3.0 Technical Solution (5.0)

████████ is well equipped to provide media gathering, assessment, and recommendations to guide the ██████████████████████ in evaluating the impact of news stories and the success of outreach efforts. As the current provider of ██ ██████████████████████ we have **_established refined processes, technology, and personnel already in place. This provides an efficient, low-risk solution with no start-up time required, leading to rapid results without a typical learning curve_**. We have 3 fully trained, proficient with current ████████ priorities, Secret cleared analysts on staff currently to immediately support this project. Our Contract Manager, ████████████ currently manages a team of 10 media analysts producing over 500 Army related media analytical reports per year. The Alternate Contract Manager, ████████, is a Partner in ████████ and former deputy to the ██ ██████ bringing an intimate understanding of Soldier and Veteran care to our management team. This management team will submit a detailed QAQC plan to the KO within 30 days of award.

████████████ current media collection process spans in excess of 51,000 sources of traditional and Hispanic media to include major U.S. newspapers, broadcast sources, and newswire services such as United Press International, Associated Press, ABN Newswire, and Business Wire. We also benefit from our subscriptions to VOCUS and Lexis-Nexis in acquiring relevant news articles and releases. We also draw from trade and industry publications for premium content; during our work with ████, we negotiated an exclusive contract with ████████ to receive content 24 hours before publication. Our social media monitoring covers 40 million blogs and direct data feeds from Twitter, Facebook, and YouTube. Our extensive coverage allows a large pool of media data from which to draw a complete conclusion.

Our analytical process has also been finely tuned over time from a variety of research and media analysis projects. We categorize media according to over 20 different classifications such as tone, spokesperson mention, and messaging. Media is also placed according to themes and subthemes such as ██. Our media taxonomy process allows us to determine whether traditional, Hispanic, and social media are critical, supportive, or neutral regarding ████ issues and news stories using more than one analyst to judge sentiment. We use custom algorithms for sentiment analysis as well if for huge data sets where our analysts code a sample and then spot check. Categorization (coding) is an important step that lets us then recommend steps to improve communications; some of these recommendations include engaging key bloggers, highlighting conferences to address certain issues, and increasing use of certain social media platforms.

Methodology for Identifying, Collecting, and Publishing Reports. _Our methodology is aligned with MEDCOM's mission, and results in fast and accurate analysis._
████████████ has a comprehensive report process to ensure that deliverables are produced on time every day. For our current work at ████, our media analysis team begins work at 0300 Monday through Friday in order to deliver one daily report at 0500 and another at 0600.

For the daily report at ████████, we will begin collecting and filtering news stories, blog posts, and additional content at 0600 with tools collecting over the night on keywords. This report will contain a summary of all relevant media material from the past 24 hours. All material will be categorized depending on tone and hyperlinked for reader convenience. The report will be delivered in email or approved Microsoft application and Blackberry-friendly format. All deliverables are archived digitally on SharePoint for our clients to view whenever necessary. ████████████ quality assurance plan for reports involves extensive peer-to-peer review using the Associated Press and ██████ style guides to ensure reports match client terminology, processes, writing style, and culture.

We place a great deal of emphasis on innovation. We engage in constant Research & Development, testing new tools and technologies as they come on the market and scouring both the public and private sector for new products. Our team attends conferences on recent developments in the media field to discover new tools and services; similar to our name, we always seek to "explore" the emerging areas of media and communications. Over the last year this has included invitations from ██ ██████, and routine industry leading conferences. This process resulted in testing over 35 new technologies and integrating/upgrading more than half of our current solution.

3.1. Media Analysis (5.1, 5.1.1, 5.1.2, 5.1.3)
████████████ extensive sources comprise a large variety of traditional, social, and Hispanic media. We draw from every major newspaper in America, which comprises over 90,000 online sources. We receive national and international wire services to include Associated Press, Reuters, PR Newswire, United Press International, Business Wire, and ABN Newswire. We cover over 30,000 broadcast channels and Hispanic Top 50 for televised media; radio sources include 250 DMA markets for local radio. Our social media coverage includes 40 million blogs and direct data from Twitter, Facebook, YouTube, LinkedIn forums, Flickr, and Google+. We monitor over 10,000 consumer and business publications. We also review industry and trade publications; for our current contract with the ████████████████████████████████████ ████████████████████████████████████

████████████ also uses paid subscription services such as VOCUS, Critical Mention, TVEyes, and Lexis-Nexis, which help monitor, filter, and archive important news stories and releases. We also test new social media monitoring and analysis tools such as Radian6, Crimson Hexagon, and ViralHeat that measure social media penetration and impact. Examples of our team's initiative include calling executives of Bloomberg Government, contacting the *Army Times*, and conducting research at the Library of Congress. ***If our client needs it, we will get it.***

Once media data has been stored, ████████████ will organize and classify the data according to different characteristics. Some of these characteristics include frequency of spokesperson mention, headline, whether key messages are covered, reporter background, prominence/ placement, initial-mention placement, and scope of coverage. We will seek client approval on every key issue for coding including current initiatives and spokespeople. Our team determines