



## RFP QUESTIONS AND ANSWERS

RFP Q&A Number:	FCF0054-RFP-02 (multimedia)
Project Title:	Communications consultant to curate and create a multimedia report on experiences of children and pediatricians during COVID-19 pandemic.
Application Deadline 11:59 pm CST:	May 22, 2023
Proposals must be emailed to:	dgalarde@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	
Responses to questions will post on:	May 17, 2023

### QUESTIONS AND ANSWERS

Q1: What platform do you have in mind for the interactive report? Or are you open to recommendations for a platform?

A1: The report will be published on AAP.org.

Q2: What is the expected length of weekly meetings and who would be in attendance? Is this the group that will assist with the dissemination of the report?

A2: Meetings will be 30-60 minutes depending on length of agenda. They will include members of the public affairs team that will lead dissemination activities.

Q3: Is the entire engagement able to be completed virtually?

A3: Yes, this project can be completed virtually.

Q4: Is the presentation of the report to be completed in person or virtual? If in person where would this presentation take place?

A4. A virtual presentation is feasible. There is no travel budget anticipated.

Q5: What is the budget or budget cap for this project?

a) Lastly, if you have any indication of budget, that would be very helpful. The cost of development of multimedia products can vary greatly.

A5: AAP has a total, firm budget of \$150,000 for both projects. Both can be found here:

<https://www.aap.org/en/about-the-aap/rfp-opportunities/> The individual budget caps will depend on the proposals we receive, however it is estimated the multimedia project will cost around \$130,000. We suggest applicants submit a scope of work that fits within that budget parameter.

Q6: What CMS does aap.org use?

A6: AAP uses Optimizely (formerly known as EpiServer).

Q7: Who is the intended audience for the multi-media report?

A7: AAP members, public health advocates, partner organizations, news media, policy-makers and other AAP audiences.

Q8: Item e. mentions existing or new video content to be created budget-permitting: Can AAP please provide the number of existing video assets

A8: An inventory of assets is being developed by the AAP at this time and will be shared with the consultant upon award. A sampling of these assets can be found at [aap.org/en/pages/2019-novel-coronavirus-covid-19-infections/](http://aap.org/en/pages/2019-novel-coronavirus-covid-19-infections/)

Q9: Item d. How many interviews would AAP anticipate?

A9: It is anticipated the consultant would complete 5-10 interviews.

Q10: Are the interviews substantially different than those for the manuscript?

A10: Interviews for the multimedia report may be in video or audio format or may explore themes other than those that will be used in the manuscript, as dictated by the project outline submitted at the beginning of the project. However, it is AAP's intention that the consultants on the two projects share content as it is developed to improve synergy and reduce duplicative work.

Q11: How much existing content will need to be reviewed and/or added to the aap.org microsite?

A11: AAP will provide a list of assets including blog posts, social media, videos and other content.

Q12: Under Review reports on the COVID-19 pandemic: How is the narrative analysis different from the manuscript in FCF0054-RFP-01 ?

A12: It is anticipated the narrative will be more concise and use storytelling elements that may not be in the more academic, policy-oriented manuscript.

Q13: Will the consultant be responsible for the site build? or mockups only?

A13: AAP will build the site. Consultant is responsible for providing the content.

Q14: Please clarify the statement "Final report synthesizing narrative report with multimedia elements."

a) By presentation of report, does AAP mean the multimedia report as a web page?

b) Or would AAP like a stand-alone PDF to be designed and posted separately?

A14: The consultant will provide a report that includes a written narrative and multimedia elements in a format that AAP can use to build the web page. For example, it may consist of a document with text accompanied by multimedia files that are mapped to a website content architecture recommended by the consultant to fit within existing AAP.org site design.

Q15: Does this include the manuscript in FCF0054-RFP-01?

A15: Not necessarily. Ultimately the manuscript may be linked to from the multimedia web page as one resource.

Q16: Is this contract Time and Materials or Fixed Price?

A16: fixed price

Q17: Would you be willing to accept the pricing bid form in Excel format?

A17: Yes

Q18: Will we be conducting new source interviews for these projects or using existing documentation and reports? The RFP indicates that we will be doing both, we just wanted to confirm that.

A18: Yes, both this project will use existing content as well as new source interviews.

Q19: If we are conducting source interviews, will we be identifying these experts, patients and others myself or will they be provided by the AAP?

A19: AAP will assist in identifying pediatricians and other experts to be featured in interviews.

Q20: For new original multimedia, will pediatricians be made available for video or audio work?

A20: AAP will recommend pediatricians for video or audio recordings.

Q21: Does AAP have a source for photography and/or other imagery that could be used in a project like this or should that be part of our proposal? How much of the existing creative asset library may be used?

A21: AAP has subscriptions to Getty images. If photos are identified that are within the Academy's existing subscription, AAP will obtain them at no cost. Consultant may also use other image sources at their cost.

Q22: Are there any examples of a similar review you find useful as inspiration for this report?

A22: This will be part of our discussions with the consultant upon award of the contract. Applicants are welcome to offer models that will work for this project.

Q23: What Content Management System does AAP use for its website? Does that CMS allow us to inject code?

A23: AAP uses Optimizely. No, the consultant cannot inject code.

Q24: Is AAP open to a microsite or should the multimedia report be built on the existing CMS?

A24: The report will be built for AAP.org.

Q25: Is there a preferred development platform or software for multimedia?

A25: Video content will be posted on YouTube or BrightCove.

Q26: Are there any restrictions we need to keep in mind when developing creative collateral?

A26: AAP will provide a brand style guide that the consultant will be required to follow.

Q27: Do we need to assist in deployment or will an AAP team member handle this part of the work?

A27: AAP staff will publish the content on AAP.org.

Q28: Imagine that this project is launched and is very successful – what is your dream outcome?

A28: The report should be engaging, inspiring, and motivating to those who can advocate for improvements in how we prepare for future crises and prioritize the needs of children and families, and the doctors who care for them. It should lift up the work and role of pediatricians during this unprecedented time.

Q29: Would AAP provide documentation to the consultant agency on its significant AAP Covid 19 activities?

A29: Yes, AAP will provide a list of significant activities.

Q30: Are examples of innovative practices implemented in both primary and subspecialty settings expected to be found through a review of websites and gray literature, or emerging from the interviews and focus groups, or both?

A30: We anticipate these will emerge during interviews but may also be found through a review of news coverage, websites and academic articles.

Q31: Who is included in the AAP stakeholders group that will partner to develop questions for interviews and stakeholders?

A31: This will be developed in consultation with the consultant, but could include leaders of key committees, councils and sections of the AAP.