



RFP QUESTIONS AND ANSWERS

RFP Number:	1036355 – RFP – 04
Project Title:	Audio Visual Production Consultant: Engaging Pediatric Health Care Providers for Effective COVID-19 Vaccine Conversations
Application Deadline 11:59 pm CST:	October 28, 2022
Proposals must be emailed to:	323rfp@aap.org
Questions about this RFP must be submitted to the application email address above and will be accepted until:	October 10, 2022
Responses to questions will post on:	October 14, 2022

QUESTIONS AND ANSWERS

Q1: The proposal notes the scope of work is to "Develop, film, edit and produce a video and audio series."

Can you expand on what is included in "develop"? For example, will the consultant be responsible for the strategy, concept and scripting of the video or will AAP be providing some or all of that based on their larger strategy to ensure high confidence in COVID-19 vaccine?

A1: With AAP staff collaboration and oversight, this consultant will develop the concept/scripting/production/editing for one English and one video PSA for broadcast in 15-second, 30-second and 60-second lengths with closed captions and one English and one Spanish radio PSA using a similar or adapted script as the video PSAs in 15-second, 30-second and 60-second lengths with closed captions. The AAP has completed research on vaccine message framing; these recommendations will be shared to aid the concept/scripting process.

Q2: The RFP specifically asks for production of public service announcements to promote COVID vaccination for children under the age of five but notes a larger statement of purpose on page one of the RFP. Is AAP looking for strategy and support as part of their higher aim to ensure high confidence in COVID-19 vaccines or is this work limited to producing a video and audio series?

A2: With AAP staff collaboration and oversight, this consultant will develop the concept/scripting/production/editing for bilingual (English and Spanish) TV and radio PSAs with closed captions (as described in A1).

Q3: Who is the primary audience for the PSAs? Is it parents of children under the age of 5? Or pediatricians?

And are there any specific demographics these PSAs should be focused on?

A3: Parents of children under 5 who are eligible to receive COVID-19 vaccines are a priority audience for this campaign. The PSA should focus on an audience of parents who are in communities with less access to COVID-19 vaccination.

Q4: Will AAP be responsible for securing the media placement for the final PSAs? Or is that something AAP is looking for the consultant to advise on?

A4: AAP is responsible. PSA distribution and/or distribution strategy is not part of this consultant's scope of work.

Q5: The RFP notes that AAP has been awarded funds to support this work. What is AAP's budget for the scope of work in this RFP?

A5: There is no guidance regarding the budget range. Please provide a proposed cost estimate that appropriately aligns with completion of the purpose and scope of work included in the RFP.

Q6: What is the application deadline?

A6: The application is due by 11:59pm CST on October 28, 2022

Q7: Will there be a PSA distribution component? If so, will there be a separate RFP for that?

A7: No. PSA distribution and/or distribution strategy is not part of this consultant's responsibilities.

Q8: The RFP mentions that videos will need to be resized for social media use. Since the final aspect ratio dramatically impacts how a video is shot, does the AAP anticipate being able to determine upfront whether the video's final size will be primarily horizontal, square or vertical?

A8: The primary format is horizontal and will need to be resized for social media use.

Q9: In which video formats does the AAP anticipate needing the final 15-second, 30-second and 60-second videos?

A9: While these details are dependent on the distributor's specifications, it is anticipated that the preferred video format will be .mov.

Q10: In what format should the final audio PSA be delivered? Is MP3 sufficient?

A10: While these details are dependent on the distributor's specifications, it is anticipated that the preferred audio format will be .mp3.