2005 PWGSC Electronic Media Monitoring User Survey

Final Report

Prepared for

Electronic Media Monitoring Program
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EXECUTIVE SUMMARY

The EMM group negotiates access to electronic feeds of newspapers and periodicals to some 82 departments and agencies of the Government of Canada. This research report tackles the following main issues:

- use and usefulness of EMM feeds;
- recommendations for new sources;
- satisfaction with the EMM program implementation and news sources suppliers.

The results are based on Web surveys of 46 ministerial contacts (among 82 client organizations) and 9 technical contacts servicing 65 organizations. The questionnaires were completed between February 20, 2006 and March 22, 2006.

Profile of use of EMM sources

- Almost all ministerial contacts (44 out of 46 or 94%) indicated that their organization uses one or more EMM feeds on a daily basis. NewsWire articles or services are used less intensely: 30 organizations (65%) use them daily.

- Some 37 respondents (or 80%) stated that articles from EMM feeds are posted on their organization's intranet on a daily basis; the others never post to their intranet or do not possess one.

- The majority of user organizations have regional offices (37 or 80%) and, among them, 28 (76%) make articles from EMM feeds available to regional offices via an intranet and 13 (35%) via e-mail.

- Enterprise NewsDesk services 42 departments and agencies and Densan (NewsLink), 15. Information supplied by ministerial contacts

suggests that 7 organizations (of 46 respondents) have developed in-house feed management systems.

- Two-thirds of user organizations receive filtered feeds and one-third receive complete feeds.

Profile of EMM end-users

- The average number of employees reached by EMM feeds is 207 per organization.

- EMM feeds are primarily used by communications people, followed by operations, executive management, policy and planning, the library and, finally, others.

Use of non-EMM sources

- Half of user organizations (23 or 50%) indicated that they subscribe to Command News or some other subscription-based real-time news wire.

- More than one half of organizations (26 or 57%) acquire news sources in electronic format that are not available via the EMM program.

- Average annual expenditures on non-EMM sources amount to $52,400 per organization in 2004-2005. In comparison, 2002, 2003 nd 2004 estimates were $20,000, $38,800 and $46,300.

- Transcripts of radio and television programs represent 31% of that sum with an average expenditure of $12,900 in 2004-2005.

Usefulness of existing sources

- The following sources are in the leading pack in terms of usefulness with 90% or more of respondents indicating that they "could not do without" them: the Globe and Mail, the National Post, the Ottawa Citizen, the Toronto Star and La Presse.

- The following appear as the least useful sources, with fewer than 50% of respondents who could not do without: Le Nouvelliste, La Voix de l'Est, Red Deer Advocate and Le Quotidien.

- The following gained at least 10 percentage points of indispensability between 2004 and 2005: Presse Canadienne (22 point increase), Canadian Press (20 points) and Broadcast News (15 points).

Suggested new sources

- CBC, Radio-Canada was cited most frequently as a new source that could replace an existing source, followed by the Journal de Montréal.

Satisfaction with the EMM program

- Satisfaction with EMM sources was high, scoring 86. While quality of coordination between the program and its users was also rated high (score of 87), the presence of EMM on CommNet rated lower (76).

- Ministerial contacts made some suggestions for improvements to the EMM program:
  - add new content to the monthly meetings;
  - improve the EMM product: offer a fuller set of sources, create an ethnic media category.

Satisfaction with feed suppliers

- All four suppliers received similar general ratings hovering between 55 and 60 points.

- Ratings are systematically and significantly lower in 2005 compared to 2004.

- The least satisfying service feature (but not by a wide margin) is the availability of service representative or technical support.

Other types of media monitoring

- Of the 47 respondent organizations, 2 (or 4%) monitor ethnic media on a regular basis and 2 more (or 4%) on an *ad hoc* basis.

- Some 39 (or 85%) are involved in some kind of monitoring of Web sites and 20 (43%) monitor blogs.

- 20 (43%) organizations indicated that they produce paper-based press packages daily and 3, regularly but less than daily; 10 (or 22%) have ceased producing paper-based press packages.

Additional issues

- The delivery of EMM feeds in XML format would generate a small amount of work for 3 technical contacts (representing 58 organizations). Three more (representing 4 organizations) would incur a

sizeable but acceptable amount of work. Two technical contacts responsible for 2 organizations indicated that it would create a large and unbearable amount of work.

- 11 organizations (24%) positively indicated that they offer mobile access (e.g., via Blackberries or PDAs) to EMM feeds while 24 do not. Eleven more organizational contacts were unable to provide this information.

Chapter 1

INTRODUCTION

The EMM group negotiates access to electronic feeds of newspapers and periodicals to some 82 departments and agencies of the Government of Canada. In 2002, 2003 and 2004, EMM clients were surveyed to determine their level of satisfaction with the EMM program, the importance they attach to various sources of information and their reaction to a certain number of other issues. The EMM group repeated this study in 2005 and wanted to obtain client views on some new punctual issues. This report presents the results of this research.

Assignment

The assignment was comprised of the following tasks:

Project management
• meet with program manager to discuss project plan, approach and findings;

Survey of EMM clients
• design of a client questionnaire addressing 2005 issues while maintaining compatibility with earlier questionnaires where possible;
• program the questionnaire for Web administration;

- send e-mail invitations to take part in the Web-based client consultation;
- send e-mail reminders and administer reminder telephone calls one week after the initial invitation;
- analyse the results, including appropriate comparisons to past data where possible;

Reporting
- prepare a brief report on findings of the EMM client survey, including an executive summary, advice and recommendations (delivered in PDF and in WordPerfect formats);
- obtain a professional translation of the EMM client survey report;
- produce 75 copies of the final client survey report.

Structure of the report

The study methodology is presented in Chapter 2. Conclusions relative to existing news sources and possible new sources are presented in Chapter 3. Chapter 4 focusses on client satisfaction with the EMM program and with the news suppliers. Chapter 5 deals with additional issues.

Chapter 2

METHODOLOGY

This research is based on Web surveys of ministerial contacts and technical contacts. The following aspects of the methodology are discussed: questionnaire design, sampling strategy, data collection operations, data weighting, data processing and data analysis.

2.1   *Questionnaire design*

The 2005 questionnaires built on the questionnaire used in 2004. They add some questions and delete some others thereby making reference to current issues.

The ministerial contact questionnaire was organized within the following sections:
- frequency of use of EMM feeds and types of users;
- use of EMM feeds by organizations and their regional offices;
- usefulness of existing sources;
- recommendations for new sources;
- satisfaction with the EMM program implementation and its Web site;
- acquisition of sources additional to EMM sources;

- monitoring of ethnic media, of Web sites and of blogs;
- media monitoring system used.

The technical contact questionnaire contained questions concerning the following areas:
- departments and agencies serviced;
- utilization and filtering of feeds;
- satisfaction with news sources suppliers;
- archival of articles;
- utilization of traffic monitoring tools.

The questionnaires are reproduced in Appendices B and C.

2.2   *Sampling strategy*

The population of EMM ministerial contacts comprised one individual per department and agency involved with the EMM program. In total, a list of 82 names was supplied by the EMM group. All were included in the study.

The population of EMM technical contacts includes all individuals involved in retrieving articles from EMM news sources and making them available to end-users. It is a mixed group made up of government employees dealing with only one organization, government employees acting as suppliers for several organizations and private sector suppliers. EMM ministerial contacts were asked to relay the technical contact questionnaire to their technical contact; therefore, no sampling was performed for this group.

2.3   *Data collection operations*

Exhibit 2.1 summarizes the key elements of information in relation to the implementation of the three surveys.

EXHIBIT 2.1
Data Collection Operations

	Ministerial Contact Survey	Technical Contact Survey
Date of e-mail invitation	Feb. 20, 2006	—
Date of e-mail reminder	March 8, 2006	—
Date of the first response	Feb. 20, 2006	Feb. 20, 2006
Date of the last response	March 22, 2006	March 9, 2006
Number of invitations	82	—
Number of completions	46	9
Organizations represented	46	65

2.4   *Data weighting*

Data from the ministerial contact survey were left unweighted since no population data were available to determine the need for weights and to calculate them.

Data from the technical contact survey were presented unweighted as well as weighted according to the number of departments and agencies serviced by each technical contact.

2.5   *Data processing*

Survey data were managed using VoxCo's StatXP software. Data were edited to ensure conformity to the established response categories and to limit the distributions of unbound variables within reasonable values. Filtering logic instructions were developed to ensure that the reported data conform to the skip logic of the questionnaire.

2.6   *Data analysis*

The data analysis was done using basic stubs-and-banners crosstabs developed in StatXP. Percentage-based differences were tested on a percentage-versus-complement basis using two-tailed binomial distributions. Differences between means were tested using two-tailed t-tests. All inferential statistics were adjusted for the finite population of ministerial contacts.

