



Automated Government Information Monitoring

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2020 Whitepaper

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OBJECTIVES

After reading this whitepaper, you will know the following

- Understand what Government Information Monitoring is
- Familiarity with the importance of Government Policy Monitoring
- Enumerate the key decisions required to establish a Government Policy Monitoring process
- Understand concrete decisions made for three use case
- Differentiate the advantages of digital automation over manual processes
- Be familiar with Gnowit's platform capabilities

WHAT IS GOVERNMENT INFORMATION MONITORING?

Organizations that deal regularly with Government entities are required to be 'in the know' about debates in parliament, new legislation, or changes in policy. Additionally, they may need to track key Government agencies news releases and be aware of new RFPs.

Seasoned Government Relation, Regulatory Affairs, and Government Business Development professionals have developed several methods to monitor Government and media sources for this information, several of which are described in this white paper. By following this guide, you can build a 'DIY' Government information monitoring practice within your organization. We will also describe how Gnowit's automations can make this a simpler, faster and more effective process.

We present you with a 'template' via a list of questions to answer. Once you have answers to these questions, your process should be established.

We will provide three parallel 'made up' examples to illustrate what answers to these questions would look like:

- **First example** is a corporation that sells cardboard boxes (CardCo).
- **Second example** is a firm that provides consulting services to the Government (ServCo).
- **Third example** is a company that provides feed delivery services (CoDriveCo), and uses Gnowit's automated platform to carry out the same tasks.

GOVERNMENT INFORMATION MONITORING TEMPLATE

First take some time to reflect on why you need Government Information Monitoring, what purpose will it serve, where the data will come from, and what capabilities you do (and do not) need.

1. Determine Monitored Sources

You will need to identify a set of sources where useful updates are likely to be found. Gnowit comes preconfigured to track most sources of relevance to Government Relations practitioners.

Questions	CardCo	ServCo	CoDriveCo
What issues are important?	<ul style="list-style-type: none"> Recycling regulations Paper mill standards Taxation Subsidies 	<ul style="list-style-type: none"> Current projects New RFP opportunities 	<ul style="list-style-type: none"> Labour standards Taxation regulations on gig and sharing economy Food safety Insurance
What would make these actionable?	<ul style="list-style-type: none"> Changes in regulations New subsidises or investment Changes to existing subsidises or investment Labour laws 	<ul style="list-style-type: none"> Parliamentary debates or media reports that mention current projects Buyandsell.gc.ca opportunities 	<ul style="list-style-type: none"> Changes in regulations Labour laws Parliamentary discussion related to issues identified above Articles in the media on the company
How often do you need this?	<ul style="list-style-type: none"> Weekly 	<ul style="list-style-type: none"> Daily 	<ul style="list-style-type: none"> Real-time
Whom will you share your briefings with?	<ul style="list-style-type: none"> Government Relations Team Internal Policy Team Industry Association Liaison C-Suite 	<ul style="list-style-type: none"> Project Managers Government Business Development 	<ul style="list-style-type: none"> Government Relations Team Internal Policy Team C-Suite

2. Business Objective

Understanding why you are building the briefing will help guide the monitoring, qualification process and data to be shared.

Your briefing should only highlight events that add value. Make sure you understand the most important event and create your reports around those issues. Anything outside those main events or issues are not necessary.

Questions	CardCo	ServCo	CoDriveCo
Why are you creating this monitoring process?	<ul style="list-style-type: none"> • Opportunity and Threat Identification • Risk identification and mitigation • Trigger educational campaigns (for political or the public) 	<ul style="list-style-type: none"> • Manage public perceptions of current projects • Reputation management • Business growth 	<ul style="list-style-type: none"> • Manage public perceptions of current projects • Reputation management • Opportunity and Threat Identification • Risk identification and mitigation • Trigger educational campaigns (for political or the public)
Are you trying to prove or disprove a hypothesis?	<ul style="list-style-type: none"> • Specific policy initiatives could benefit from research • Best practices adoption 	<ul style="list-style-type: none"> • No. This is an ongoing activity 	<ul style="list-style-type: none"> • No. This is an ongoing activity
Is this monitoring for a specific task, like tacking an individual policy change, or does it need to achieve a broader goal, like measuring GR performance?	<ul style="list-style-type: none"> • Could be both 	<ul style="list-style-type: none"> • Specific tasks, i.e. business development and reputation management 	<ul style="list-style-type: none"> • Both • Would require separate processes for specific policy changes under consideration

