

# State Project No. 737-99-0922

## Statewide Public Service Announcements (PSA) Campaign

### Statewide

1. Will DOTD accept a proposal from a Consortium comprised of two advertising agencies, as long as one of the principals (agency President) maintains the position of single prime consultant? The consortium has maintained a working relationship for over three years.

Yes if they have had at least \$1.5 million in media buys for each of the last three (3) years; is based in Louisiana and one of its members must have been in operation in the state for at least two (2) years.

2. Under Section 1.3

What was the media advertising budget last year and what is the proposed budget for the media buy this year? Will the agency be able to retain the standard 15% agency commission?

Media buy budget was \$500,000 last contract, current RFP is \$800,000. It is up to each agency to decide what commission they will retain but this will be a factor in the evaluation of each consultant.

3. Under Section 1.4

Will the agency “produce” the PSA’s (film, edit, duplicate, etc.) or simply provide storyboards?

The consultant will develop creative, storyboard, film, edit, duplicate and distribute, etc. the PSA>

If the agency is responsible for production has a budget been established for the production (filming, editing, dubbing, distribution, etc.) of the 3 new PSA’s and the dubbing of existing PSA’s?

A maximum of \$50,000 has been allocated for the production, duplication, etc. of **each** PSA.

Please define “media advisory” does this mean simply advising the media of a press Conference or does it mean creating and distributing the press release as well?

The consultant should be prepared to create/distribute press releases and attend any and all press conferences.

Is there a separate budget for Press events? How many press conferences are scheduled for the year? Are they held in various areas of the state or just one event at HQ for each issue?

No budget, the place of press event is unknown at this time.

Does the department utilize VNR’s (Video New Releases) for statewide distribution of issues and if so how many do you plan to issue? Are they included in the budget?

VNR’s are used on a case by case basis. No budget for this.

4. Under 4.2  
You ask for a (cover letter), is this a letter simply saying we will adhere to the “terms and requirements of the RFP” or something more .... Please define.  
A cover letter should be submitted on the Consultant’s official business letterhead explaining the intent of the Consultant.  
When is the “cover letter’ due ... prior to submission of the RFP or included in the RFP document?  
The cover letter should be submitted with the proposal package.
5. Can the agency “negotiate” a single price with the Department for work performed based upon the total budget rather than charging an hourly rate for each element in the various scopes of work? If so, can this price be included in the submitted proposal in lieu of hourly charges for each individual?  
No.
6. Under 6.3  
Will the 5% reduction per invoice retained by DOTD be returned at the end of each “PSA” phase or at the end of the year? What is meant by “completion of the work required”?  
The 5% Retainage will be returned to the consultant when the consult shows that the work has been completed for the 5% retained. The Retainage should be invoiced separately from the regular monthly billing.
7. Who are the individuals that will make up the Selection Committee and their respective titles?  
They are currently being chosen.
8. Will there be a formal, in person presentation of our proposal?  
Yes.
9. Attachment I makes reference to the proposer giving details of working on projects similar in size. Can you clarify what the annual budget will be so we can present our current or past work of similar size?  
See Questions 2 & 3 for answer
10. To support the description of our current and past experience, will you allow us to submit samples of work created for similar project (ie: case studies)?  
Yes
11. Can you clarify the level of involvement in regards to the public relations responsibilities?  
See Question 3 for answer
12. Can you estimate the number of public relations events where proposer will assist on various levels?  
This is unknown but 1 for sure.
13. Who is the current agency that provides the services as outlined in the RFP?  
Graham Group
14. Can you provide a copy of the current marketing plan in place?  
It is a statewide marketing plan in the major TV markets.
15. In section 1.1 “Purpose,” it says contract shall be subject to the availability of funds. What are the funding sources/  
Federal Safety Transfer Funds – Title 23, Chapter 1, Section 154/164.

16. Please provide projected annual budget for the PSA Campaign and what amount, if any, is earmarked for TV production and media placement.  
See Questions 2 & 3 for answer.
17. If no budgets have been allocated, please provide campaign goals such as markets to be penetrated, reach/frequency goals, added-value goals. etc.  
N/A
18. Please provide previous three years spending including contractor's fee, media placement and TV production.  
Previous media placement \$1,300,000.00
19. What areas of marketing and public relations expertise/specialty are currently available with the current in-house DOTD staff?  
We have a public information director and his staff.
20. How many face-to-face meetings are estimated necessary in year with the contractor's PSA Campaign Manger and DOTD Project Manager?  
At a minimum, monthly.
21. Please verify if page 4, objective 3, addresses assistance needed for three separate press conferences for each of the new TV PSAs developed in Objective 1.  
There will be at least 1 press conference.
22. Were the results of the previous Public information efforts evaluated, reported or published?  
No.
23. On page 4, Objective 1 states the need for television production. IS there pre-existing research, written rationale or other reasoning that supports this medium as necessary to achieve the goals of the campaign?  
No.
24. Regarding page 15, #2, section B, can the proposer include samples of prior work with their references of experience?  
Yes
25. Is the Contractor responsible for the management and/04 execution of the TV PSA production?  
Yes
26. Who makes up the DOTD Project Selection Committee?  
See question 7
27. Regarding, page 15, #4, section B, can you provide more information about "requested timeframes" so that the proposed work plan accurately reflects this request?  
This item removed by addendum.
28. Can the proposer offer recommendation on alternative forms of advertising in addition to television PSAs?  
Yes
29. Can the media schedule be flighted over the duration of one year, or can it only run during a six month schedule?  
A minimum of a six month scheduled is required but a one year is acceptable.
30. Regarding the scoring for the price criteria, as the RFP does not request a total price but only consultant's hourly rates, will the score be computed as follows:  
\*\*This item changed by addendum

31. If the above computation is not correct, should proposer's response include an estimated total price for creative and production?  
yes
32. Will there be oral presentations or will the agency be selected strictly on the basis of their proposal?  
This item changed by addendum to allow for oral presentations.
33. Who are the members of the final selection committee and what are their titles?  
See question 7
34. In attachment1, Section 4, b the DOTD asks that the proposer illustrate how project activities shall be performed within the requested timeframes. However, Section 1.4 in the General Information provides that the timeframes are TO BE DETERMINED. Is there a specified timeframe that we should follow in responding to the RFP?  
This item amended by addendum.
35. Attachment II - Price proposal asks for the hourly rate of those assigned to work on the account. Are you also requesting an estimate of the total estimated cost of the project components (total time, materials, etc.)?  
No
36. Examples of DOTD Highway Safety Media.  
<http://www.dotd.la.gov/media/>