

**RFP 2022 0600 5101 0622-038**  
**Amendment #1 - Issued August 17, 2022**  
**Substance Misuse and Addiction Prevention Public Health Education Campaign Support**

**Response to Questions Received**

<b>Q1</b>		If possible, please advise why this RFP was re-issued.
	<b>A1</b>	The proposal evaluation committee was unable to convene before the 90-day period after the solicitation period closed. A vote was held among all interested parties as to whether the PEC could meet after the 90-day period closed, and not all interested parties voted in favor of continuing the process.
<b>Q2</b>		Please clarify if the due date is August 23rd or 25th at 2:30pm?
	<b>A2</b>	August 25 <sup>th</sup> at 2:30pm
<b>Q3</b>		Can you advise which Substance Misuse campaigns are currently running under DHSS?
	<b>A3</b>	There are currently two campaigns running that involve media placement. Both are funded by the Division of Behavioral Health but have been worked on collaboratively by DBH, OSMAP and the department's public information team. One focuses on anti-stigma (End stigma. Find treatment. Begin healing) and the other on opioid misuse prevention and fentanyl awareness (Overdose is closer than you think). These campaigns began in June and will run through September. OSMAP also placed paid media April through June to advertise Drug Take Back Day and inform Alaskans about the rise in opioid overdoses and how to prevent them. Outside of those paid media campaigns, outreach and education efforts continue year-round with OSMAP and the department's public information team, including social media, earned media, videos, flyers and more.
<b>Q4</b>		The cost proposal sheet indicates that the set-aside for media is \$95,010 for each year of the contract. Hence the total media set-aside is \$380,040 for the entire contract (\$95,010 x 4). Can you clarify if the proposed annual budget is based on past campaign expenditures?
	<b>A4</b>	The estimates are loosely based upon past campaign expenditures. The cost proposal provides crude examples only, and is primarily used to establish contracted hourly rates for staff, and as a secondary purpose for using as an evaluative tool.
<b>Q5</b>		Creative production costs can vary widely, pending the number of talents, number of locations, required graphics, etc. Can DHSS possibly provide a cost range for past production of television spots both animated and non-animated?
	<b>A5</b>	This RFP requests the offeror to provide information for what it would cost to produce these spots on Tab 2. For filmed PSAs, assume you will be filming in two locations in Anchorage and working with 3 people who will be talent in the PSA.
<b>Q6</b>		With a goal of understanding the priorities of DHSS, is there a particular reason Utqiagvik is the location selected for rural filming?
	<b>A6</b>	Utqiagvik is provided as an example location. We do not have any locations pre-determined for filming.
<b>Q7</b>		The cost proposal calculates creative production during all 4 years. Does DHSS anticipate requiring production every year of the contract?
	<b>A7</b>	Not necessarily.
<b>Q8</b>		Can you expand on why there is a generous production set-aside in the budget in addition to calculations for television and radio production?
	<b>A8</b>	These are reserved budgets for which the Project Manager has express right to reallocate toward additional media projects as they arise during the course of this contract. The calculations

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		requested for television and radio production are to gain an understanding of how much these items will cost and how the reserved budgets may best be utilized for this campaign, including reallocation to other lines of expenditure for this contract, if necessary.
<b>Q9</b>		How has DHSS been evaluating unrated markets for media measurement?
	<b>A9</b>	For unrated markets click thru rates and other web analytics are utilized. For unrated radio spots per week per station have been implemented. While not required under this contract, we have conducted outcome evaluation on prior campaigns to understand whether campaign objectives have been met.
<b>Cost Proposal</b>		The state has revised the Projected Annual Hrs on TAB 3 of the Cost proposal workbook, by an annual reduction of <b>-915.0</b> hours. We believe this will allow offerors to be less restrictive in their estimates proposed for media production budgets.