With very small populations such as the ones targeted in this research, sampling margin of error is not a major concern since systematic participation bias could produce more error than sampling itself. Nonetheless, and for the record, based on the sample of 46 responses in a population of 82 ministerial contacts, the maximum sampling error is estimated at ±9.6 percentage points for a proportion of 50%, at a confidence level of 95%, without design effect.

Chapter 3

NEWS SOURCES

This chapter presents the current use of EMM sources as well as suggestions for improvements to the list of sources.

3.1   Profile of use of EMM sources

This study provides some general information on the use of EMM sources. Of the 65 organizations represented by responses from technical contacts, 44 have access to results from Web log analysis to measure use of individual EMM sources, but these source-specific data are not available to this study.

Almost all ministerial contacts (44 out of 46 or 94%) indicated that their organization uses one or more EMM feeds for one purpose or another on a daily basis (96% in 2004, 98% in 2003). NewsWire articles or services are used somewhat less intensely: 30 organizations (or 65%, 57% in 2004) use them daily while the balance of organizations use them less often.

According to technical contact information, Enterprise NewsDesk services 42 departments and agencies, and Densan (Newslink), 15. Information

supplied by ministerial contacts suggests that 7 organizations (of 46 respondents) have developed in-house feed management systems.

Some 37 respondents (or 80%; same in 2004, 78% in 2003) also stated that articles from EMM feeds are posted on their organization's intranet on a daily basis; the others never post to their intranet or do not possess one.

The majority of user organizations have regional offices (37 or 80%) and, among them, 28 (76%) make articles from EMM feeds available to regional offices via an intranet and 13 (35%) via e-mail; all of the organizations make articles from EMM feeds available to regional offices.

Seven out of nine informed technical contacts (representing 65 end-user organizations) indicated using the full feeds from all EMM suppliers; the other two use filtered feeds. Of those receiving full feeds, three out of four filter the feeds from all suppliers (representing two-thirds of user organizations) before making them available to their client organizations while the fourth doesn't (representing one-third of user organizations).

Six of the nine technical contacts (servicing 48 organizations) indicated that they keep electronic copies of some articles from EMM feeds. They represented 48 end-user organizations. Two stated that they keep them three months or less; two more that they keep then between three months and two years (representing 43 user organizations); and two more, longer than two years (representing two user organizations).

Nineteen organizations out of 46 indicated that they use specific methods to assess the needs of their media monitoring clients. Direct and mostly informal contacts were the most popular approach (11 mentions) followed by the use of usage statistics (likely supplied by access logs, 7 mentions) and end-user surveys (4 mentions).

All in all, it is worth noting that little change was observed in the pattern of use of EMM feeds between 2004 and 2005.

3.2 *Profile of EMM end-users*

While there are considerable variations among organizations in the number of employees having access to articles from EMM feeds, the average number of employees reached is 207.[1] Assuming that the respondent group is representative of all user organizations (and assuming 80 active user organizations), this would translate into approximately 16,560 federal employees reached directly by EMM feeds; since it is probable that heavy users are over-represented in the survey results, this is likely an exaggeration.

The composition of end-users of EMM feeds was requested in 2005. Exhibit 3.1 presents the results. EMM feeds are primarily used by communications people, followed by operations, executive management, policy and planning, the library and, finally, others.

EXHIBIT 3.1
Composition of the EMM end-user group

	Average % of users
Communications Branch	26%
Operations or Program Branch	19%
Executive management	17%
Policy / Planning Branch	14%
Library / Knowledge Centre	13%
Others	11%
Note: the averages were standardized to total 100%	

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[1] The estimate was 97 in 2004. However, the coding of the response categories has changed in 2005 to gain a better understanding of the number of public servants reached in large organizations.

3.3 Use of non-EMM sources

Half of user organizations (23 or 50%) indicated that they subscribe to Command News or some other subscription-based real-time access to news wires (50% in 2004; 41% in 2003). Somewhat more organizations (26 or 57%; 62% in 2004) acquire news sources in electronic format that are not available via the EMM program:

- 18 (69%) acquired transcripts of broadcasts (41% in 2004);
- 16 (62%) acquired regional weeklies and community papers;
- 15 (58%) acquired magazines (45% in 2004);
- 13 (50%) acquired US sources (34% in 2004);
- 11 (42%) acquired non-US international sources (38% in 2004);
- 10 (38%) acquired trade publications (28% in 2004).

Of the 26 organizations which indicated having purchased non-EMM sources, 21 representatives were able to provide an estimate of the amounts spent in 2004-2005 for these purchases. Based on the mid-points of the categories supplied, average expenditures amount to $52,400. In comparison, it was estimated that the average expenditure on extra feeds was $20,000 in 2002, $38,800 in 2003 and $46,300 in 2004. Assuming that the respondent group is representative of all user organizations (and assuming 80 active user organizations), we approximate that $2.4 million[1] were spent on the acquisition of non-EMM feeds in 2004-2005. This compares to an estimate of $1.7 million in 2004.

Two thirds of user organizations (31 or 67%) declared that they had acquired transcripts of radio programs in 2004-2005, and 32 (70%) acquired transcripts of television programs.. Based on the answers from the 30 organizational contacts who were able to provide an estimate of the amount spent on radio and television transcripts, these expenses averaged $12,900. Making the same assumptions of representativeness of the

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[1] $52,400 x 80 x (26 / 46)

data, it can be estimated that $740,000[1] were spent on those transcripts, or 31% of all expenditures on non-EMM sources.

3.4 *Usefulness of existing sources*

EMM offers 46 news sources. Their usefulness varies, according to user organizations. Exhibit 3.2 ranks news sources according to their perceived usefulness, based on ministerial contact judgment.

We present two indicators of usefulness. Exhibit 3.2 first presents the percentage of ministerial contacts who indicated that a given source was indispensable by selecting the category "we could not do without this source" to qualify it. The second criterion used by Exhibit 3.2 is the weighted average of responses where a value of 0 is attributed to "we have little use for this source" answer, 50 to "we appreciate this source but could live without it" and 100 to "we could not do without this source". The latter is a more precise measure of usefulness but it does not have as much discriminatory power as the former. Exhibit 3.2 also reproduces the earlier years usefulness scores for the highest- and lowest-rating sources.

The following sources are in the leading pack in terms of usefulness with 90% or more of respondents indicating that they "could not do without" them:
- the Globe and Mail;
- the National Post;
- the Ottawa Citizen;
- the Toronto Star;
- La Presse.

Meanwhile, and on the basis of the same criterion, the following appear as the least useful sources, with fewer than 50% of respondents who could not do without:
- Le Nouvelliste;

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[1] $12,900 x 80 x (33 / 46)

- La Voix de l'Est;
- Red Deer Advocate;
- Le Quotidien.

Note that one third of respondents (35%) indicated that Le Quotidien was indispensable, even though it is last in the usefulness ranking.

There are some very significant shifts in the importance of various sources between 2004 and 2005. The following gained at least 10 percentage points of indispensability:

- Presse Canadienne (22 points);
- Canadian Press (20 points);
- Broadcast News (15 points).

Meanwhile the following sources lost at least 10 importance points from year to year:

- Le Droit (17 points);
- Le Quotidien (17 points);
- Edmonton Sun (15 points);
- Moncton Times & Transcript (13 points);
- Ottawa Sun (13 points);
- Vancouver Sun (13 points);
- Windsor Star (13 points);
- Calgary Sun (11 points);
- CTV News, Canada A.M., W5 (11 points);
- Toronto Sun (11 points);
- Winnipeg Sun (11 points).

