



May 22, 2009

Addendum # 1
RFQ 031-09
Media Campaign: Hispanic and Latino Outreach

Dear Sir or Madam,

REMOVE PAGES: 16 and 17 (05/14/09)

ADD PAGES: 16 and 17 (05/22/09)

Please add the new pages to your copy of the Invitation to Bid, and remove the earlier version of the same pages issued prior to this Addendum # 1 as of May 22, 2009.

**NOTE: Addendum # 1 must be signed and returned with your proposal.
Failure to do so will cause your proposal to be deemed non-responsive.**

This addendum is in response to questions received on RFP 031-09, Media Campaign: Hispanic and Latino Community Outreach. The subject Request for Proposal is amended as follows:

Questions received from MGS Communications

1.) Are you expecting creative concepts?

Answer to Question 1

Proposals should focus on the message of the campaign to educate the public on the types of safety restraints required by law and their proper use. The vendor's ability to creatively convey this message will be evaluated. Please refer to Section 5.3, RFP Rating Methodology.

2.) How long do you foresee the video to be (30, 60 seconds, other length)?

Answer to Question 2

The video, no audio, is required to include all actions listed under Section 3.2, Scope of Work and we expect the edited length to be between 3 – 5 minutes.



- 3.) What is the media vehicle through which the video will be shown (cable, closed circuit, and regular channels)?

Answer to Question 3

We will broadcast the video in our offices through a closed circuit network and the awarded vendor will broadcast on television with the "earned media" interviews

- 4.) We understand communications need to educate people on proper usage of seat belts and child restraints. Does the message also need to convey fatality and accident prevention or laws/penalties that pertain to this issue?

Answer to Question 4

No, only those issues specifically addressed in the RFP are to be included.

Questions received from Brunet Garcia Multicultural Advertising

- 5.) Will Florida DHSMV provide child seats and safety equipment for the b-roll video?

Answer to Question 5

Yes, DHSMV will provide the child safety seats. Vehicle provided by vendor must have standard seatbelts.

- 6.) What is the required format for the b-roll video files?

Answer to Question 6

Format must be DVD.

- 7.) Is there a time restriction for the length of each of the b-roll clips?

Answer to Question 7

Please see the answer provided under Question 2.

- 8.) Is sound and/or voice-over required for the b-roll video?

Answer to Question 8

No, only video is required.

- 9.) Where do you intend to use the video in addition to any media shows that the vendor may secure?

Answer to Question 9

Please see the answer provided with Question 3.



- 10.) What are the on-screen talent specifications for the video and radio spots (any additional requirements besides those articulated on page 16 of the RFP)?

Answer to Question 10

The talent for the radio announcement should speak Spanish accurately and fluently.

- 11.) Please confirm that you are considering the radio spots to be placed by the vendor as PSA's rather than part of a paid media campaign?

Answer to Question 11

The cost for placement must be included as part of the vendor's proposal. Radio broadcasts the vendor can secure for no cost should also be included in their proposal.

- 12.) Do responders need to submit a proposed media plan (radio spots and interviews) as part of their response?

Answer to Question 12

Yes, an explanation as to the length of flight and minimum number of spots and interviews must be included in the technical proposal. Please refer to Section 3.2, Scope of Work and Section 3.3 Technical Requirements.

- 13.) Is there a required minimum number of spot placements needed?

Answer to Question 13

No, but the quantity of placements will be a factor in evaluating the proposals

- 14.) Please confirm that the RFP response format should follow the organization of the evaluation criteria?

Answer to Question 14

Please refer to Section 4.0, Preparing Proposals; Section 4.8, Proposal Format details the organization of the proposal response.

- 15.) Are there printing specifications that need to be followed for the brochure design?

Answer to Question 15

The final product must be a PDF file. The printing will be done by DHSMV's print shop.

End of Question and Answers

Electra Theodorides-Bustle
Executive Director

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Charlie Crist
Governor

Bill McCollum
Attorney General

Alex Sink
Chief Financial Officer

Charles H. Bronson
Commissioner of Agriculture

All other dates and terms and conditions remain the same in this Invitation to Bid.

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Any notice of protest or protest to this solicitation which was filed prior to this notice is null and void.

Sincerely,

Stacy Arias, Chief
Bureau of Purchasing and Contracts

Complete and Sign below:

Authorized Signature: _____

Printed Name, Title: _____

Firm: _____

Date: _____

Failure to return this addendum signed with your bid response will cause your bid to be considered non-responsive.

3.0 SCOPE OF WORK

3.1 OBJECTIVES: The purpose of the Hispanic and Latino Community Outreach Media Campaign is to promote passenger safety through the proper use of seat belts, infant seats, child safety seats and booster seats. The Department intends to educate the public on the types of safety restraints required by law and their proper use through this media campaign.

