



STATE OF TENNESSEE
DEPARTMENT OF COMMERCE AND INSURANCE

**REQUEST FOR PROPOSALS # 33501-223508
AMENDMENT # 1
FOR DEVELOPMENT, PRODUCTION, AND AIRING
SERVICES FOR MONTHLY VIDEO INTERVIEW
SEGMENTS**

DATE: AUGUST 15, 2022

RFP # 32101-2022-3 IS AMENDED AS FOLLOWS:

1. This RFP Schedule of Events updates and confirms scheduled RFP dates. Any event, time, or date containing revised or new text is highlighted.

EVENT	TIME (central time zone)	DATE
1. RFP Issued		July 20, 2022
2. Disability Accommodation Request Deadline	2:00 p.m.	July 25, 2022
3. Pre-response Conference	1:30 p.m.	July 27, 2022
4. Notice of Intent to Respond Deadline	2:00 p.m.	July 29, 2022
5. Written "Questions & Comments" Deadline	2:00 p.m.	August 3, 2022
6. State Response to Written "Questions & Comments"		August 15, 2022
7. Response Deadline	2:00 p.m.	August 22, 2022
8. State Completion of Technical Response Evaluations		September 1, 2022
9. State Opening & Scoring of Cost Proposals	2:00 p.m.	September 2, 2022
10. Negotiations	4:30 p.m.	September 6-9, 2022
11. State Notice of Intent to Award Released <u>and</u> RFP Files Opened for Public Inspection	2:00 p.m.	September 14, 2022
12. End of Open File Period		September 21, 2022
13. State sends contract to Contractor for signature		September 23, 2022
14. Contractor Signature Deadline	2:00 p.m.	September 26, 2022

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
		1 Whether companies from Outside USA can apply for this? (like, from India or Canada)	Any RFP respondents must have the ability to film and produce on-site.
		2 Whether we need to come over there for meetings?	In-person meetings are not required. Zoom, Teams, WebEx, etc. are all acceptable. However, all filming and production must be on-site.
		3 Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)	Any RFP respondents must have the ability to film and produce on-site.
		4 Can we submit the proposals via email?	Per RFP Section 3.2. Response Delivery, yes, there is an option to submit via email, and email responses are preferred.
		5 What is the brand name of the current-or just expired-program on which this RFP is based?	The name of the previous program was 'Common Cents'. The naming rights to this program are owned by the current contract holder and will need to be changed in the event a new respondent is awarded the contract.
		6 On what broadcast networks throughout the state has it appeared?	WTVF, Channel 5.
		7 How many years has the program been airing on those networks?	TDCI has participated in this program for one year (2021).
		8 What is the goal of this campaign for the state beyond impression delivery? (i.e., increased voter turnout?, reduction in the number of drug overdoses?, health education?)	Increased awareness of the TN Securities Division and the products and services it offers to Tennesseans as well as increased knowledge of a variety of financial and securities-related topics.
		9 Has the State worked with other companies to create video segments like the kind described in the RFP? If so, may we see some as examples?	Yes, please see link with examples. https://www.youtube.com/playlist?list=PLWgvob0pqnhz9IOXQOrJvVAe0AheBgx
		10 I see that you are looking for "man on the street," question-and-answer style interviews that include members of the public and a subject matter expert." What subjects will the interviews be about exactly?	Financial education topics regarding how to begin investing, how important it is to invest, how to avoid financial and securities-related fraud. See response to question 9 for previous examples.
Proforma Contract Section A.9.	39	11 What is the demographic target(s) for the Broadcast television schedule? In other words, are the 75,000 impressions Household impressions only, or are they a specific demo (i.e., Adults 25-54)?	There is not a specific demographic requirement as the desired messaging applies to a variety of demographic groups.
Proforma Contract Section A.9.	39	12 Historically, what time periods did the :90 and :30 segments air?	Mornings, afternoons, and weekends.

