C.2 BACKGROUND

The OSSE communications team is in charge of external communication regarding OSSE's work. The team works to release information through different media channels, including: news media, social media, the OSSE website, community meetings, press conferences and public campaigns. It is imperative that the communications team have access to a database that will collect all mentions of OSSE and its work on thousands of sources, globally. The team also needs access to media analytics to set goals for the agency.

C.4 REQUIREMENTS

C.4.1 The Contractor shall provide media mentions involving OSSE.

C.4.1.1 The Contractor shall provide a service that uses keyword searches to collate media mentions involving OSSE and provide those mentions to OSSE staff.

C.4.1.2 The Contractor shall ensure access to licensed full-text and video content from thousands of media outlets.

C.4.2 The Contractor shall provide data analytics regarding media mentions involving OSSE.

C.4.2.1 The Contractor shall provide access and technical support to user-friendly

data dashboards that collate all media mentions of OSSE.

C.5 DELIVERABLES:

CLIN	Deliverable	Qty	Format and Method of Delivery	Due Date
0001	Collate and provide full text and video media regarding OSSE.	12 months		January 2019 – December 2019
0002	Provide dashboards and technical assistance regarding analytics of media mentions regarding OSSE.	12 months		January 2019 – December 2019



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STATEMENT OF WORK
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C.1 SCOPE:

The Office of Contracting and Procurement (OCP), on behalf of the Office of the State Superintendent of Education (OSSE), seeks to renew the annual subscription to secure news media intelligence and analytics per the PPRA Section 413 (15) for subscriptions. The renewed online subscription will provide support and access to the firm's media intelligence and analytics tool that will track any mention of OSSE on any media platform and collect full text and video to provide to OSSE staff. The Contractor will also provide access to media analytics and produce quarterly media analytics reports.

The period of performance is January 1, 2020 through December 31, 2020.

C.1.1 Applicable Documents

N/A

C.1.2 Definitions

N/A

C.2 BACKGROUND

The OSSE communications team is in charge of external communication regarding OSSE's work. The team works to release information through different media channels, including: news media, social media, the OSSE website, community meetings, press conferences and public campaigns. It is imperative that the communications team have access to a database that will collect all mentions of OSSE and its work on thousands of sources, globally. The team also needs access to media analytics to set goals for the agency. The subscription renewal will consolidate two purchases that ran consecutively in the previous year – which includes all media intelligence and analytics in addition to quarterly reports.

C.3 REQUIREMENTS

C.3.1 The Contractor shall provide media mentions involving OSSE (to up 5 Authorized Users).

C.3.1.1 The Contractor shall provide a service that uses keyword searches to collate media mentions involving OSSE and provide those mentions to OSSE staff.

C.3.1.2 The Contractor shall ensure access to licensed full-text and video content from