EXHIBIT 3.2 • Average usefulness scores and ranking of sources

Sources	2005 % indispen- sable[1]	2005 Useful- ness score[2]	2004 % indispen- sable[1]	2004 Useful- ness score[2]	2003 score	2002 score
Globe and Mail	100	100	98	99	100	100
National Post	100	100	98	98	98	100
Ottawa Citizen	98	99	98	98	99	99
Toronto Star	96	98	93	95	97	97
La Presse	93 ↘	93	98	99	97	99
Montreal Gazette	89 ↘	93	96	98	94	95
Winnipeg Free Press	89	93	87	92		
Le Devoir	89 ↘	90	98	99	94	97
Calgary Herald	87	92	83	90		
Edmonton Journal	87	92	85	91		
Le Soleil	85	87	87	92	92	97
Regina Leader Post	83 ↗	90	78	86		
Halifax Chronicle Herald	83 ↘	88	89	93	93	87
Saskatoon Star Phoenix	80	89	76	85		
Victoria Times Colonist	78	90	80	89		
Charlottetown Guardian	76	84	78	86		
Vancouver Province	74	88	76	87		
L'Acadie Nouvelle	74	84	78	85		
Le Droit	74 ↘↘↘	84	91	96		
Canadian Press	74 ↗↗↗↗	85	54	72	73	80
Vancouver Sun	72 ↘↘	86	85	92		
New Brunswick Telegraph	70 ↘	82	78	88		
St. John's Evening Telegram	70 ↘	80	78	78		
Moncton Times & Transcript	67 ↘↘	78	80	89		
Nouvelles Télé-Radio / PC	65 ↗↗↗↗	81	43	63	68	58
Toronto Sun	63 ↘↘	80	74	86		
Hamilton Spectator	63	79	65	78		
Broadcast News	63 ↗↗↗	77	48	66	64	52
Ottawa Sun	61 ↘↘	78	74	84		
Fredericton Daily Gleaner	61	77	65	79		
L'Actualité	59	74	59	76	66	74
Windsor Star	57 ↘↘	75	70	83		
Kitchener-Waterloo Record	57	74	54	74	58	59
London Free Press	57	73	57	73		
Calgary Sun	54 ↘↘	74	65	81		
La Tribune	54 ↘	71	59	78		
CTV News, Canada A.M., W5	54 ↘↘	70	65	77	83	—
Whitehorse Star	54 ↘	70	59	59		
Edmonton Sun	52 ↘↘↘	73	67	82		
Kingston Whig-Standard	52 ↘	72	57	76		
Yellowknifer	52 ↘	69	59	72	64	61
Winnipeg Sun	50 ↘↘	72	61	78		
Le Nouvelliste	46 ↘	67	52	74	57	73
La Voix de L'Est	43 ↘	64	48	72	57	61
Red Deer Advocate	39 ↗	62	33	57	44	41
Le Quotidien	35 ↘↘↘	60	52	73	56	58

Note: based on 46 respondents; each arrow indicates a decrease or an increase of 5 points since 2004.
[1] Per cent stating that "we could not do without this source".
[2] The score is calculated by attributing a value of 0 to "we have little use for this source" answer, 50 to "we appreciate this source but could live without it" and 100 to "we could not do without this source".

3.5 Suggested new sources

Asked "If some of the existing EMM news feeds could be replaced by other feeds, which Canadian news feeds in electronic format would you recommend be added to the EMM roster?", respondents provided a long list of possibilities. The most frequently cited sources were:

- CBC, Radio-Canada (18 times)
- Journal de Montréal (14 times)
- Hill Times (6 times)
- Journal de Québec (4 times)
- Maclean's (3 times)

In 2004, the Journal de Montréal/Québec was mentioned 23 times and CBC/Radio-Canada, 20 times.

Chapter *4*

CLIENT SATISFACTION

4.1   Satisfaction with the EMM program

Ministerial contacts were asked to rate their satisfaction with four aspects
of the EMM program. Exhibit 4.1 summarises the results.

EXHIBIT 4.1
Satisfaction with the EMM program

	2005 satisfaction score[1]	2004 satisfaction score[1]	2003
Overall choice of EMM sources	86	85	88
Quality of coordination between the EMM program and EMM users[3]	87	82	85
Usefulness of the EMM user group	81	77	—
Quality of information found on the EMM on CommNet site[2]	76	74	87

[1] Weighted average where "very dissatisfied" is attributed a value of 0, "dissatisfied", 25, "neutral", 50, "satisfied", 75 and "very satisfied", 100.
[2] in 2003: quality of information and service provided
[3] In 2003, coordination (i.e., EMM User Group)

Satisfaction with EMM sources is high, scoring 86 (88 in 2003; 85 in 2004). While quality of coordination between the program and its users is also rated high (score of 87), the presence of EMM on CommNet rates lower, at 76. The usefulness of the EMM user group appears to be on the rise.

Ministerial contacts made some suggestions for improvements to the EMM program. They are summarised below:
• add new content to the monthly meetings;
• improve the EMM product:
    • offer a fuller set of sources;
    • create an ethnic media category.

The usefulness of various areas of the EMM CommNet site were rated by ministerial representatives. Exhibit 4.2 summarizes the observations.

EXHIBIT 4.2
Usefulness of areas of the CommNet Web site

	2005 usefulness score[1]
List of media sources (by region and supplier)	86
Contacts page (supplier contacts and departmental contacts)	81
Contract terms and conditions	81
Eligible Organizations	77
User Survey (past reports)	73
User Group section (minutes to meetings, etc.)	71
Guides and Information sheets	71

[1] Weighted average where "very useful" is attributed a value of 100, "somewhat useful", 50 and "not at all useful", 0.

4.2 *Satisfaction with feed suppliers*

Technical contacts were asked to rate their satisfaction with various aspects of the work performed by source suppliers. Exhibit 4.3 presents these results. The following points are worth noting:

- all four suppliers received similar general ratings hovering between 55 and 60 points;
- ratings are systematically and significantly lower in 2005 compared to 2004; we cannot determine whether there was a real change in the quality of service, whether expectations of technical contacts have changed or whether the addition of three more raters in 2005 have strongly affected ratings;
- the least satisfying service feature (but not by a wide margin) is the availability of service representative or technical support;
- five combinations of supplier and aspects of service have received ratings below 40:
  - notification on disruption in service by Sun Media;
  - consistency and reliability of access to news sources for CanWest Interactive and Press News;
  - timely availability of news sources for Bell GlobeMedia Interactive;
  - availability of service representative or technical support for Bell GlobeMedia Interactive and Sun Media.

EXHIBIT 4.3
Satisfaction with the EMM suppliers

		Bell GlobeMedia Interactive		CEDROM-SNi		CanWest Interactive and Press News		Sun Media		ALL	
		Resp.[3]	Org.[3]	Resp.[3]	Org.[3]	Resp.[3]	Org.[3]	Resp.[3]	Org.[3]	Resp.[3]	Org.[3]
Notification on disruption in service	2005	59	72	61	72	59	56	53	23	58	56
	2004	*81*	*98*	*85*	*98*	*80*	*76*	*63*	*29*	*77*	*75*
	2003	(55)		(53)		(53)		(11)		(43)	
Search support, i.e., changes to keyword queries for filtered feeds	2005	50	42	55	46	60	60	63	63	57	53
	2004	*75*	*75*	*75*	*75*	*75*	*75*	*75*	*75*	*75*	*75*
	2003	(63)		(75)		(75)		(75)		(72)	
Consistency and reliability of access to news sources	2005	56	71	56	55	50	39	63	73	56	60
	2004	*88*	*99*	*79*	*91*	*79*	*75*	*79*	*84*	*81*	*87*
	2003	(93)		(83)		(83)		(82)		(85)	
Globally, how satisfied are you with this supplier?	2005	**56**	**71**	**56**	**55**	**53**	**56**	**59**	**56**	**56**	**60**
	2004	***88***	***99***	***83***	***91***	***79***	***75***	***75***	***68***	***81***	***83***
Timely availability of news sources	2005	53	71	56	55	50	39	63	73	56	60
	2004	*88*	*99*	*75*	*68*	*79*	*75*	*79*	*84*	*80*	*82*
	2003	(93)		(76)		(81)		(82)		(83)	
Availability of service representative or technical support	2005	46	13	56	71	54	56	54	39	53	45
	2004	*81*	*98*	*83*	*91*	*83*	*91*	*60*	*43*	*77*	*81*
	2003	(82)		(60)		(78)		(52)		(68)	

[1] Weighted average where "very dissatisfied" is attributed a value of 0, "dissatisfied", 25, "neutral", 50, "satisfied", 75 and "very satisfied", 100; the first 2004 scores averages the 6 responses received while the second weights the average to the 63 organizations represented.

[2] 2003 satisfaction scores were calculated on the basis of attributing a value of 0 to "not satisfied", 50 to "satisfied" and 100 to "very satisfied". 2003 and 2004 scores are, therefore, not directly comparable.

[3] The "Resp." column reports the scores calculated on the actual responses whereas the "Org." column reports scores weighted by the number of organizations that each technical contact represents.

Chapter 5

ADDITIONAL ISSUES

5.1   *Other types of media monitoring*

Of the 46 organizations participating in this research, 2 (or 4%) monitor ethnic media on a regular basis and 2 more (or 4%) on an *ad hoc* basis (it was 6% and 17% in 2004; 5% and 14% in 2003). Interest in ethnic media appears to be decreasing.

Some 39 (or 85%; 88% in 2004) are involved in some kind of monitoring of Web sites. Most (38) do this monitoring by themselves while 1 uses a third-party supplier or tool. Twenty organizations (43%) monitor blogs; all do it by themselves, without specialized software.

Paper-based press packages are still en vogue: 20 (43%; 53% in 2004) organizations indicated that they produce such packages daily and 6 (13%, 4% in 2004), regularly but less than daily. Ten (22%; 28% in 2004) have ceased producing paper-based press packages.

5.2   *XML format*

EMM feeds are currently delivered as tab-delimited ASCII files. In recent years, the XML format has emerged as a standard which could be applicable to the delivery of news feeds. EMM program management wanted to know whether a move to XML format would represent a problem for the individuals responsible for the technical aspects of working with feeds.

