



STATE OF TENNESSEE
DEPARTMENT OF COMMERCE AND INSURANCE

**REQUEST FOR PROPOSALS # 33501-223501
AMENDMENT # 1
DEVELOPMENT, PRODUCTION, AND AIRING
SERVICES FOR MONTHLY VIDEO INTERVIEW
SEGMENTS**

DATE: July 2, 2021

RFP # 33501-223501 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		June 9, 2021
2. Disability Accommodation Request Deadline	2:00 p.m.	June 14, 2021
3. Pre-response Conference	10:00 a.m.	June 18, 2021
4. Notice of Intent to Respond Deadline	2:00 p.m.	June 23, 2021
5. Written "Questions & Comments" Deadline	2:00 p.m.	June 28, 2021
6. State Response to Written "Questions & Comments"		July 2, 2021
7. Response Deadline	2:00 p.m.	July 12, 2021
8. State Completion of Technical Response Evaluations		July 19, 2021
9. State Opening & Scoring of Cost Proposals	2:00 p.m.	July 20, 2021
10. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	July 21, 2021
11. End of Open File Period		July 28, 2021
12. State sends contract to Contractor for signature		July 29, 2021
13. Contractor Signature Deadline	2:00 p.m.	August 5, 2021

2. State responses to questions and comments in the table below amend and clarify this RFP.

Any restatement of RFP text in the Question/Comment column shall NOT be construed as a change in the actual wording of the RFP document.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
D.32	11	Does the contractor need to submit insurance details by the July 12, 2021 Response Deadline, or does the contractor only need to submit insurance details if they are chosen for the contract?	The contractor shall provide the State a certificate of insurance (COI) evidencing the coverages and amounts specified in the contract ten (10) business days prior to the Effective Date of the contract and again thirty (30) calendar days before renewal or replacement of coverage.
B.17	21	Can someone who currently works for the state be used as one of the contractor's references?	A state employee cannot be a reference unless an RER for B.17 has been approved
B.13	20	How in-depth should the resumes be for team members who will be working on the project?	A typical business-style resume is sufficient.
B.17	20	Do references need to fill out the forms in their entirety?	Forms should be filled out as completely as possible.
B.17	20	Can I use the same references as previous RFP responses (within the past 6 months)?	New references need to be submitted for the current RFP
B.16	21	In reference to Technical Response B.16. is there a way to pull our companies list of contracts active and completed by our Edison ID?	It is up to the applicant to collect and provide all requested information.
		If I can provide a sole source letter does that omit any requirements for the response to this RFP?	No
A.3	2	Is it required that all distressed counties see your PSA videos on true "Live Television"? (to meet your 75k impressions on TV per month requirement). Your distressed counties cover all three grand divisions of Tennessee and they cover 5 different "DMA"s which would require 5 different TV stations to air these PSA's, which could be somewhat cost prohibitive with your overall/monthly budget since you are also requiring streaming impressions and Social media impressions (which are much easier to target specific counties and can all be done by one company/station/vendor).	All distressed counties listed must be targeted; however, it is not required they all be reached via "live television." The segments may be targeted via live television, connected TVs, social media, or any combination of these three delivery mediums.

RFP SECTION	PAGE #	QUESTION / COMMENT	STATE RESPONSE
1.1	1	Confirming that your entire budget/awarded bid for this project is 40k-50k maximum?	Yes, the maximum budget for this project is \$50,000.
A.9	2, Pro Forma Contract	Is it of interest to see more impressions for the same budget above than the required minimum of 75k impressions on TV, 75k impressions on OTT & 40k impressions on social?	The program welcomes any/all impression estimates above 75,000; however, the deliverable must be a guaranteed minimum of 75,000 impressions.
A.9	2, Pro Forma Contract	Confirming that you want the PSA's and budget to be spread evenly over 6 months, no more or no less?	It is acceptable if the budget and impressions vary from month-to-month so long as the guaranteed minimum impressions are delivered.
2.1	5	When do you ideally want this campaign to begin and end?	There is not a required start date. Since the signature date for this RFP is due by July 29, ideally the program should begin filming on/by Sept. 1, 2021.
		What is your Audience/Demographic? Households or something more specific?	As these program segments are more PSA/educational in nature, the main targeted demographic is broad: Tennesseans aged 18-65. And as the content may vary from segment to segment, the program is open to more targeted demographic recommendations if it would result in higher impression/engagement rates. Regarding households, it is required that the listed Economically Distressed Counties are targeted/reached.
A.3	1, Pro Forma Contract	Would you be open to 4x 2-minute segments instead of 90 seconds? 2 minutes are easier to air on TV.	No, the program's preference is six :90 segments.
A.5	1, 2, Pro Forma Contract	What will the creative messaging be centered around/what are the topics for these PSA's?	These segments will focus on financial education with an investing emphasis. All should be positioned as open-ended/conversation starters that provides the subject

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			matter expert and/or interviewer the opportunity to share content and engage with the interviewees.
6.2	17	Do we need concepts for all video content prepared as part of our response to this RFP or will that begin once you chose the vendor for this RFP?	The final content concepts will be produced in partnership with the program's subject matter expert; however, to showcase your station's abilities, we do recommend at least a rough draft of a content example or mock-up. Additionally, any examples of current and/or past similar types of segments and/or materials are greatly encouraged to be included.
A.4	1, Pro Forma Contract	Confirming we can shoot/produce all content at once?	No, the program preference is to shoot a maximum of 2-3 at a time.
A.11	2, Pro Forma Contract	In reference to the 40k impressions per month on social media platforms, are these impressions to be native impressions (content posted on socials) or paid social content (sponsored paid content) and will this be done through the department's social media account?	It can be native, paid, or a combination of both so long as the minimum impression amount is achieved. The program does not require posting through its departmental account and would prefer it be posted natively on/from the station's media page(s).

3. **RFP Amendment Effective Date.** The revisions set forth herein shall be effective upon release. All other terms and conditions of this RFP not expressly amended herein shall remain in full force and effect.