

PHWB Video Production RFP Questions and Answers.

1. Can you describe a couple of examples of what the content will be for some of the videos?

Videos will cover topics such as: One Stop services, using the Employ Florida Market Place, how to apply for various types of assistance and programs, resume writing, how to interview, and other topics.

2. Videos are described as "instructional and outreach". Does this mean any of the final products are intended for broadcast or cable television air time?

There may be one or two of the short Videos that would be broadcast. The majority will be available 24/7 on our website and You Tube channel for access by members of the community.

3. Will final products be delivered as DVDs? If so, how many copies of each individual video can you anticipate?

The final Product will be HD-H.264/MPEG-4 with HD Standards with 2 DVD copies.

4. Will shooting be required to happen within Pasco and Hernando Counties?

No, although some on-site video within the One-Stops will be needed.

5. Do you anticipate scripts with special effects/ visual effects requirements?

No but some basic things to keep the presentations interesting are requested.

6. Will any of the productions require on camera spokespersons/presenters?

Yes, respondents should anticipate approximately 5 days of production with an on camera spokesperson and 3 days for up to 2 extras.

7. How will deadlines for each production be determined?

Deadlines will be determined in conjunction with the selected video production contractor and will be based upon reasonable timeline estimates agreed upon by both parties.

8. Over what time period do you anticipate this work to be performed?

Between April 2013 and December 2013.

9. Do you have a desired 100% complete target date?

April 2014.

10. Does the content need to be backed up externally and stored by the selected production company?

No, the PHWB will retain and secure all content once completed.

11. Will the PHWB provide the script and story boards?

The PHWB will provide a rough script to be modified as needed with the assistance of the production company. Production company staff will be expected to provide ideas and story boards related to the visual flow of the projects. The selected production company will be expected to work closely with the PHWB team who will retain creative control over the project.

12. What is the anticipated ratio of informative to education based video content?

The PHWB expects the ratio to be about 50% informative, and 50% education and training content.

13. Because the final videos will be delivered online, we wonder if you would be agreeable to having us submit our samples online rather than as a DVD.

Content can be delivered online, via DVD, or other removable storage device. However, the PHWB will not be held responsible if media submitted in alternant formats is not able to be judged due to non- compatibility or accessibility by our computers at the time of viewing.

14. Samples of the type you are requesting are difficult to string together in a custom way that is limited to 15-minutes. For example, we would like to be able to refer you to an online training program we produced, but since it's an interactive video, it's not possible to fit that into your sample specifications. May we ask that your sample requirement be revised to allow for greater flexibility and a little less standardization between proposers?

The PHWB recognizes that the sample request may be comprised of short segments of any number of various projects and project types and that they do not represent the entirety of the work product shown. For the sake of the review panel and time constraints all samples must be limited to 15 minutes. There is no limitation on the types of projects included in the Digital Marketing Portfolio.

15. In the research you did as you prepared your project, did you see a video approach that you would like to emulate? If so, may we ask that you either share a link to it or describe it in more detail?

There is no specific informative or educational video approach the PHWB would like to emulate. We are open to all creative approaches and look forward to creative and engaging ideas in the RFP responses.