The target audience is Hispanic and Latino families in both rural and urban areas of Florida. Counties to be the primary focus must include Miami Dade, Broward, Hendry, Hardee, Osceola, DeSoto, Collier, Okeechobee and Hillsborough.

The Department of Highway Safety and Motor Vehicles intends for the scope and requirements of the media campaign to reinforce the guidelines of the National Highway Traffic Safety Administration.

3.2 SCOPE OF WORK: DHSMV is seeking through grant funding, a vendor who will provide the following services related to the promotion of passenger restraint safety through the use of seat belts, child safety seats and booster seats.

A. Radio Announcement

Vendor will produce a radio announcement in Spanish, 30 seconds in length, and arrange for its broadcast over radio stations in multiple counties (refer to Section 3.1) to reach our target audience of Hispanic and Latino families in both rural and urban areas of Florida. The theme of "Buckle Up, Everyone, Every Time!" / "¡Todo el mundo debe abrocharse todo el tiempo!" must be incorporated into the radio announcement. Announcements must air between the hours of 6 a.m. and 8 p.m. Vendor will indicate their ability to provide coverage in focused counties and the number of times announcement will be aired. The talent for the radio announcement must speak Spanish accurately and fluently.

Contract Manager must approve script and recording prior to release.

B. Video Production

Vendor will produce a "b-roll" video of proper installation and use of child safety seats, booster seats and seatbelts. DHSMV will provide the installation technician. Vendor must provide actors, Hispanic children (baby, young child, pre-teen and teen) and adult. Vendor will provide vehicle for demonstration. Vehicle will be a 4-door family vehicle or small passenger van in good condition no more than four years old. Vehicle must have standard seatbelts.

The video will demonstrate:

- 1.) Installation of infant seat in vehicle.
- 2.) Installation of child safety seat in vehicle.
- 3.) Installation of booster seat in vehicle.
- 4.) Individuals being properly restrained in each type of device (infant seat, child safety seat, booster seat and seat belt) in the vehicle.

Contract Manager must approve script prior to production and edited version prior to payment.

Final edited version will be in DVD format.

C. "Earned Media" Interviews

Vendor will schedule and coordinate both radio and TV "earned media" interviews with Hispanic broadcast stations. DHSMV will provide interviewee(s) and content that can be used for developing interview questions. Spanish language interviews are required. Interviews must air between the hours of 6 a.m. and 8 p.m. Vendor will indicate the quantity of interviews they can provide and identify the areas of Florida that interviews will air.

D. Poster Design

Vendor will create a full-color camera ready poster design. Poster size will be 11" x 14" and will be in both Spanish and English. DHSMV will provide the poster concept which includes photos of Hispanic children (baby, young child, older child and teen) and adults using passenger restraints correctly. Vendor must provide photos.

DHSMV will coordinate the printing and dissemination of brochure.

Contract Manager must approve design and format of poster prior to payment.

E. Brochure Design

Vendor will create full-color camera-ready bi-lingual brochures with photos explaining child safety seat, booster seat and seat belt usage. Brochure will be 2-sided tri-fold. Brochure will incorporate the theme of "Buckle Up, Everyone, Every Time!" / "¡Todo el mundo debe abrocharse todo el tiempo!". DHSMV will coordinate the printing and dissemination of the brochure. Final version must be in PDF format.

Contract Manager must approve design and format of brochure prior to payment.

3.3 TECHNICAL REQUIREMENTS:

- A. Timeline:** Work must begin within seven (7) days of award after the receipt of the Direct Order. The project must be completed and final invoice received by September 18, 2009.

Vendor must include a detailed timeline of all requirements of the Scope of Work with their technical proposal.

- B. Ownership of Materials:** Any script, graphic, photograph, audio recording, video recording, other artwork or printed material created as a result of this campaign becomes the property of DHSMV. Upon completion of the project all artwork, recordings, photos, camera ready printed material and release forms must be delivered to the contract manager prior to final payment. Proposals with language to the contrary will not be accepted.

- C. Work Samples:** Vendors responding to RFP 031-09 must submit one original and three (3) identical samples as listed below:

- 1.) Two (2) audio recordings designed for radio advertisements in MP3 or CD format.
The sample must be in Spanish.
- 2.) Two (2) pamphlets designed to communicate with the Hispanic or Latino Community.
Samples may be in Spanish, English or both.
- 3.) Two (2) full color posters (minimum size 11" x 14") targeting the Hispanic or Latino Community.
Samples may be in Spanish, English or both.
- 4.) Two (2) professionally produced videotaped segments of informational or educational programming intended for the Hispanic or Latino Community. Format must be DVD or VHS.

Proposals submitted without all required samples will be found non-responsive.