3. Audience

You will need to really know who you are making the report for; to be able to keep their preferences in mind.

Questions	CardCo	ServCo	CoDriveCo
Who needs to see the briefing?	<ul style="list-style-type: none"> Government Relations Team Internal Policy Team Industry Association Liaison C-Suite 	<ul style="list-style-type: none"> Project Managers 	<ul style="list-style-type: none"> Govt Business Development Government Relations Team Internal Policy Team C-Suite
Is this for a colleague, manager, stakeholder, or C-level executive?	<ul style="list-style-type: none"> Colleagues Manager C-Suite 	<ul style="list-style-type: none"> Colleagues 	<ul style="list-style-type: none"> Manager(s) C-Suite
How do these people prefer to digest information?	<ul style="list-style-type: none"> Weekly 	<ul style="list-style-type: none"> Daily 	<ul style="list-style-type: none"> Daily
How much time do they have to look at this report?	<ul style="list-style-type: none"> Skim (10 minutes) 	<ul style="list-style-type: none"> Skim (10 minutes) 	<ul style="list-style-type: none"> Skim (3 minutes)

4. Gathering Relevant Information

Finding the “right” data from the “right” sources is the most crucial step in this process.

Questions	CardCo	ServCo	CoDriveCo
Where will the data come from?	<ul style="list-style-type: none"> Federal Hansard Federal Senate Environment Committees Key Government Agencies Provincial Hansard Canadian Media 	<ul style="list-style-type: none"> Provincial Hansard Key Provincial Committees Canadian Media Buyandsell.gc.ca 	<ul style="list-style-type: none"> Federal Hansard Federal Senate Provincial Hansard Key Provincial Committees Key Government Agencies Municipalities Canadian Media
Will you be visiting bookmarked website every day?	<ul style="list-style-type: none"> Changes in regulations New subsidises or investment Changes to existing subsidises or investment 	<ul style="list-style-type: none"> Parliamentary debates or media reports that mention current projects BuySell.gc.ca opportunities 	<ul style="list-style-type: none"> No manual tracking Gnowit automatically tracks the following: <ul style="list-style-type: none"> Fed, provincial and territories 200 municipalities ~500 Canadian media

	<ul style="list-style-type: none"> Labour laws Canadian Media 		<ul style="list-style-type: none"> Gazettes Key agencies
When do you gather the relevant set of results?	<ul style="list-style-type: none"> Allocate 2 hours on Thursday afternoon to visit these sites, and review new information 	<ul style="list-style-type: none"> Allocate an hour every afternoon to visit these sites, and review new information 	<ul style="list-style-type: none"> No effort required. All data automatically collected and organized for review
Will you use an integration or connector to automatically collect the data ?	<ul style="list-style-type: none"> Copy them manually to an Excel spreadsheet or MS Word file 	<ul style="list-style-type: none"> Copy them manually to an Excel spreadsheet or MS Word file 	<ul style="list-style-type: none"> Automated report generation. Multiple delivery and output formats
What other tools do you use to gather data?	<ul style="list-style-type: none"> Google Alerts (Media) Followthatpage (Government) <p>Both can miss articles, and only deliver documents. Qualification still needs to be done manually, and every document examined for relevance</p>	<ul style="list-style-type: none"> Google Alerts (Media) Followthatpage (Government) <p>Both can miss articles, and only deliver documents. Qualification still needs to be done manually, and every document examined for relevance</p>	<ul style="list-style-type: none"> None <p>All articles qualified automatically based on full-text analysis and other filter criteria</p>

5. Curation – Convert Relevant Data to Actionable intelligence

How do you choose which articles or information to share? Can you filter out most of the irrelevant articles automatically?