The results are as follows:
- 3 more (representing 58 organizations) stated that such a change would produce a small amount of work;
- 3 more (representing 4 organizations) would incur a sizeable but acceptable amount of work;
- 2 individuals (feeding 2 organizations) indicated that a change to HTML would generate a large and unbearable amount of work for them;
- one person could not tell.

5.3   *Mobile access*

Eleven organizations out of 46 (24%) positively indicated that they offer mobile access (e.g., via Blackberries or PDAs) to EMM feeds while 24 do not. Eleven more organizational contacts were unable to provide this information.

APPENDIX A
List of Participating Departments and Agencies

List of participating departments and agencies

- Agriculture and Agri-Food Canada
- Canada Border Services Agency
- Canada Industrial Relations Board
- Canada Revenue Agency
- Canadian Artists And Producers Professional Relations Tribunal
- Canadian Firearms Centre
- Canadian Food Inspection Agency
- Canadian Heritage
- Canadian Human Rights Commission
- Canadian Institutes of Health Research
- Canadian International Development Agency
- Canadian Nuclear Safety Commission
- Canadian Security Intelligence Service
- Canadian Transportation Agency
- Communications Security Establishment
- Correctional Service Canada
- Department of Fisheries And Oceans
- Department of National Defence
- Department of the Environment
- Foreign Affairs Canada
- Health Canada
- Human Resources And Skills Development Canada
- Indian And Northern Affairs Canada
- Industry Canada
- Infrastructure Canada
- Justice Canada
- Library And Archives of Canada
- Library of Parliament
- Military Police Complaints Commission
- NAFTA Secretariat
- National Research Council Canada
- Natural Resources Canada
- Natural Sciences And Engineering Research Council
- Office of Indian Residential Schools Resolution Canada
- Office of The Auditor General
- Office of The Commissioner of Official Languages
- Passport Canada
- Public Service Commission
- Public Works And Government Services Canada
- Royal Canadian Mounted Police
- Statistics Canada
- Supreme Court of Canada
- Transport Canada
- Transportation Safety Board of Canada
- Western Economic Diversification Canada

APPENDIX B
User Questionnaire

USER SURVEY 2005, PART 1
Electronic Media Monitoring Program
(for use over the Web)

Public Works and Government Services Canada's Electronic Media Monitoring (EMM) Program facilitates the acquisition and dissemination of electronic media sources for federal departments and agencies via government-wide contracts with content providers. In 2005-2006, departments and agencies can access close to 50 feeds.

You are invited to fill out the following survey to assist the Program in better serving your interests for next contract negotiations; if you would like to print the questionnaire, please access the PDF version (hyperlink) but please fill it out on-line so that the questionnaire logic is implemented correctly. An executive summary of the results will be posted in the EMM on CommNET site. Your individual responses will be kept confidential; a private consultant will provide an aggregate report.

Thanks in advance for taking the time to participate in the survey. Your opinions will be taken into account in managing the Electronic Media Monitoring Program.

Lise Boucher
Manager, Electronic Media Monitoring Program
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Q1   **Which department or agency do you represent?**

        _____ 1
        NO ANSWER 99

Q2   **How often, if at all, does your department or agency use one or more of the EMM feeds for one purpose or another?**

        DAILY 1
        NOT DAILY BUT AT LEAST WEEKLY 2
        NOT WEEKLY BUT AT LEAST MONTHLY 3
        LESS THAN MONTHLY 4
        NEVER . . . . **5 >> SKIP TO Q13, 40**
        DON'T KNOW / NO ANSWER 9

Q3 **How often, if at all, are articles from EMM feeds posted on your organization's Intranet for employees to access?**

DAILY 1
NOT DAILY BUT AT LEAST WEEKLY 2
NOT WEEKLY BUT AT LEAST MONTHLY 4
LESS THAN MONTHLY 5
NEVER 6
WE DON'T HAVE AN INTRANET 7
DON'T KNOW / NO ANSWER 9

Q4 **Does your organization offer mobile access to EMM feeds (e.g., via Blackberries or PDAs)?**

YES 1
NO 2
DON'T KNOW / NO ANSWER 9

Q5 **Does your department or agency have regional offices?**

YES 1
NO 2
DON'T KNOW / NO ANSWER 9

IF YES
Q6 **Are articles from one or more of the EMM feeds available to people in your organization's regional offices?** (PLEASE SELECT ALL THAT APPLY.)

YES, VIA E-MAIL 1
YES, VIA THE INTRANET 2
YES, VIA OTHER MEANS, PLEASE SPECIFY WHICH MEANS _____ 3
NO 4
DON'T KNOW / NO ANSWER 99

Q7 **In total, throughout your department or agency, approximately how many people use the EMM feeds regularly or on an *ad hoc* basis?**

NONE 1
BETWEEN 1 AND 50 (EXCLUDED) 2
BETWEEN 50 AND 100 (EXCLUDED) 3
BETWEEN 100 AND 200 (EXCLUDED) 4
BETWEEN 200 AND 400 (EXCLUDED) 5
400 OR MORE 6
DON'T KNOW / NO ANSWER 9

[IF AT LEAST ONE]
Q8 **Does your organization use specific methods to assess the needs of your media monitoring clients? These methods could include (but not be limited to) utilization statistics, surveys, interviews, etc.**

YES (WHAT ARE THESE MEANS? _____) 1
NO 2
DON'T KNOW / NO ANSWER 9

[IF AT LEAST ONE]
Q9 **Please estimate, to the best of your ability, the percentage of all EMM feed users in your organization who fall in each of the following categories.**

	% of all EMM users	DK/NR
Executive management	_____	9
Communications Branch	_____	9
Policy / Planning Branch	_____	9
Library / Knowledge Centre	_____	9
Operations or Program Branch	_____	9
Others	_____	9
	100%	

Q10 **Using the scale provided, please indicate how useful each of the following news feeds available via the EMM program is to your department or agency.**

	We have <u>very little use</u> for this source	We appreciate this source but <u>could live without it</u>	We <u>could not do</u> without this source	Don't know / no answer
NEWSPAPERS				
National				
Globe and Mail	1	2	3	9
National Post	1	2	3	9
British Columbia				
Vancouver Province	1	2	3	9
Vancouver Sun	1	2	3	9
Victoria Times Colonist	1	2	3	9
Alberta				
Calgary Herald	1	2	3	9
Calgary Sun	1	2	3	9
Edmonton Journal	1	2	3	9
Edmonton Sun	1	2	3	9
Red Deer Advocate	1	2	3	9
Saskatchewan				
Regina Leader Post	1	2	3	9
Saskatoon Star Phoenix	1	2	3	9
Manitoba				
Winnipeg Free Press	1	2	3	9
Winnipeg Sun	1	2	3	9
Ontario				
Hamilton Spectator	1	2	3	9
Kitchener-Waterloo Record	1	2	3	9
Kingston Whig-Standard	1	2	3	9
Le Droit	1	2	3	9
London Free Press	1	2	3	9
Ottawa Citizen	1	2	3	9

	We have <u>very little</u> <u>use</u> for this source	We appreciate this source but <u>could</u> <u>live without it</u>	We <u>could not do</u> without this source	Don't know / no answer
Ottawa Sun	1	2	3	9
Toronto Star	1	2	3	9
Toronto Sun	1	2	3	9
Windsor Star	1	2	3	9
Quebec				
La Presse	1	2	3	9
La Tribune	1	2	3	9
La Voix de L'Est	1	2	3	9
Le Devoir	1	2	3	9
Le Soleil	1	2	3	9
Le Quotidien / Progrès du Dimanche.	1	2	3	9
L'Actualité	1	2	3	9
Le Nouvelliste	1	2	3	9
Montreal Gazette	1	2	3	9
New Brunswick				
Fredericton Daily Gleaner	1	2	3	9
L'Acadie Nouvelle	1	2	3	9
Moncton Times & Transcript	1	2	3	9
New Brunswick Telegraph Journal	1	2	3	9
Nova Scotia				
Halifax Chronicle Herald	1	2	3	9
Prince Edward Island				
Charlottetown Guardian	1	2	3	9
Newfoundland and Labrador				
St. John's Evening Telegram	1	2	3	9
Northwest Territories				
Yellowknifer	1	2	3	9
Yukon				
Whitehorse Star	1	2	3	9

	We have <u>very little use</u> for this source	We appreciate this source but <u>could live without it</u>	We <u>could not do</u> without this source	Don't know / no answer
TELEVISION TRANSCRIPTS				
CTV News, Canada A.M., W5	1	2	3	9
NEWS WIRES				
Broadcast News	1	2	3	9
Canadian Press	1	2	3	9
La presse canadienne	1	2	3	9

Q11 **How often, if at all, does your department or agency use News Wire articles or services (i.e., Broadcast News, Canadian Press or La presse canadienne)?**

DAILY 1
NOT DAILY BUT AT LEAST WEEKLY 2
NOT WEEKLY BUT AT LEAST MONTHLY 4
LESS THAN MONTHLY 5
NEVER 6
DON'T KNOW / NO ANSWER 9

Q12 **If some of the existing EMM news feeds could be replaced by other feeds, which Canadian news feeds <u>in electronic format</u> would you recommend be added to the EMM roster?** (PLEASE LIST UP TO THREE.)

