RFP QUESTIONS AND ANSWERS

<table>
<thead>
<tr>
<th>RFP Q&amp;A Number:</th>
<th>719190-RFP-03 Q and A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Title:</td>
<td>National Center on Early Childhood Health and Wellness Videographer</td>
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<tr>
<td>Application Deadline 11:59 pm CST:</td>
<td>March 23, 2020</td>
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<tr>
<td>Proposals must be emailed to:</td>
<td><a href="mailto:719rfp@aap.org">719rfp@aap.org</a></td>
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<tr>
<td>Questions about this RFP must be submitted to the application email address above and will be accepted until:</td>
<td>March 10, 2020</td>
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<tr>
<td>Responses to questions will post on:</td>
<td>March 16, 2020</td>
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</tbody>
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QUESTIONS AND ANSWERS

Question 1: Since I would be traveling from Delaware to Itasca, travel expenses would be “as incurred” and documented thoroughly for the project. Should I include estimated travel expenses as part of the proposal?
Answer 1: Travel will be supported by the National Center; travel expense can be stated in an additional note separated from the proposal.

Question 2: Will the production occur in one block of time in Itasca? Or will access to on-camera content experts require more than one trip to AAP headquarters? Will the early learning environment B-roll also be acquired near Itasca during the content expert production window?
Answer 2: Production of on-camera content experts is expected to take place over a 2-day period. Early learning environment B-roll will take place at a different date. We will cover additional travel as needed in the Chicagoland area or locating a Headstart in your local area.

Question 3: Is the acquisition and delivery format HD (1920x1080) or 4K (3840x2160)?
Answer 3: Video Submissions Specs -
Aspect ratio - 4:3 Letterbox (VGA), 16:9 Widescreen (WXGA)
Audio Channels - 16 or 24 bit Stereo
Audio Sampling Rate - 44.1kHz, 48 kHz, or 96.0 kHz
Color - Standard Definition (Rec. 601) High Definition (Rec. 709)
Color depth - 8 bit / 4:2:2 sampling or 4:2:0 sampling
Standard Definition = Main Concept AVC/H.264 compression @ 8 Mb/s (Min) to 15 Mb/s (Max) [vbr / variable bit rate encoding]
Compression - High Definition = Main Concept AVC/H.264 compression @ 16 Mb/s (Min) to 30 Mb/s (Max) [vbr / variable bit rate encoding]
Compression codecs - H.264
Format - Digital TV/HDTV
Frame rate - 30p (29.97) fps DF (Drop-Frame)
Output resolution - Standard Definition (640X480) 480p, High Definition (1280X720) 720p
Output video (format) - .MP4, .MOV
Quality - Master quality
Stereo - 44.1khz - 96.0 khz
Web Conferencing Submissions
Compression - H.264 @ 300 Kb/s - 1.5 Mb/s
Frame rate - 12 fps – 30 fps (29.97)
Output resolution - 800x600 or 1024x768 for 4:3 ratio display screens, and 1280x720 for 16:9 widescreen display screens
Output video (format) - .MP4
Audio Channels - 60 K/bs - 320 Kb/s (Stereo)
Recording Exceptions - .WMV formatted files are only acceptable if they cannot be converted to a .mp4 or .mov file. They must be pure .WMV files; no proprietary codecs will be approved.
All videos recorded in this format must be trimmed to remove long periods of silence when attendees are waiting for a speaker to begin. We allow a maximum of three seconds for silence during the intro and three seconds during the outro for all videos submitted in this format.

Question 4: Does the teleprompter request require a setup with a prompter operator? That configuration rents for about $625 a day in the Chicago area. I use an iphone-based system mounted on the camera and controlled by the speaker. Is that sufficient for this project?
Answer 4: The use of an iphone-based system is sufficient for this project. We also have a video producer and editor on staff that can be consulted to determine if a prompter operator is needed at a later date.