



Administrative Office of the Courts

Operations Division

**Questions/Responses No. 3 to the
Request for Proposals (RFP) K19-0078-26N
Development and Services for Video Production Spots**

Ladies and Gentlemen:

The following questions for the above referenced RFP were received by e-mail and are answered and posted for all prospective Offerors. The statements and interpretations contained in the following responses to questions are not binding on the Maryland Judiciary unless the RFP is expressly amended. Nothing in the Maryland Judiciary's response to these questions is to be construed as agreement to or acceptance by the Maryland Judiciary of any statement or interpretation on the part of the Offeror asking the question.

1. Question: What is the likelihood our proposal will be rejected if we do not register with the Maryland Dept. of Assessment and Taxations prior to being awarded the contract? We can put in a statement confirming we will register if awarded the contract (there's a fee so if it's possible to wait that would be ideal).

Response: Before a corporation can do business in the State. It must be registered with the Department of Assessments and Taxation, State Office Building, Room 803, 301 West Preston Street, Baltimore, Maryland 21201. (see section 1.26 of RFP)

2. Question: Based on your responses, can we budget without including live-action filming? That way, we can keep costs low. Would you prefer we provide two cost options, or budget for 1 day of filming just in case?

Response: I think two cost options is a good direction. I think a budget without live-action shooting is very possible, given the amount of media assets (publications, web content, photos, videos) we can make available to the production team.

3. Question: Do you want us to submit our work samples on the USB drive that we include in each submission envelope? Can we also include online links to our work samples in the electronic and hard-copy technical proposal? Let us know what you prefer.

Response: I prefer links.

4. Question: For the b-roll footage and photos/documents, are you able to provide the raw footage (as opposed to the compressed video file)?

Response: Yes.

5. Question: What is the weighting of the financial evaluation

Response: This information will not be provided

6. Question: After review of the BID documents, it wasn't clear if the chosen vendor would be expected to write the 6 x :30 scripts OR if the scripts would be provided along with the brochures, photos and video assets available for use.

Response: We will provide the scripts for narration of three narrated videos. With past video shorts, we have worked closely with a production team to establish the video "vision," and then we provide the script drafts. We have scripted many videos, but also enjoy collaboration with outside scriptwriters and media production teams to ensure that the "words" and visuals are cohesive. I hope this helps, even if it is wishy-washy. I hope to convey that we can/will provide scripts, but we are open to production suggestions that a different direction may result in a better product.

Issued by: Karen Hoang
Procurement Officer
March 20, 2019