

**YOUR TOWN • YOUR STATE • YOUR FUTURE**

Proposal for Production and Broadcast of  
“**West Virginia Wildlife**”  
in response to RFQ# DNR209042  
Cost Proposal

Submitted by:

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## GENERAL TERMS & CONDITIONS REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. All quotations are governed by the *West Virginia Code* and the *Legislative Rules* of the Purchasing Division.
4. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
5. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods, this Purchase Order/Contract becomes void and of no effect after June 30.
6. Payment may only be made after the delivery and acceptance of goods or services.
7. Interest may be paid for late payment in accordance with the *West Virginia Code*.
8. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
9. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
10. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
11. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern all rights and duties under the Contract, including without limitation the validity of this Purchase Order/Contract.
12. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
13. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, this Contract may be deemed null and void, and terminated without further order.
14. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, and available online at the Purchasing Division's web site (<http://www.state.wv.us/admin/purchase/vrc/hipaa.htm>) is hereby made part of the agreement. Provided that, the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
15. **WEST VIRGINIA ALCOHOL & DRUG-FREE WORKPLACE ACT:** If this Contract constitutes a public improvement construction contract as set forth in Article 1D, Chapter 21 of the West Virginia Code ("The West Virginia Alcohol and Drug-Free Workplace Act"), then the following language shall hereby become part of this Contract: "The contractor and its subcontractors shall implement and maintain a written drug-free workplace policy in compliance with the West Virginia Alcohol and Drug-Free Workplace Act, as set forth in Article 1D, Chapter 21 of the West Virginia Code. The contractor and its subcontractors shall provide a sworn statement in writing, under the penalties of perjury, that they maintain a valid drug-free work place policy in compliance with the West Virginia and Drug-Free Workplace Act. It is understood and agreed that this Contract shall be cancelled by the awarding authority if the Contractor: 1) Fails to implement its drug-free workplace policy; 2) Fails to provide information regarding implementation of the contractor's drug-free workplace policy at the request of the public authority; or 3) Provides to the public authority false information regarding the contractor's drug-free workplace policy."

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### INSTRUCTIONS TO BIDDERS

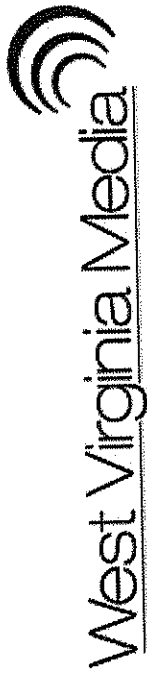
1. Use the quotation forms provided by the Purchasing Division.
2. **SPECIFICATIONS:** Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Complete all sections of the quotation form.
4. Unit prices shall prevail in case of discrepancy.
5. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
6. **BID SUBMISSION:** All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130



## Section IV Cost Proposal / Overview

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- West Virginia Media owns and operates the only network of commercial statewide television stations in West Virginia.
- By utilizing all or part of West Virginia Media network of stations, the West Virginia Division of Natural Resources and the Wildlife Resource Section will be able to broadcast the “West Virginia Wildlife” message to a larger audience, including markets where the features have never been broadcast.
- The following page contains a coverage map of West Virginia Media’s network of stations indicating the counties covered by the station in each market.
- The last three pages of the proposal include three options that incorporate different combinations of stations to achieve the DNR’s mission.