_____
_____
_____

Q13 **Please provide an assessment of the EMM Program's performance for the year 2004-2005 with respect to the following categories.**

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	DK/ NR
Overall choice of EMM sources	1	2	3	4	5	9
Quality of coordination between the EMM program and EMM users	1	2	3	4	5	9
Usefulness of the EMM user group	1	2	3	4	5	9
Quality of information found on the EMM On CommNet site	1	2	3	4	5	9

Q14 **How useful do you find each of the following areas of the EMM On CommNet?**

	Not at all useful	Somewhat useful	Very useful	DK/ NR
Contacts page (supplier contacts and departmental contacts). . . .	1	2	3	9
Eligible Organizations	1	2	3	9
List of media sources (by region and supplier)	1	2	3	9
Guides and Information sheets	1	2	3	9
User Group section (minutes to meetings, etc.)	1	2	3	9
User Survey (past reports)	1	2	3	9
Contract terms and conditions	1	2	3	9

Q15 **Do you have comments on the EMM on CommNET site or suggestions for its improvement?**

_____ 1
NO ANSWER 99

Q16 **Do you have comments on the EMM program or suggestions for its improvement?**

_____ 1
NO ANSWER 99

Q17 **Does your organization subscribe to Command News or any other subscription-based service with <u>real-time</u> (as opposed to next-day availability as under the EMM program) access to news wires?**

YES 1
NO 2
DON'T KNOW / NO ANSWER 9

Q18 **Each department and agency may acquire additional news sources in electronic format to meet its own needs (e.g., international sources, community newspapers). Does your organization acquire news sources <u>in electronic format</u> other than those available via the EMM program?**

YES 1
NO 2
DON'T KNOW / NO ANSWER 9

IF YES

Q19 **Please indicate which types of news sources <u>in electronic format</u> other than those available via the EMM program your organization acquired in 2004-2005?** (SELECT ALL THAT APPLY.)

REGIONAL WEEKLIES AND COMMUNITY PAPERS 1
UNITED STATES SOURCES 2
INTERNATIONAL (NON-US) SOURCES 3
TRANSCRIPTS OF BROADCASTS 4
TRADE PUBLICATIONS 5
MAGAZINES 6
OTHER, PLEASE SPECIFY _____ 98
DON'T KNOW / NO ANSWER 99

STILL IF YES

Q20 **Approximately how much did your organization spend in 2004-2005 to acquire these news sources <u>in electronic format</u> other than those available via the EMM program?**

LESS THAN $10,000 1
BETWEEN $10,000 AND $50,000 (EXCLUDED) 2
BETWEEN $50,000 AND $100,000 (EXCLUDED) 3
BETWEEN $100,000 AND $200,000 (EXCLUDED) 4
$200,000 OR MORE 5
DON'T KNOW / NO ANSWER 9

Q21 **In 2004-2005, has your organization purchased electronic <u>transcriptions</u> from any of the following sources?**

	Yes	No	DK/NR
Radio programs (which ones?)	1	2	9
Television programs (which ones?)	1	2	9

IF YES TO ANY OF THE ABOVE

Q22 **Approximately how much did your organization spend over 2004-2005 to acquire these radio and television transcripts?**

LESS THAN $1,000 1
BETWEEN $1,000 AND $5,000 (EXCLUDED) 2
BETWEEN $5,000 AND $10,000 (EXCLUDED) 4
BETWEEN $10,000 AND $20,000 (EXCLUDED) 4
$20,000 OR MORE 5
DON'T KNOW / NO ANSWER 9

Q23 **Does your department or agency have access to ethnic media monitoring summaries or reports?**

YES, ON A REGULAR BASIS 1
YES, ON AN *AD HOC* BASIS 2
No 3
DON'T KNOW / NO ANSWER 9

Q24 **Does your department or agency regularly monitor a series of Web sites?** (SELECT ALL THAT APPLY.)

YES, BY OURSELVES 1
YES, USING THE SERVICES OF A THIRD-PARTY SUPPLIER OR TOOL
      (WHICH SUPPLIER(S) OR TOOL(S)? _____) 2
No 3
DON'T KNOW / NO ANSWER 99

Q25 **Does your department or agency regularly monitor a series of blogs?** (SELECT ALL THAT APPLY.)

YES, BY OURSELVES 1
YES, USING THE SERVICES OF A THIRD-PARTY SUPPLIER OR TOOL
     (WHICH SUPPLIER(S) OR TOOL(S)? _____) 2
NO 3
DON'T KNOW / NO ANSWER 99

Q26 **How often, if at all, does your department or agency produce <u>paper-based</u> press packages?**

DAILY 1
LESS THAN DAILY BUT REGULARLY 2
IRREGULARLY, ON AN *AD HOC* BASIS 3
NEVER 4
DON'T KNOW / NO ANSWER 9

Q27 **Which of the following categories best describes the type of media monitoring system your organisation uses to access, download, filter and/or distribute EMM feeds?**

IN-HOUSE/DEPARTMENTAL 1
ENTERPRISE NEWSDESK GOVERNMENT SHARED SYSTEM 2
DENSAN (NEWSLINK) 3
P & L COMMUNICATIONS (INFOLYNX) 4
FACTIVA (SAGE NEWS) 5
WE ACCESS ANOTHER DEPARTMENT'S SYSTEM (E.G., INDUSTRY CANADA OR CANADIAN HERITAGE) 6
WE DON'T USE A MEDIA MONITORING SYSTEM AT ALL 97
OTHER, PLEASE SPECIFY _____ 98
DON'T KNOW / NO ANSWER 99

Thank you very much for your assistance.

SONDAGE 2005 AUPRÈS DES UTILISATEURS, PARTIE 1
Programme de suivi électronique des médias
(à remplir sur le Web)

Le Programme de suivi électronique des médias (SEM) de Travaux publics et Services gouvernementaux Canada facilite l'acquisition et la diffusion de sources médiatiques électroniques pour les ministères et organismes du gouvernement fédéral, au moyen de contrats à l'échelle gouvernementale passés avec des fournisseurs de contenu. En 2005-2006, les ministères et organismes ont accès à près de 50 sources.

Nous vous invitons à remplir le sondage ci-dessous afin d'aider le Programme à mieux servir vos intérêts lors des prochaines négociations de contrat; si vous souhaitez imprimer le questionnaire, veuillez accéder à la version PDF (hyperlien), pourvu que vous le remplissiez en ligne afin de bien respecter la logique du questionnaire. Un sommaire des résultats sera affiché dans la page du SEM sur CommNET. Vos réponses individuelles seront traitées confidentiellement; un consultant du secteur privé sera responsable de produire un rapport d'ensemble.

Merci à l'avance de bien vouloir prendre le temps de participer à ce sondage. Votre opinion sera prise en compte dans la gestion du Programme de suivi électronique des médias.

Lise Boucher
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Q28 Quel ministère ou quel organisme représentez-vous?

_____ 1
PAS DE RÉPONSE 99

Q29 À quelle fréquence, le cas échéant, est-ce que votre ministère ou agence utilise l'une ou plusieurs des sources du SEM à quelque fin que ce soit?

TOUS LES JOURS 1
PAS TOUS LES JOURS MAIS AU MOINS TOUTES LES SEMAINES 2
PAS TOUTES LES SEMAINES MAIS AU MOINS TOUS LES MOIS 3
MOINS QUE TOUS LES MOIS 4
JAMAIS . . . . 5 **>> ALLER À Q13, 40**
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q30 À quelle fréquence, le cas échéant, des articles obtenus par le biais du SEM sont-ils affichés sur l'intranet de votre organisation pour que les employés y aient accès?

TOUS LES JOURS 1
PAS TOUS LES JOURS MAIS AU MOINS TOUTES LES SEMAINES 2
PAS TOUTES LES SEMAINES MAIS AU MOINS TOUS LES MOIS 4
MOINS QUE TOUS LES MOIS 5
JAMAIS 6
NOUS N'AVONS PAS D'INTRANET 7
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q31 Est-ce que votre organisation offre un accès mobile aux sources SEM (p.ex., par le biais de Blackberries ou d'assistants numériques personnels)?

OUI 1
NON 2
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q32 Est-ce que votre ministère ou organisme a des bureaux régionaux?