Questions	CardCo	ServCo	CoDriveCo
How do you choose which articles or information to share?	<ul style="list-style-type: none"> Manually Click through each article. Use the web browser 'Find' feature to search for keywords 	<ul style="list-style-type: none"> Manually Click through each article. Use the web browser 'Find' feature to search for keywords 	<ul style="list-style-type: none"> Gnowit identifies articles containing relevant keywords A summary and title for each article is presented to speed up curation
Can you filter out the irrelevant articles automatically?	<ul style="list-style-type: none"> No. All articles need to be read through to see if they are relevant 	<ul style="list-style-type: none"> No. All articles need to be read through to see if they are relevant 	<ul style="list-style-type: none"> Negative keywords remove large number of irrelevant

			articles before I see them <ul style="list-style-type: none"> • Duplicates are bucketed together
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6. Frequency and Recency

Depending on what you choose, this will change the way you build your briefings.

Questions	CardCo	ServCo	CoDriveCo
How up to date does your briefing need to be?	<ul style="list-style-type: none"> • Ideally, it would contain the latest info • However, as it is a time-consuming process, we make do with what we can examine • Real-time is not possible with a manual process • Our results are on average 4 days after publication 	<ul style="list-style-type: none"> • Ideally, it would contain the latest info • However, as it is a time-consuming process, we make do with what we can examine • Real-time is not possible with a manual process • Our results are on average a day stale 	<ul style="list-style-type: none"> • A predictable process that delivers results even in real-time.

7. Monitoring Comprehensiveness

You may be able to get away with a partial scan to capture the most important information. Each source that you monitor adds to your workload so drop an existing source for every new one you add. This is not an issue with Gnowit which employs machines to track all sources.

Questions	CardCo	ServCo	CoDriveCo
Does your monitoring need to be exhaustive?	<ul style="list-style-type: none"> • Read through 60 websites each week. Takes around 2 hours • This is sometimes delayed by days due to the onerousness of the task, however we catch most of what we need 	<ul style="list-style-type: none"> • Read through ~ 6 newspapers and 4 other sites daily. Takes around an hour • Due to fatigue (most results are not relevant), we sometimes miss useful updates 	<ul style="list-style-type: none"> • No manual tracking • Gnowit automatically tracks the following: <ul style="list-style-type: none"> • Fed, provincial and territories • 200 municipalities • ~500 Canadian media • Gazettes

		<ul style="list-style-type: none"> Also, there are days when we do not monitor as there are higher priority activities that take precedence 	<ul style="list-style-type: none"> Key agencies ~ 1.2 million documents a day examined automatically. Relevant set of updates are all available on schedule, or when we need to Nothing is missed
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8. Sharing Method

Once you have curated the most actionable set of information from your relevance set, you want to put this into the form of a report that can be shared with key stakeholders. This can be done as a PDF document, or via a dedicated mailing list campaign. Gnowit automated much of this workflow, from the creation of the report to the selection of the audience and frequency.

