

# **ATTACHMENT A - SCOPE OF WORK**

## **RFO – Media Buyer-PSA “It’s Not Worth It”**

### **ABC Will Use the Low Cost Method to Determine Awarding of the Contract**

Beginning Monday, November 14, 2011 and concluding at 2pm on Tuesday, December 13, 2011, The California Alcoholic Beverage Control (ABC) will be accepting offers from professional media buyers who can help the department achieve a goal contained in a federal grant program that promotes enforcement of underage drinking laws and educates the public about the problems of underage drinking. Offers will include information about the costs associated with securing broadcast air time or media space for a 30 second Public Service Announcement (PSA) that informs the public that underage drinking is illegal and costly. The offers must be addressed to **John Carr, ABC Public Information Officer, and received no later than 2pm on Tuesday, December 13, 2011 at ABC Headquarters, 3927 Lennane Drive, Suite 100, Sacramento, California, 95834. The offers may be e-mailed to [john.carr@abc.ca.gov](mailto:john.carr@abc.ca.gov) or faxed to 916-419-2599.**

### **SCOPE OF WORK/PROJECT OVERSIGHT**

Contractor shall organize and coordinate a media purchase plan that markets an already developed 30 second Public Service Announcement (PSA) campaign that minors (persons under the age of 21 in California) who try to purchase alcohol will be breaking the law and that the consequences can be costly. The PSA informs broadcast listeners or viewers, that fines are a minimum of \$250, community service time will likely be required and that minors can have their drivers licenses suspended for up to one year if they are caught trying to purchase alcohol, consume alcohol or are in possession of alcohol. It is expected the contractor will be able to secure broadcast air time and leverage more air time during strategic months of the year when outdoor celebrations that involve alcohol are likely to occur. Periods might include February and March, 2012 when students are out of school. Another strategic time to reach a younger audience is early May, 2012, prior to the graduation season. It is expected the contractor will maximize dissemination of the PSA. The Alcoholic Beverage Control has \$28,189 of federal funds from the U.S. Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention, that can be used to purchase broadcast or media air time for the PSA. The funds must be dispersed by October 31, 2012.

### **DETAILED SPECIFICATIONS**

An organization with media buying capabilities is sought to plan, buy, and track all media purchases for the Department. Broadcast buys will be limited to media outlets in the State of California, or whose primary audience is within the State. Responsibilities will include media planning, targeting specified audiences; electronic distribution of spots to the designated stations; keeping track of accounts and keeping buys within budget limitations; submitting invoices in a timely manner; and presenting post-buy analyses and evaluations for the campaign.

The contracted media buyer must have the ability to present proposed schedules for media buys, based on current ratings within ten working days of being requested to do so. These schedules should include an analysis showing why the specified media was chosen, and the

projected reach, frequency, and estimated cost. All proposed media schedules must be approved by the Department before they can be implemented. It is expected that the contractor will use the most recent demographics and ratings data available to determine media purchases. Subcontracting will not be allowed without prior approval of the Department.

It is expected that the organization selected will negotiate as much added value for the Department's campaign as possible. This may take the form of bonus air time, program or event sponsorships, web page links and advertisements, or other appropriate opportunities such as public service time in movie theaters or on radio or television stations.

It is expected that all buys proposed and placed by the contracted media buyer will put paramount importance on fulfilling the Department's mission and goals for the campaign. The contractor must be impartial and objective in relationships with all media outlets. Personal relationships or business affiliations must not take precedence over the Department's interests in any media-buying decisions undertaken on the Department's behalf. All planned media buys are to be kept confidential until the actual roll out of the campaign. The contractor must not release any information about any campaign at any time without prior approval by the Department.

The contracted media buyer must be available to meet with Department staff in person when given a one-day notice, and/or be available by phone, depending on what the situation warrants. It is expected that most business will be conducted by phone, fax, or e-mail.

### **PROJECT OVERSIGHT**

Project oversight is an independent review and analysis of specific project activities and documentation to determine if the project is on track to be completed within the estimated schedule and cost, and will provide the functionality required by the sponsoring business entity. Project oversight identifies and quantifies any issues and risks affecting these project components. An oversight team or individual must possess two essential attributes: independence and expertise.

**Expertise** – The person responsible for oversight of contractor work must have experience as a media buyer to determine if ABC is getting the best value for the purchase of broadcast air time. The individual or individuals must possess subject matter expertise in project management, procurement, risk management, communications and negotiations with broadcast stations or media outlets that serve viewers, listeners or readers. The department expects the media buyer to secure broadcast air time and leverage additional air time for the PSA to maximize its exposure to the public.

**Contractor Oversight and Analysis Activities** – The contractor oversight process consists of four main components:

- Media Buys
- Review and Analysis
- Reporting
- Tracking

The contractor oversight activities shall include compilation and reporting of results in writing, following the public broadcasting of the PSA. Such findings could include, for example, identification of risks, issues, lessons learned, best practices or performance exceeding minimum requirements. The contractor shall provide reports throughout the project to the project representative. The department will need documentation of broadcast air time purchased, expected broadcast air times of the PSA and reports of any additional leveraged broadcast air time as a result of the purchases.

An analysis and report will be required. It is preferred that the individual conducting the analysis remain the same person throughout the duration of the project. Travel beyond Sacramento is not required, nor is a background check or security clearance.

California Certified Small Business Contractors interested in offering their services are requested to supply the following items. Please supply *resumes and hourly rate* for qualified candidates to undertake a project of this size and scope. Please include any experience in providing projects for the State of California. *Managerial references*, particularly those from state agencies are strongly encouraged.

### **AMENDMENT(S)**

The Department of Alcoholic Beverage Control reserves the right to revise or amend the awarded contract. Such revision may consist of but not limited to; contract dates as well as monetary revisions.

### **SCHEDULE OF EVENTS**

The schedule of events leading up to project start is depicted in the Table below. This RFO was released on Monday, November 14, 2011. Vendor response is due by 2 pm on Tuesday, December 13, 2011.

Estimated Schedule of Events

<b>Event</b>	<b>Date</b>
Release RFO	<b>11-14-11</b>
Final Day to Accept Offers	<b>12-13-11 @ 2pm</b>
Award Contract	<b>12-15-11</b>
Start Date	<b>12-15-11</b>

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