

REQUEST FOR PROPOSALS
FREQUENTLY ASKED QUESTIONS

**RFP: VIDEO PRODUCTION - USING EVIDENCE-INFORMED
INTERVENTIONS TO IMPROVE
HEALTH OUTCOMES AMONG PEOPLE LIVING WITH HIV**

1. What is the overall budget? Should all travel expenses be listed separately? Is the budget broken down and will it be allocated in phases? (e.g. concepting, scripting, pre-production, production, and post-production) What are your payment terms?

The project has a maximum budget of \$500,000. Please include all expected travel costs, per diems, etc. in the proposal. Funding will be provided as work is completed. During contract negotiations, an initial deposit for supporting up-front costs can be discussed.

2. Can we have until close of business on Thursday, February 7th to submit a proposal?

We have extended the deadline to Thursday, February 7th.

3. What is the timeline for selecting a vendor and project commencement?

Vendor selections and project commencement will be mid- to late February.

4. Is the delivery date of July 1st flexible? Do all videos have to be delivered at one time?

There is no flexibility. ALL videos must be completed by the delivery date.

5. How long would the review process take from the focus group back to us? And how much time do you anticipate needing between receiving a cut or script and sending back revisions and notes?

We will no longer be conducting a focus group. Please allow for one week for us to review and respond with notes.

6. What do you mean by 'interviews with actors' for the training videos?
Will the narrative videos require actors as well? Roughly how many actors in total do you estimate?

Actors will be portraying client/patient testimonials and experiences after completing the intervention. Some parts, mainly the narrative videos, will be 'sit-down interviews.'

The number of actors will depend on the intervention. Some will only require 1 actor portraying a patient, whereas other interventions will need 3-4 as they are group interventions. We anticipate that the practitioners and interventionists will be actual practitioners from the sites.

7. Do we have the option to shoot in 1-3 key locations for the 12 training videos only? How many videos in total will be the final product?

The narrative videos must be filmed at *each* of our 26 sites, totaling 26 unique videos. Whereas, the training videos will represent each of our 11 interventions. One intervention will have 2 accompanying videos (highlighting the mobile and clinical based intervention) totaling 12 videos. The training videos can be filmed in a local/key location.

8. What are your top three criteria for choosing a vendor?

Their ability to complete work well, in a timely fashion, and within budget.

9. The RFP mentions the target audience languages will be in English, and in Spanish for two of the sites in Puerto Rico. Does this mean that the video footage for Puerto Rico will be filmed in two separate ways (English and Spanish) or that in post-production, the videos will be created in both languages using voice over or dubbing? Does this only relate to the narrative videos or will the training videos also need to be available in Spanish as well?

The videos filmed in Puerto Rico will be filmed in Spanish and will have English subtitles.

10. Is it critical to have previous experience with your target audience?

No, it is helpful, but not required.

11. Is the vendor responsible for developing all video creative and concepts?

Yes

12. Are your brand guidelines available to us? Would we be responsible for developing the branding and graphics package for the videos?

Yes

13. Will there be illustrations/animations in the videos?

There could be, however not necessary.

14. We would like some clarification about the nature of the training videos.

Is there a specific look or format that has been thought about for these?

There will be a uniformity between all videos.

15. Please define the script writing process; it is not clear in the RFP.

The production company will work closely with our Curriculum Team, each specific site, and the Implementing Interventionists to construct the scripts.

16. Is there significance to the pre-determination of the video lengths (5-8 minute narrative videos and 10-15 minute training videos)? How do you know in advance they will/should all be that length? Is there flexibility in video length beyond the ranges cited?

The training videos will be video components to our Toolkits, explaining the implementation of these interventions will take longer than the narrative videos. These times are estimates; the final product may differ than the estimates.