OUI 1
NON 2
JE NE SAIS PAS / PAS DE RÉPONSE 9

SI C'EST OUI
Q33 Est-ce que des articles de l'une ou plusieurs des sources du SEM mis à la disposition des personnes des bureaux régionaux de votre organisation? (SÉLECTIONNER TOUTES LES RÉPONSES PERTINENTES.)

OUI, PAR COURRIEL 1
OUI, PAR L' INTRANET 2
OUI, PAR D'AUTRES MOYENS, VEUILLEZ PRÉCISER LESQUELS _____ 3
NON 4
JE NE SAIS PAS / PAS DE RÉPONSE 99

Q34 **Au total, dans l'ensemble de votre ministère ou organisme, environ combien de personnes utilisent les sources du SEM régulièrement ou de façon ponctuelle?**

AUCUNE 1
ENTRE 1 ET 25 (EXCLUSIVEMENT) 2
ENTRE 50 ET 100 (EXCLUSIVEMENT) 3
ENTRE 100 ET 200 (EXCLUSIVEMENT) 4
ENTRE 20 ET 400 (EXCLUSIVEMENT) 5
400 OU PLUS 6
JE NE SAIS PAS / PAS DE RÉPONSE 9

[SI AU MOINS UN]
Q35 **Est-ce que votre organisation utilise des méthodes particulières pour évaluer les besoins de vos clients en suivi des médias? Ces méthodes pourraient comprendre (sans y être limitées) des statistiques d'utilisation, des sondages, des entrevues, etc.**

OUI (QUELS SONT CES MOYENS? _____) 1
NON 2
JE NE SAIS PAS / PAS DE RÉPONSE 9

[SI AU MOINS UN]
Q36 **Veuillez estimer, au mieux de votre connaissance, le pourcentage de l'ensemble des utilisateurs de sources SEM dans votre organisation qui appartient à chacune des catégories suivantes.**

	% des utilisateurs SEM	NSP / PR
Haute direction	_____	9
Secteur des communications	_____	9
Secteur des politiques ou de la planification	_____	9
Bibliothèque ou Centre de connaissances	_____	9
Secteur des opérations ou des programmes	_____	9
Autres	_____	9
	100 %	

Q37 **Veuillez indiquer sur l'échelle ci-dessous quelle est pour votre ministère ou organisme l'utilité de chacune des sources de nouvelles suivantes rendues disponibles par le SEM.**

	Cette source nous est <u>très peu utile</u>	Nous apprécions cette source mais <u>pourrions nous en passer</u>	Nous ne <u>pourrions pas</u> nous passer de cette source	Ne sais pas / Pas de réponse
JOURNAUX				
Nationaux				
Globe and Mail	1	2	3	9
National Post	1	2	3	9
Colombie-Britannique				
Vancouver Province	1	2	3	9
Vancouver Sun	1	2	3	9
Victoria Times Colonist	1	2	3	9
Alberta				
Calgary Herald	1	2	3	9
Calgary Sun	1	2	3	9
Edmonton Journal	1	2	3	9
Edmonton Sun	1	2	3	9
Red Deer Advocate	1	2	3	9
Saskatchewan				
Regina Leader Post	1	2	3	9
Saskatoon Star Phoenix	1	2	3	9
Manitoba				
Winnipeg Free Press	1	2	3	9
Winnipeg Sun	1	2	3	9
Ontario				
Hamilton Spectator	1	2	3	9
Kitchener-Waterloo Record	1	2	3	9
Kingston Whig-Standard	1	2	3	9
Le Droit	1	2	3	9
London Free Press	1	2	3	9
Ottawa Citizen	1	2	3	9

	Cette source nous est <u>très peu utile</u>	Nous apprécions cette source mais <u>pourrions nous en passer</u>	Nous ne <u>pourrions pas</u> nous passer de cette source	Ne sais pas / Pas de réponse
Ottawa Sun	1	2	3	9
Toronto Star	1	2	3	9
Toronto Sun	1	2	3	9
Windsor Star	1	2	3	9
Québec				
La Presse	1	2	3	9
La Tribune	1	2	3	9
La Voix de L'Est	1	2	3	9
Le Devoir	1	2	3	9
Le Soleil	1	2	3	9
Le Quotidien / Progrès du Dimanche.	1	2	3	9
L'Actualité	1	2	3	9
Le Nouvelliste	1	2	3	9
Montreal Gazette	1	2	3	9
Nouveau-Brunswick				
Fredericton Daily Gleaner	1	2	3	9
L'Acadie Nouvelle	1	2	3	9
Moncton Times & Transcript	1	2	3	9
New Brunswick Telegraph Journal	1	2	3	9
Nouvelle-Écosse				
Halifax Chronicle Herald	1	2	3	9
Île-du-Prince-Édouard				
Charlottetown Guardian	1	2	3	9
Terre-Neuve et Labrador				
St. John's Evening Telegram	1	2	3	9
Territoires du Nord-Ouest				
Yellowknifer	1	2	3	9
Yukon				
Whitehorse Star	1	2	3	9

	Cette source nous est <u>très peu utile</u>	Nous apprécions cette source mais <u>pourrions nous en passer</u>	Nous ne <u>pourrions pas</u> nous passer de cette source	Ne sais pas / Pas de réponse
TRANSCRIPTIONS				
CTV News, Canada A.M., W5	1	2	3	9
FILS DE PRESSE				
Broadcast News	1	2	3	9
Canadian Press	1	2	3	9
La presse canadienne	1	2	3	9

Q38 **À quelle fréquence, le cas échéant, est-ce que votre ministère ou organisme utilise les articles ou services des fils de presse (c.-à-d., Broadcast News, Canadian Press ou La presse canadienne)?**

TOUS LES JOURS 1
PAS TOUS LES JOURS MAIS AU MOINS TOUTES LES SEMAINES 2
PAS TOUTES LES SEMAINES MAIS AU MOINS TOUS LES MOIS 4
MOINS QUE TOUS LES MOIS 5
JAMAIS 6
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q39 **Si certaines sources de nouvelles du SEM pouvaient être remplacées par d'autres, quelles sources de nouvelles canadiennes <u>en format électronique</u> recommanderiez-vous d'ajouter à la liste du SEM?** (EN ÉNUMÉRER JUSQU'À 3.)

_____
_____
_____

Q40 **Veuillez fournir une évaluation du rendement du SEM pour l'année 2004-2005 en ce qui concerne les catégories suivantes.**

	Très insatisfait	Insatisfait	Neutre	Satisfait	Très satisfait	NSP/ PDR
Le choix des sources du SEM, en général	1	2	3	4	5	9
La qualité de la coordination entre le SEM et ses utilisateurs	1	2	3	4	5	9
L'utilité du groupe d'utilisateurs du SEM	1	2	3	4	5	9
La qualité de l'information qu'on trouve sur le site du SEM sur CommNET	1	2	3	4	5	9

Q41 **Dans quelle mesure trouvez-vous utile chacune des zones suivantes du site du SEM sur CommNet?**

	Pas du tout utile	Quelque peu utile	Très utile	NSP/ PDR
Page des personnes-ressources (fournisseurs et personnes-ressources ministérielles)	1	2	3	9
Organismes admissibles	1	2	3	9
Sources médiatiques (par région et par fournisseur)	1	2	3	9
Guides et fiches d'information	1	2	3	9
Section sur le groupe d'utilisateurs (contient les comptes rendus des rencontres, etc.)	1	2	3	9
Sondage auprès des utilisateurs (contient rapports des années antérieures)	1	2	3	9
Dispositions contractuelles	1	2	3	9

Q42 **Avez-vous des commentaires à faire sur le site du SEM sur CommNET ou des suggestions pour l'améliorer?**

_____ 1

PAS DE RÉPONSE 99

Q43 **Avez-vous des commentaires à faire sur le SEM ou des suggestions pour l'améliorer?**

_____ 1
PAS DE RÉPONSE 99

Q44 **Est-ce que votre organisation est abonnée à Command News ou à tout autre service qui donne accès aux fils de presse en <u>temps réel</u> (par opposition à un accès le lendemain, comme pour le SEM)?**

OUI 1
NON 2
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q45 **Chaque ministère et organisme peut acquérir des sources de nouvelles additionnelles en format électronique pour répondre à ses besoins (p. ex., sources internationales, journaux communautaires). Est-ce que votre organisation acquiert d'autres sources de nouvelles <u>en format électronique</u> que celles qui lui sont offertes par le SEM?**

OUI 1
NON 2
JE NE SAIS PAS / PAS DE RÉPONSE 9

SI C'EST OUI
Q46 **Veuillez indiquer quels genres de sources de nouvelles <u>en format électronique</u> autres que celles qui lui sont offertes par le SEM votre organisation a acquises en 2004-2005?** (SÉLECTIONNER TOUTES LES RÉPONSES PERTINENTES.)

