

## Film/Video Production RFP# 09-07

### Q&A

#### 1. One 10-Minute Storytime with a “Celebrity.”

Question: Is the celebrity provided by you, or does the “Celebrity” need to be addressed in our budget. Obviously, the scope of that celebrity could mean quite a difference in price (and are they local, or do we need to provide money for travel expenses, meals, lodging, etc.)

**Response:** provided by KCLS

Question: Will children in audience be paid (or parents paid or will they be expected to participate for free? Will we be location children for audience or will that be the responsibility of someone on your staff?

**Response:** Free; KCLS coordinates the production end including audiences, location, etc.

Question : Are there any copyright issues that need to be dealt with for using the story or book or illustrations? Will we be expected to clear those issues or is that a responsibility on you staff?

**Response:** KCLS clears all copyright issues first

Question: Will this portion ever be shown on Broadcast TV or the Internet (different fee scales might need to be considered for budget)

**Response:** Yes, potentially either

#### 2. One 30 minute workshop with Instructor and appropriate graphics.

Question: Again, is the instructor someone that the Library provides or that we provide (i.e. casting expense, talent fees, wardrobe, etc.)

**Response:** provided by KCLS

Question: do we determine how many graphic are needed? Just to be clear, if budget is going to be a determining factor we should all bid on a general guideline of how much of the program would be devoted to graphics and how detailed you would like those graphic to be.

**Response:** the graphics will depend on the workshop. KCLS would provide all the graphics (if for example related to a PowerPoint the presenter does). To keep bids “apples to apples” estimate that graphics would be 20%.

Question: same issues apply from above ~~B-D~~. Do we provide audience, are they paid or “free”, is it our responsibility to find them or yours? Any copyright issues with the material being used and is that our responsibility or yours? Will this portion ever be shown on TV or on the Internet?

**Response:** KCLS will provide. KCLS clears all copyright issues first. Yes, potential for TV and internet.

### 3. 30 Min “Puppet Show”

Question: Again, do you have Puppeteers and Puppets already lined up? Or would we have to find Puppeteer and Puppets? This would be very difficult to estimate without finding and negotiating a deal. Plus, would we need to have them make special puppets or do we need to rely on them to use existing puppets?

**Response:** KCLS would secure and line up puppeteer talent and already owns the puppets (Dewey & Sketch)

Question: same issues apply from above ~~B-D~~ for puppet show. Do we provide audience, are they paid or “free”, is it our responsibility to find them or yours? Any copyright issues with the material being used and is that our responsibility or yours? Will this portion ever be show on the TV or on the Internet?

**Response:** Free; KCLS coordinates the production end including audiences, location, etc. KCLS clears all copyright issues first. Yes, potential for TV and internet.

Question: Does this need to be shot at a Library location or could it be in a Studio?

**Response:** Studio so you would need to include studio fees

Question; Do you know how long you’d like to set the “permission to use” these puppets? Would this be expected to be for a year or forever?

**Response:** forever

## **Part Two – Cost of Service**

D. Support animation and computer graphics.

Question: This could range from \$1000 to \$1,000,000 depending on what you want to see and have us generate. Do you have a general scope of the animation and computer graphics you would like to see so you can compare ~~bids~~ on a more “apples to apples” basis?

**Response:** Regardless of the complexity of the project, provide your hourly rate for 1) for animation similar to video game animation and 2) motion graphics.

Question: Duplication run. How many DVD’s would you like in your first duplication run and would you provide the labels you want, or would we be designing the artwork for the labels as well?

**Response:** Run 1000 (they must be replicated NOT duplicated); KCLS designs and produces the labels

## **Part Three-Company Qualifications**

Question: Can you define “breadth of offering? We had some differing opinions when we discussed what we thought it meant so can you define it from your perspective?

**Response:** Breadth of offering is the variety of offerings your company offers in the realm of film/video production; i.e. documentary, commercials, etc.

Question: Page 3, section 1, and paragraph 1: What are the desired results or goals of this KCLS media project?

**Response:** The results/goals vary by project – for example the Story Times are produced to teach children early literacy skills, inform parents and offer quality entertainment.

Question: Page 3, section 1, paragraph 3: What primary audiences have been identified by KCLS for this programming?

**Response:** It varies depending on the project

Question: Page 3, section 1, paragraph 3: What behavior does KCLS wish to promote or change via these creative initiatives?

**Response:** It varies depending on project

Question: Page 3, section 1, and paragraph 1: Aside from the radio PSA it's unclear how this programming will be displayed or distributed. What distribution channels does KCLS plan to use?

**Response:** It may be distributed in a variety of methods: TV, internet, DVD

Question: Page 3, section 1 paragraph 1: Will the discrete initiatives that comprise this project (10-minute story-time, 30-minute workshop: 30 radio SPA, etc.) be thematically linked to support a common strategy? Or will they be unrelated?

**Response:** More often unrelated.

Question: Page 3, section 1, paragraph 1: what accounts for KCLS specifying puppets as an element of the desired children's educational entertainment, as opposed to animated/ graphic characters or live actors? Is KCLS considering hand puppets, marionettes, Claymation, or some other form of puppetry?

**Response:** KCLS already owns two puppets "Dewey & Sketch" that have been branded to its early literacy efforts.

Question: Page 4, section 2, paragraph 2: What is meant by a "Sesame Street: approach to puppetry? Does KCLS envision a project budget commensurate with "sesame Street" –class (e.g. high-end broadcast quality) writing, acting and production values?

**Response:** A Sesame Street approach implies high-end broadcast quality, writing, acting and production values similar to Sesame Street but not directly related to a similar budget.

Question: Page 3, section 2, paragraph 3: With such a wide range of production styles and treatments available, has KCLS considered a ballpark budgetary range?

**Response:** No.

Question: Page 3, section 1, paragraph 1: Can you confirm that high-definition video (broadcast quality) is an acceptable “equivalent format” to 35mm film?

**Response:** Confirmed

Question: Page 3, section 1, paragraph 1: What officer(s) of KCLS will act as agency liaison during this project? Who oversees and approves creative content?

**Response:** Community Relations and Marketing Director

Question: Page 3, section 1, paragraph 3: Would KCLS be open to partnering with the chosen service provider in approaching foundations and other sources for additional project funding?

**Response:** We have done that in the past, but for bidding purposes, it should not be part of the equation.

Question: Page 3, section 1, paragraph 3: How will the success of this programming be measured by KCLS?

**Response:** Statistical & anecdotal data, participation & attendance at related programs, etc.

Question: Who is the celebrity, is it a local DJ or a well known television personality or a sport figure?

**Response:**The celebrity will be provided by KCLS.

Question: Is the talent fee part of the proposed budget?

**Response:** KCLS already owns two puppets “Dewey & Sketch” that have been branded to its early literacy efforts.

Question: What story is being read and how many animations will be required to tell the story?

**Response:** This is not yet determined. Regardless of the complexity of the project, provide your hourly rate for 1) for animation similar to video game animation and 2) motion graphics.

Question: What kind of animation, full motion-full flow, or stop action?

**Response:** This is not yet determined. Regardless of the complexity of the project, provide your hourly rate for 1) for animation similar to video game animation and 2) motion graphics.

Question: How many kids are being read to?

**Response:** Typically a group of 15-20 children.

Question: Do we supply the kids and are they compensated for their time?

**Response:** Free; KCLS coordinates the production end including audiences, location, etc.