

**REQUEST FOR PROPOSAL - Secondary****California Arts Council Public Will Communications Campaign  
RFP #2015-02****QUESTIONS FROM THE PUBLIC**  
*Last edited: May 21, 2015 at 1:59pm*

**Q: Is the total budget for all of the deliverables \$35,000?**

*A: Yes, that is correct.*

**Q: Can you please confirm that only one copy of the work sample thumb drive, CD, or DVD is required for submission?**

*A: Yes, that is correct.*

**Q: Are travel costs included in the \$35k budget?**

*A: Yes, travel costs must be included in a proposer's budget. As indicated, the maximum project budget is \$35,000.*

**Q: On the video output, how many total finished minutes are expected? What are the anticipated lengths of the final 7 video deliverables?**

*Unless otherwise recommended by a proposer and agreed upon by the California Arts Council, it is anticipated that 6 short videos of no more than 2 minutes will be created, and one longer compilation video of no more than 7 minutes will be created. This equals a maximum of 19 minutes.*

**Q: What style and quality level is expected?**

*High quality artistic documentation is expected. High definition files will be needed for online publishing and presentations.*

**Q: Will we need to use actors or will California Arts Council supply talent?**

*A: The videos will not feature actors. They will document the work of actual California Arts Council grantees in a community setting. It is expected that the only talent which may be required would be that of a voiceover artist. This would need to be provided by the contractor.*

**Q: What publishing platforms do you intend to use?**

*A: It is expected that an online platform such as Vimeo or YouTube will be used, along with social media posting. High quality video file formats acceptable for presentation/screenings will also be required.*

**Q: Do you have any firm idea of what locations specifically we will have to travel to, and if any overnight visit might be necessary?**

*A: Specific locations will be determined at a later date based on current grantee activity and availability at the time of filming. General travel location regions are outlined on page 4 of the RFP. At this time, it is not anticipated that overnight visits will be necessary, unless a proposer is in a location with limited travel accessibility. This is subject to change based on the timing of the grantee activity (example: an evening performance may need to be documented).*

**Q: Can you clarify the submission deadline?**

*A: Submissions must be received at the address on page 6 of the RFP by 5pm on June 3, 2015. This is not a postmark deadline.*