HEBDOMADAIRES RÉGIONAUX ET JOURNAUX COMMUNAUTAIRES 1
SOURCES AMÉRICAINES 2
SOURCES INTERNATIONALES (AUTRES QU'AMÉRICAINES) 3
TRANSCRIPTIONS D'ÉMISSIONS DE RADIO/TÉLÉ 4
REVUES PROFESSIONNELLES 5
MAGAZINES 6
AUTRE, VEUILLEZ PRÉCISER _____ 98
JE NE SAIS PAS / PAS DE RÉPONSE 99

TOUJOURS SI C'EST OUI

Q47 Environ combien votre organisation a-t-elle dépensé en 2004-2005 pour acquérir ces sources de nouvelles en format électronique autres que celles qui lui sont offertes par le SEM?

MOINS DE 10,000 $ 1
ENTRE 10,000 $ ET 50,000 $ (EXCLUSIVEMENT) 2
ENTRE 50,000 $ ET 100,000 $ (EXCLUSIVEMENT) 3
ENTRE 100,000 $ ET 200,000 $ (EXCLUSIVEMENT) 4
200,000 $ OU PLUS 5
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q48 Au cours de 2004-2005, votre organisation a-t-elle acheté des transcriptions électroniques de l'une ou l'autre des sources suivantes?

	Oui	Non	NSP/PR
Des émissions de radio (lesquelles?)	1	2	9
Des émissions de télévision (lesquelles?)	1	2	9

SI OUI À L'UNE OU L'AUTRE DE CES SOURCES

Q49 Environ combien votre organisation a-t-elle dépensé en 2004-2005 pour acquérir ces transcriptions de radio ou et télévision?

MOINS DE 1,000 $ 1
ENTRE 1,000 $ ET 5,000 $ (EXCLUSIVEMENT) 2
ENTRE 5,000 $ ET 10,000 $ (EXCLUSIVEMENT) 3
ENTRE 10,000 $ ET 20,000 $ (EXCLUSIVEMENT) 4
20,000 $ OU PLUS 5
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q50 Est-ce que votre ministère ou organisme a accès à des résumés ou rapports de suivi touchant les médias ethniques?

OUI, SUR UNE BASE RÉGULIÈRE 1
OUI, SUR UNE BASE PONCTUELLE 2
NON 3
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q51 **Est-ce que votre ministère ou organisme suit régulièrement un ensemble de sites Web?**
(SÉLECTIONNER TOUTES LES RÉPONSES PERTINENTES.)

OUI, PAR NOUS-MÊMES 1
OUI, EN RECOURANT AUX SERVICES D'UN TIERS OU À UN AUTRE INSTRUMENT
    (QUEL(S) FOURNISSEUR(S) OU INSTRUMENT(S)? _____) 2
NON 3
JE NE SAIS PAS / PAS DE RÉPONSE 99

Q52 **Est-ce que votre ministère ou organisme suit régulièrement un ensemble de blogues?**
(SÉLECTIONNER TOUTES LES RÉPONSES PERTINENTES.)

OUI, PAR NOUS-MÊMES 1
OUI, EN RECOURANT AUX SERVICES D'UN TIERS OU À UN AUTRE INSTRUMENT
    (QUEL(S) FOURNISSEUR(S) OU INSTRUMENT(S)? _____) 2
NON 3
JE NE SAIS PAS / PAS DE RÉPONSE 99

Q53 **À quelle fréquence, le cas échéant, est-ce que votre ministère ou organisme produit des revues de presse <u>sur papier</u>?**

TOUS LES JOURS 1
MOINS QUE TOUS LES JOURS MAIS RÉGULIÈREMENT 2
DE FAÇON IRRÉGULIÈRE, PONCTUELLE 3
JAMAIS 4
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q54 **Laquelle des catégories suivantes décrit le mieux le genre de système de suivi des médias que votre organisation utilise pour accéder aux transmsissions du SEM, les télécharger, les filtrer et/ou les diffuser?**

INTERNE/MINISTÉRIEL 1
SYSTÈME INFO-MÉDIAS PARTAGÉ PAR LE GOUVERNEMENT 2
DENSAN (NEWSLINK) 3
P & L COMMUNICATIONS (INFOLYNX) 4
FACTIVA (SAGE NEWS) 5
LE SYSTÈME D'UN AUTRE MINISTÈRE (P. EX., INDUSTRIE CANADA OU PATRIMOINE CANADIEN) 6
NOUS N'UTILISONS AUCUN SYSTÈME DE SUIVI DES MÉDIAS 97
AUTRE, VEUILLEZ PRÉCISER _____ 98
JE NE SAIS PAS / PAS DE RÉPONSE 99

Merci à l'avance de votre assistance.

APPENDIX C
Technical Contact
Questionnaire

USER SURVEY 2005, PART 2
Electronic Media Monitoring Program
(for use over the Web)

Public Works and Government Services Canada's Electronic Media Monitoring (EMM) Program facilitates the acquisition and dissemination of electronic media sources for federal departments and agencies via government-wide contracts with content providers. In 2005-2006, departments and agencies can access close to 50 feeds.

You have been identified by a user of EMM news sources as someone responsible for downloading FTP files from EMM suppliers. As such, you are invited to fill out the following survey to assist the Program in better serving your interests for next contract negotiations; if you would like to print the questionnaire, please access the PDF version (hyperlink) but please fill it out on-line so that the questionnaire logic is implemented correctly. An executive summary of the results will be posted in the EMM on CommNET site.

Thanks in advance for taking the time to participate in the survey. Your opinions will be taken into account in managing the Electronic Media Monitoring Program.

Lise Boucher
Manager, Electronic Media Monitoring Program
lise.boucher@pwgsc.gc.ca

> START THE QUESTIONNAIRE 1
> I HAVE ALREADY FILLED OUT A QUESTIONNAIRE WHERE I LISTED
>   ALL OF THE ORGANIZATIONS WE SERVICE . . . . 2 **>> THANK AND TERMINATE**

Q1   **Are you responsible for the technical aspects related to downloading FTP files from EMM suppliers?**

> YES 1
> NO 2
> DON'T KNOW / NO ANSWER 9

IF NO OR DK/NR
Q2   **Do you know who is responsible for the technical aspects related to downloading FTP files from EMM suppliers?**

> YES 1
> NO . . . . 2 **>> THANK AND TERMINATE**
> DON'T KNOW / NO ANSWER . . . . 9 **>> THANK AND TERMINATE**

IF YES

Q3 **Please enter your own name, the e-mail address of the person who is responsible for the technical aspects related to downloading FTP files from EMM suppliers below along with a message you may want to leave with them; then click "Next" to send them an e-mail with your message and details on how to fill out this questionnaire. Thanks in advance for your assistance.**

Your own name	
E-mail address of your technical person	
Message you may want to convey to this person	

>> TERMINATE

Q4 **In which department or organization do you work?**

_____ 1
NO ANSWER 99

Q5 **Is this a government organization or a private company?**

GOVERNMENT ORGANIZATION 1
PRIVATE COMPANY 2
NO ANSWER 9

Q6 **Please list all departments and organizations for which you download files from EMM suppliers.**

(MULTILINE BOX) _____ 1
NO ANSWER 99

Q7 **Please identify the type of feed you are receiving from each EMM provider on behalf of your client organization(s).**

	Full feed	Filtered feed	No feed at all	Don't know / no response
Bell GlobeMedia Publishing[1]	1	2	3	9
CanWest Interactive Inc. and Press News Ltd.	1	2	3	9
CEDROM-SNi	1	2	3	9
Sun Media	1	2	3	9

[1] In the Web version, each provider name is hyperlinked to their list of sources.

Q8 **Do you filter any of the following full feeds before making them available to your client organization(s)?**

(Only full feeds shown)	Yes	No	Don't know / no response
Bell GlobeMedia Publishing	1	2	9
CanWest Interactive Inc. and and Press News Ltd.	1	2	9
CEDROM-SNi	1	2	9
Sun Media	1	2	9

IF USES BELL GLOBEMEDIA PUBLISHING

Q9   How satisfied are you with each of the following aspects of the service provided by <u>Bell GlobeMedia Publishing</u>[1]?

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	DK/ NR
Consistency and reliability of access to news sources	1	2	3	4	5	9
Timely availability of news sources	1	2	3	4	5	9
Search support, i.e., changes to keyword queries for filtered feeds	1	2	3	4	5	9
Notification on disruption in service. . . .	1	2	3	4	5	9
Availability of service representative or technical support (i.e., are questions addressed within 24 hours from original call)	1	2	3	4	5	9
Globally, how satisfied are you with this supplier?	1	2	3	4	5	9

[1] In the Web version, each provider name is hyperlinked to their list of sources.

Q10 Do you have additional comments on the service provided by <u>Bell GlobeMedia Publishing</u>?

