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June 1, 2007
ADDENDUM #1

RFP# 7003676

TITLE: Communication Services for National Governors Association

Submission Deadline: June 8, 2007 @ 2:00 PM (EDT)

**ATTACHED ARE THE ANSWERS TO QUESTIONS PROVIDED BY VENDORS.
NO FURTHER QUESTIONS WILL BE ENTERTAINED.**

A handwritten signature in black ink, appearing to read 'Jerome D. Moynihan', is located below the main text.

**Jerome D. Moynihan, C.P.M., CPPO
Administrator of Purchasing Systems**

LOI#7003676 – COMMUNICATION SERVICES FOR NATIONAL GOVERNORS ASSOCIATION

1. Within the "Scope of Work" marketing research and focus groups bullet point, who is responsible for identifying and recruiting the focus group participants?

Our working group will collaborate with the consultant to identify the participants. The consultant will be responsible for the actual recruitment.

2. Within "Tasks" develop, produce, and disseminate media products such as videos, as outlined in the communication plan bullet point – does this include media placement and is it part of the \$70,000 budget? Are there existing media contracts with the Office of the Governor, OHE, RIDE and RIIHEA that can be used to support a media campaign?

While we are looking for the consultant to do media placement, the product to be placed must be placed on a public service or "free media" basis, as a condition of it being made available to us. Therefore, while the consultant's time to develop and implement a media placement plan is part of the \$70,000 budget, we do not expect to have to allocate dollars for paid media space and/or time. Finally, to the best of our knowledge, there are no existing media contracts within the Office of the Governor, OHE, RIDE and/or RIIHEA that can be used to support a media campaign.

3. Are we required to submit Appendix A in order to outline our cost proposal or can we submit a separate technical proposal based on the \$70,000 budget? If Appendix A is required, can you provide further instructions?

If a bidder wishes to propose an entirely different cost structure, they are free to do so but they should understand and be prepared for the fact that the structure may not be acceptable to the RFP review team representing the agencies involved in this effort.