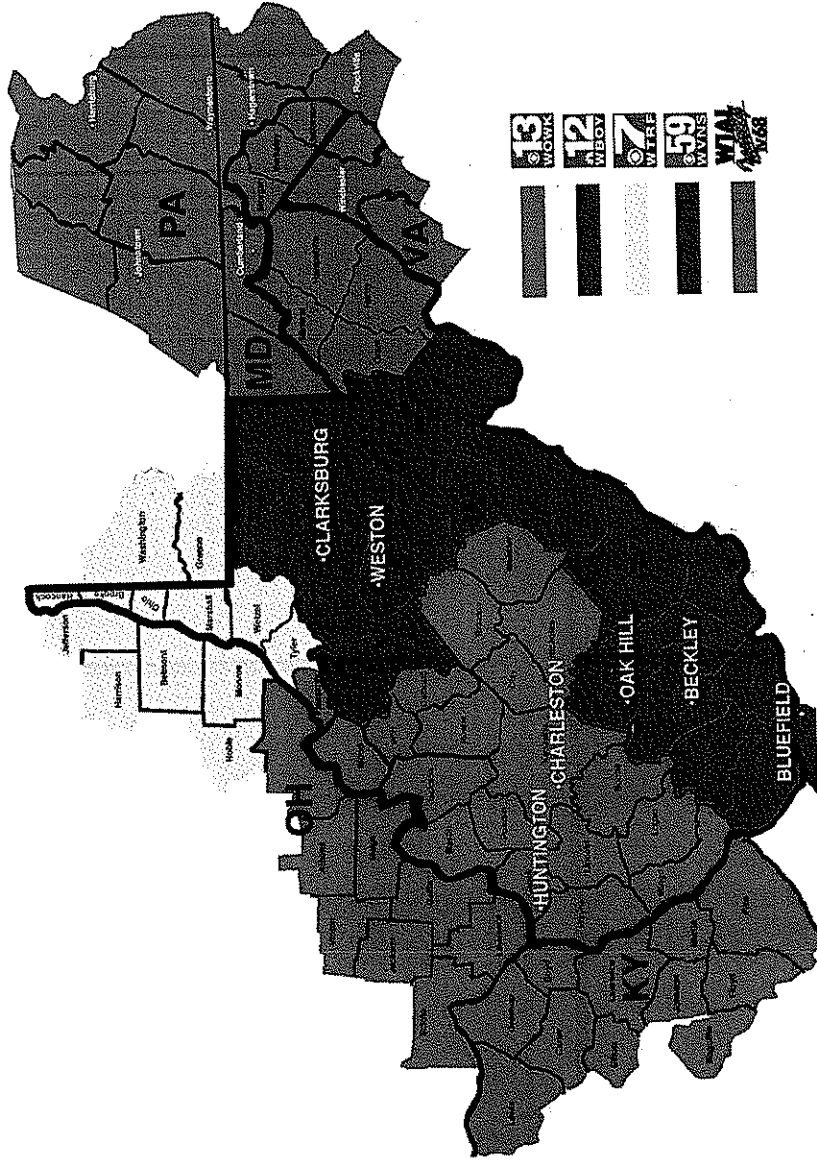


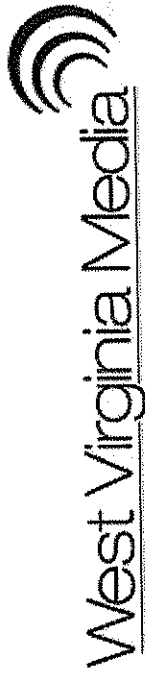
# Section IV Cost Proposal / Coverage

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## Coverage Area – Color Coded by Station & Market

- 700,700 West Virginia households statewide
- 217,000 Ohio households in 13 counties
- 134,266 Maryland households
- 120,399 Pennsylvania households
- 117,000 Kentucky households in 11 counties
- 40,000 Virginia households in 1 county





# Section IV Cost / Statewide 4 Markets

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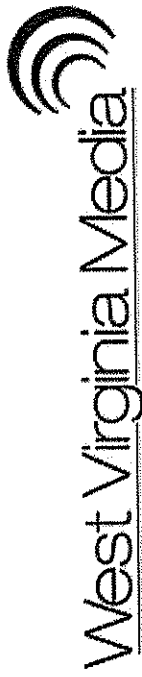
- West Virginia Wildlife and the commercial adjacency will air on the following schedule on four stations: WOVK – Charleston/Huntington, WVNS – Beckley/Bluefield, WBOY – Clarksburg/Morgantown, WTRF - Wheeling
  - Wednesday 6P News
  - Wednesday 11P News
  - Thursday 5A News
  - Thursday 6A News
  - Thursday 12N News
  - Saturday 11P News
- West Virginia Media will air 1040 promos (260 per station, which is 5x per week).
  - Promos may be :05, :10, :15, or :30

Total 4-Station Investment

\$202,062

(Bonus: "West Virginia Wildlife" will run an additional 12x per week – 5x per week in simulcast news on our ABC affiliates in Clarksburg and Wheeling and 1x per week in news rebroadcasts on our Fox affiliates in Wheeling and Beckley)





# Section IV Cost / Statewide 3 Markets

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- West Virginia Wildlife and the commercial adjacency will air on the following schedule on three stations: WOWK – Charleston/Huntington, WVNS – Beckley/Bluefield, WBOY – Clarksburg/Morgantown
  - Wednesday 6P News
  - Wednesday 11P News
  - Thursday 5A News
  - Thursday 6A News
  - Thursday 12N News
  - Saturday 11P News
- West Virginia Media will air 780 promos (260 per station, which is 5x per week).
  - Promos may be :05, :10, :15, or :30.

Total 3-Station Investment

\$151,768

(Bonus: "West Virginia Wildlife" will run an additional 6x per week – 5x per week in simulcast news on our ABC affiliate in Clarksburg and 1x per week in news rebroadcast on our Fox affiliate in Beckley)





# Section IV Cost / Statewide 2 Markets

- West Virginia Wildlife and the commercial adjacency will air on the following schedule on two stations: WOWK – Charleston/Huntington, WVNS – Beckley/Bluefield
  - Wednesday 6P News
  - Wednesday 11P News
  - Thursday 5A News
  - Thursday 6A News
  - Thursday 12N News
  - Saturday 11P News
- West Virginia Media will air 520 promos (260 per station, which is 5x per week).
  - Promos may be :05, :10, :15 or :30

Total 2-Station Investment  
\$94,757

(Bonus: "West Virginia Wildlife" will run an additional 1x per week – in news rebroadcast on our Fox affiliate in Beckley)