_____ 1
NO ANSWER 99

REPETITION OF THE LAST 2 QUESTIONS FOR CANWEST INTERACTIVE INC. AND PRESS NEWS LTD., CEDROM-SNI, SUN MEDIA

Q11 Does your department or agency keep electronic copies of some articles from EMM feeds?

YES 1
No 2
DON'T KNOW / NO ANSWER 99

IF YES

Q12   **How long do you typically keep copies of articles from EMM feeds?**

3 MONTHS OR LESS 1

MORE THAN 3 MONTHS BUT LESS THAN 2 YEARS 2

LONGER THAN 2 YEARS 3

DON'T KNOW / NO ANSWER 9

Q13   **How much work would be required for your group to adapt to EMM feeds which would be supplied in XML format standard to all newsfeed suppliers?**

NO WORK AT ALL 1

A SMALL AMOUNT OF WORK 2

A SIZEABLE BUT ACCEPTABLE AMOUNT OF WORK 3

A LARGE OR UNBEARABLE AMOUNT OF WORK 4

DON'T KNOW / NO ANSWER 99

Q14   **Do you have comments on the EMM program or suggestions for its improvement?**

_____ 1

NO ANSWER 99

Q15   **Finally, does your organization use tools (such as, but not limited to, log analysers or user surveys) to measure the actual use of <u>individual EMM sources</u> on your Intranet?**

YES, PLEASE SPECIFY WHICH TOOLS _____ 1

NO 2

DON'T KNOW / NO ANSWER 99

Thank you for sharing your views with us.

SONDAGE 2005 AUPRÈS DES UTILISATEURS, PARTIE 2
Programme de suivi électronique des médias
(à remplir sur le Web)

Le Programme de suivi électronique des médias (SEM) de Travaux publics et Services gouvernementaux Canada facilite l'acquisition et la diffusion de sources médiatiques électroniques pour les ministères et organismes du gouvernement fédéral, au moyen de contrats à l'échelle gouvernementale passés avec des fournisseurs de contenu. En 2005-2006, les ministères et organismes ont accès à près de 50 sources.

Un utilisateur de sources de nouvelles du SEM nous a donné votre nom en tant que responsable du téléchargement de fichiers FTP des fournisseurs du SEM. À ce titre, nous vous invitons à remplir le sondage ci-dessous afin d'aider le Programme à mieux servir vos intérêts lors des prochaines négociations de contrat; si vous souhaitez imprimer le questionnaire, veuillez accéder à la version PDF (hyperlien), pourvu que vous le remplissiez en ligne afin de bien respecter la logique du questionnaire. Un sommaire des résultats sera affiché dans la section SEM du site CommNET.

Merci à l'avance de bien vouloir prendre le temps de participer à ce sondage. Votre opinion sera prise en compte dans la gestion du Programme de suivi électronique des médias.

Lise Boucher
Gestionnaire, Programme de suivi électronique des médias
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COMMENCER LE QUESTIONNAIRE 1
J'AI DÉJÀ REMPLI UN QUESTIONNAIRE OÙ J'AI MENTIONNÉ TOUS LES ORGANISMES
        À QUI NOUS FOURNISSONS DES SERVICES . . . . 2 **>> REMERCIER ET TERMINER**

Q1   Êtes-vous responsable de l'aspect technique du téléchargement des fichiers FTP des fournisseurs du SEM?

OUI 1
NON 2
JE NE SAIS PAS / PAS DE RÉPONSE 9

SI C'EST NON OU NSP/PDR
Q2   Savez-vous qui est responsable de l'aspect technique du téléchargement des fichiers FTP des fournisseurs du SEM?

OUI 1
NON . . . . 2 **>> REMERCIER ET TERMINER**
JE NE SAIS PAS / PAS DE RÉPONSE . . . . 9 **>> REMERCIER ET TERMINER**

SI C'EST OUI

Q3 **Veuillez inscrire ci-dessous votre propre nom, l'adresse électronique de la personne qui est responsable de l'aspect technique du téléchargement des fichiers FTP des fournisseurs du SEM ainsi qu'un message que vous aimeriez lui transmettre; cliquez ensuite sur « Suivant » pour lui adresser un courriel comprenant votre message et des explications sur la façon de remplir le questionnaire. Merci à l'avance de votre assistance.**

Votre propre nom	
Adresse électronique de votre technicien	
Message que vous voudriez transmettre à cette personne	

>> TERMINER

Q4 **Dans quel ministère ou quelle organisation travaillez-vous?**

_____ 1
PAS DE RÉPONSE 99

Q5 **Est-ce une organisation gouvernementale ou une entreprise privée?**

ORGANISATION GOUVERNEMENTALE 1
ENTREPRISE PRIVÉE 2
PAS DE RÉPONSE 9

Q6 **Veuillez énumérer tous les ministères et toutes les organisations pour lesquels vous téléchargez des fichiers provenant des fournisseurs du SEM.**

(CASE MULTILIGNE) _____ 1
PAS DE RÉPONSE 99

Q7   **Veuillez identifier le genre de source que vous recevez de chaque fournisseur du SEM pour le compte de votre ou vos organisations clientes.**

	Source complète	Source filtrée	Aucune source	Ne sais pas / pas de réponse
Bell GlobeMedia Publishing[1]	1	2	3	9
CanWest Interactive Inc. et Press News Ltd.	1	2	3	9
CEDROM-SNi	1	2	3	9
Sun Media	1	2	3	9

[1] Dans la version Web, le nom de chaque fournisseur comporte un hyperlien à la liste de ses sources.

Q8   **Filtrez-vous l'une ou l'autre des sources complètes suivantes avant de les mettre à la disposition de votre ou vos organisations-clientes?**

(Seules les sources complètes sont énumérées)	Oui	Non	Ne sais pas / pas de réponse
Bell GlobeMedia Publishing	1	2	9
CanWest Interactive Inc. et et Press News Ltd.	1	2	9
CEDROM-SNi	1	2	9
Sun Media	1	2	9

SI BELL GLOBEMEDIA PUBLISHING EST UTILISÉ

Q9 **Dans quelle mesure êtes-vous satisfait de chaque aspect suivant du service offert par <u>Bell GlobeMedia Publishing</u>[1]?**

	Très insatisfait	Insatisfait	Neutre	Satisfait	Très satisfait	NSP/ PDR
Constance et fiabilité de l'accès aux sources de nouvelles	1	2	3	4	5	9
Disponibilité en temps opportun des sources de nouvelles	1	2	3	4	5	9
Aide à la recherche, c.-à-d., changement des requêtes par mot-clé pour les sources filtrées	1	2	3	4	5	9
Avis d'interruption de service	1	2	3	4	5	9
Disponibilité d'un représentant du service ou de soutien technique (c.-à-d., les questions sont-elles résolues dans les 24 heures de l'appel initial)	1	2	3	4	5	9
Dans l'ensemble, dans quelle mesure êtes-vous satisfait de ce fournisseur?	1	2	3	4	5	9

[1] Dans la version Web, le nom de chaque fournisseur comporte un hyperlien à la liste de ses sources.

Q10 **Auriez-vous quoi que ce soit à ajouter sur le service offert par <u>Bell GlobeMedia Publishing</u>?**

_____ 1
PAS DE RÉPONSE 99

RÉPÉTITION DES 2 DERNIÈRES QUESTIONS POUR CANWEST INTERACTIVE INC. ET PRESS NEWS LTD., CEDROM-SNI, SUN MEDIA

Q11 **Est-ce que votre ministère ou organisme conserve des copies électroniques de certains articles des sources du SEM?**

OUI 1
NON 2
JE NE SAIS PAS / PAS DE RÉPONSE 99

SI C'EST OUI

Q12 **Combien de temps conservez-vous normalement les copies d'articles des sources du SEM?**

3 MOIS OU MOINS 1
PLUS DE 3 MOIS MAIS MOINS DE 2 ANS 2
PLUS DE 2 ANS 3
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q13 **Combien de travail serait requis de la part de votre groupe pour vous adapter à des sources SEM livrées dans un format XML normalisé d'un fournisseur à l'autre?**

AUCUN EFFORT 1
UN PETIT EFFORT 2
UN EFFORT SIGNIFICATIF MAIS ACCEPTABLE 3
UN GRAND EFFORT OU UN EFFORT TROP IMPORTANT 4
JE NE SAIS PAS / PAS DE RÉPONSE 9

Q14 **Avez-vous des commentaires à faire sur le SEM ou des suggestions pour l'améliorer?**

_____ 1
PAS DE RÉPONSE 99

Q15 **Enfin, est-ce que votre organisation utilise certains instruments (comme, entre autres, des analyseurs de journaux d'accès ou sondages auprès des utilisateurs) pour mesurer l'utilisation réelle de chaque source du SEM sur votre intranet?**

OUI, PRÉCISER QUELS INSTRUMENTS _____ 1
NON 2
JE NE SAIS PAS / PAS DE RÉPONSE 99

Merci de nous avoir fait part de votre opinion.