Questions	CardCo	ServCo	CoDriveCo
What format do the briefings need to be in?	<ul style="list-style-type: none"> A report broken down by key issues. A summary at the beginning of the most relevant articles. An appendix with the remaining articles 	<ul style="list-style-type: none"> A report broken down by key issues. A summary at the beginning of the most relevant articles. An appendix with the remaining articles 	<ul style="list-style-type: none"> Multiple options available; PDF, email, live dashboards. CSV, JSON and XML exports can be used to load internal dashboard applications APIs for additional live analysis Automatic recipient lists emailed direct from platform
Are you emailing a static PDF file or providing a link to a web-based report?	<ul style="list-style-type: none"> PDF document 	<ul style="list-style-type: none"> PDF document 	<ul style="list-style-type: none"> PDF document HTML document Live analytics and finding dashboard APIs JSON, XML, CSV

<p>Can the report be automatically emailed to a recipient list?</p>	<ul style="list-style-type: none"> • No. It is mailed out manually 	<ul style="list-style-type: none"> • No. It is mailed out manually 	<ul style="list-style-type: none"> • Multiple options. An email or document can be effortlessly generated and shared out from the platform. • Can also integrate with leading email automation platforms
<p>Do you want to share read-only access or do you want to provide editing capabilities to certain people?</p>	<ul style="list-style-type: none"> • The PDF is a read-only format 	<ul style="list-style-type: none"> • The PDF is a read-only format 	<ul style="list-style-type: none"> • Primarily read-only. • However, the project filters and sources can be modified on-demand. • Existing reports can be easily reduced and edited

BRIEFING GENERATION VIA GNOWIT

- **What am I monitoring?**

Gnowit provides a list of prepackaged sources that you can select from which automatically monitor Government and media sources. No bookmarked websites to visit.

- **Which issues am I tracking?**

Our team works with you to craft highly accurate and expressive Boolean queries that automatically source relevant documents. These can include specific 'negative' filters to remove common types of irrelevant documents at source, so they never show up in your feed.

- **Which articles or updates should I include?**

Gnowit provides multiple methods for curation, with automations and workflows to make the selection process quite easy. Duplicate are bucketed together automatically, summaries generated, there is no need to manually enter the data into templates, and you can choose or hide articles with a single click.

- **How do I share these reports?**

You can create email and PDF reports intuitively. We also support the export of the articles in CSV, JSON and XML format for longitudinal analysis.

- **When should I do my report generation?**

Whenever you are ready. The data collects for you in the dashboards and is available for you to curate, analyze and share at your convenience.

WORKFLOWS FOR GOVERNMENT INFORMATION MONITORING

Gnowit is an enterprise work management platform that fundamentally changes the way analyst, thought leaders, and government relations teams get work done. Our customers trust Gnowit as the best way to:

- Plan
- Automate Government monitoring and analysis
- Report on issues that impact them

Making good business decisions requires having the right information available at the right time. With Gnowit's vAnalyst, you will have real-time visibility into parliamentary and media discourse to make better decisions and keep your teams and stakeholders informed, without breaking a sweat.

Our comprehensive monitoring sources the information that is most relevant to your business - without the need for technical support or domain expertise.

We provide ongoing systematic collection, analysis, and interpretation of data, tightly integrated with the timely dissemination of report to those responsible for using these insights.

Leverage Gnowit's technology to automate and simplify the government policy management process.

CONCLUSION

My hope for this paper is that you, as a regulatory expert, or someone who carries out Government business development gain insight into how you can predictably track Government information sources, and use the concept outlines to be in the know and master actionable intelligence.

In this paper, I have given three fictitious examples of companies, the first two of which carry out their Government information monitoring manually, while the third uses Gnowit. All three have parallels with actual clients we have worked with in the past.

We are happy to help you to set up your own Government information monitoring process – a trial does not cost you anything, and you benefit from learning how to identify your issues and sources crisply.

This is the business that Gnowit is in, and we pride ourselves in making it easier for our customer to be in the know without need to work to stay on top of newspapers, Government information clearinghouses and reading through hundreds of documents weekly to identify the few that are truly actionable.

I hope you find this document useful.

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ABOUT GNOWIT

We provide real-time tracking of Government information sources, and global media that help our customers to stay in-the-know and be aware of new opportunities and threats. We are the only source of automated monitoring for Canadian Government information.

Is your monitoring comprehensive, reliable, effective and efficient?

Leverage our platform to make it so today!

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