Proforma Contract Section A.9.	39	13	In what type of programming did they air?	Regular broadcast, OTT (over-the-top) targeted streaming, targeted social media posts, pre-roll video streaming, and special broadcast show segments.
Proforma Contract Section A.9.	39	14	Is the 75,000 monthly impression goal for one DMA only? (i.e., Nashville/Middle Tennessee is one DMA, Knoxville/Eastern TN is another DMA, etc.)?	No, this may include more than one DMA as our audience is all Tennesseans.
Proforma Contract Section A.9.	39	15	What percentage of the broadcast TV impressions were delivered as :90's and what percentage were :30's?	There are not exact percentages, but it is approximately a 50/50 split.
Proforma Contract Section A.9.	39	16	Historically, how many spots per month aired (total of :30's and :90s)?	Two spots (:90 and :30 versions each) aired every other month.
Proforma Contract Section A.10	39	17	What is the demographic target(s) for the OTT platform? (i.e., age range, income level, etc.)	See response to question 11.
Proforma Contract Section A.10	39	18	Historically, did the non-skippable OTT schedule air both :30's and :90's or only :30's?	The majority of the non-skippable OTT segments were the :30 version.
Proforma Contract Section A.7. & A.10.	39	19	Is the monthly 75,000 OTT impression goal a total across all "Economically Distressed Counties"?	No, that is a total impression goal for all markets.
Proforma Contract Section A.11.	39	20	What is the demographic target(s) for the Social Media Platforms	See response to question 11.
Proforma Contract Section A.11.	39	21	Historically, which social media platforms were used?	Facebook was used for targeted social posts that focused on the economically distressed counties. But other platforms are welcome if the RFP respondent believes that they have better success utilizing those platforms.
Proforma Contract Section A.11.	39	22	Is the monthly social media impression goal of 40,000 across all geographic areas as listed in A.7?	No, it is total impressions for all markets.
		23	Do all the interviews have to take place in Nashville or are there offices/people elsewhere who can be filmed?	Filming locations are decided jointly (between the program and the contract awardee) and are based on a variety of factors such as filming permission, foot traffic, etc.; however, they must be in/around the Nashville DMA.
		24	Can we use paid talent if the spots can be filmed elsewhere?	No. The program will be providing the subject matter expert(s).
		25	Can all of the spots be filmed over the same (say 2-day) period and then rolled out one per month?	Spots may be filmed in batches, but all spots may not be filmed at the same time due to time constraints, schedules, etc.
		26	The budget is an annual budget and the campaign a "monthly interview segment" yet you are only requesting 10 spots - is that because some months you don't want to run or are the first two months allowed for creative production?	Correct. The request is written this way based on previous experience of creative direction, scheduling, time commitments, location requirements, etc. when it comes to filming and prep. This request provides the program and the contract awardee time to plan creative, decide on locations, and create fresh content for an every other month schedule without being held to a monthly production requirement.

		27	Who is the audience for the series (demographics)? I believe we only have counties and "depressed."	See response to question 11.
		28	What is the product or service we're advocating?	See response to question 8.
		29	Will the interview style have to show the interviewer?	Yes.
RFP Items B.12., B.13. & B..14.	22	30	Do B.12 and B.13 only refer to the primary contractor since B.14 refers to subcontractors? We consider our subcontractors part of our team and would normally list them there.	Item B.12. & B.13. should identify only the primary contractor proposed project team. Item B.14. is specific to subcontractor and each item should be responded to appropriately.
RFP Item C.2.	26	31	Section C.2 refers to the State's project objectives and goals, but only media goals are outlined in the RFP. What are the goals of the campaign in terms of what we want the target audience to do or how we want them to respond?	See response to question 8.
RFP Item C.4.	26	32	Can you explain C.4 further? If we can partner with one station to deliver above and beyond is that not enough?	It is acceptable for the RFP respondents to show any and all ways they can deliver the required minimum results. There is not a specific qualification on how those results are delivered; so long as it can be demonstrated that the economically distressed counties can be reached/targeted and the minimum required impressions delivered
RFP Item C.11.	27	33	In reference to C.11, will the state not provide the subject matter expert?	Yes, TDCI will provide a subject matter expert. Please demonstrate how that subject matter expert may be used to reach the goals and impressions requested.
		34	Do we have to use state employees, or can we hire actors?	See response to question 24. If the contract awardee wishes to hire actors to be the layperson(s) interviewed they are welcome to hire an actor. However, there is no additional budget if the awardee elects to hire actors. Finally, the subject matter expert will always be provided by the State.
		35	In the cost proposal, the third item says impressions and doesn't list CTV, but you're looking for total media placement cost here, correct?	That is correct.
		36	Are these interviews with pre-selected individuals filmed on the street, or are we supposed to film people on the streets of these counties?	See response to question 23.
		37	If we interview random people on the street, do we need them to sign anything for their face to be shown on TV?	This is a question that should be handled by the RFP award recipient's legal department.
		38	What does the State hope for when scheduling production? Are they wanting this to be shot all at once as fast as possible, or a few counties at a time?	See response to question 25.
		39	What are the final deliverables supposed to be?	The final deliverables will be ten (10) thirty second (:30) spots and ten (10) ninety second spots (:90) in accordance with the criteria laid out in the solicitation.

		40 Who will be doing the scripting for a) the interviews and b) for the final deliverables?	Scripting and creative may be provided by the contract awardee, final approval for creative direction and feedback will come from the TDCI program team.
		41 Will we be responsible for conducting the interviews (aka field producer) or will a state rep be on-set?	See response 24. A subject matter expert that has been approved by TDCI will be provided.
		42 Will all interviews be conducted in a given timeframe or sporadically throughout the year.	See response to question 25.
		43 Is there pre-existing b-roll that we will have access to or will we be filming all new b-roll?	Any filmed footage will be a new project; no previous footage will be provided.
		44 The RFP mentions boosted social posts. What accounts (social media, youtube) will the campaign utilize?	See response to question 21.
		45 Does the \$95k include all ad spend? Guaranteed impressions will surely take up a hefty portion, especially with parameters set.	Yes, this amount includes the total cost of the full program including delivery and broadcast. However, impressions may be achieved via a combination of (TDCI approved) media delivery tactics.

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.