

West Virginia Media



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RFP - Production and Airing of
“West Virginia Wildlife”
in response to CRFP 0310 DNR00000002
June 23, 2015

Technical Proposal

Submitted by:
West Virginia Media Holdings
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Mark Allen
6/23/15

06/23/15 12:47:17
WV Purchasing Division



CERTIFICATION AND SIGNATURE PAGE

By signing below, or submitting documentation through wvOASIS, I certify that I have reviewed this Solicitation in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this bid, offer or proposal for review and consideration; that I am authorized by the vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

West Virginia Media
(Company)

Mark Allen Mark Allen Advertising Sales
(Authorized Signature) (Representative Name, Title)

304 419 4282 304 345 2721 4/22/15
(Phone Number) (Fax Number) (Date)

REQUEST FOR PROPOSAL
West Virginia Division of Natural Resources, Wildlife Resources Section
“Wildlife West Virginia” Production and Airing of Segments

Attachment A: Vendor Response Sheet

Provide a response regarding the following: firm and staff qualifications and experience in completing similar projects; references; copies of any staff certifications or degrees applicable to this project; proposed staffing plan; descriptions of past projects completed entailing the location of the project, project manager name and contact information, type of project, and what the project goals and objectives were and how they were met.

List project goals and objectives contained in Section 4, Subsection 4:

Section 4, Subsection 4.1: Vendor Understanding of the Scope of Work and Experience

The vendor should describe their understanding of the scope of work to be performed under this contract. Vendor should demonstrate a thorough understanding of the WVDNR mission and how it will be incorporated into production of “West Virginia Wildlife”, commercials and promos. Vendor should clearly state past experience specifically related to the type of service requested in this RFP. Emphasis should be placed on current and/or prior experience with wildlife related television production. Copies of such productions should be provided in DVD format.

Vendor Response:

see pages 3-5 of the attached proposal

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West Virginia Division of Natural Resources, Wildlife Resources Section
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Section 4, Subsection 4.2: Vendor Staff Experience

The vendor should provide a list of staff that will be used in performance of this contract, stating the expertise, education and experience each would bring to the contract. Emphasis should be placed on experience in filming, script writing, reporting and editing of natural resources (wildlife) related television segments.

Vendor Response:

see page 6 of the attached proposal

Section 4, Subsection 4.3: Vendor's Samples of Similar Productions

Vendor should submit a DVD format showing samples of productions similar to "West Virginia Wildlife" for which they have been the primary contractor for filming, script writing, reporting and editing services. Quality of scripts, reporting, editing and videography, as well as the type of production will be taken into consideration.

Vendor Response:

DVD included in submission

REQUEST FOR PROPOSAL
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“Wildlife West Virginia” Production and Airing of Segments

Attachment B: Mandatory Specification Checklist

List mandatory specifications contained in Section 4, Subsection .5:

Section 4, Subsection 5.1: Filming and Editing Services

The successful vendor shall provide high quality filming and editing of the “West Virginia Wildlife” television segments. A photojournalist and reporter will be permanently assigned to “West Virginia Wildlife” in the interest of continuity of the segments. Successful vendor will provide transportation of photojournalist and reporter to filming locations throughout the state as determined by WRS. Overnight travel may be required due to distance of activity or program, or to the nature of the subject matter, i.e., nighttime frog or owl studies, nighttime fish shocking, etc. Editing of segments and production of commercials must be done to allow WRS staff the opportunity to oversee and approve work prior to broadcast when deemed necessary by WRS staff. Under certain circumstances, some segments may be shot, edited and aired the same day. Reporter must submit each script to WRS staff two days prior to airing for final approval prior to editing and airing of segment. Every three months two DVD’s containing the “West Virginia Wildlife” segments aired during that quarter will be provided by the vendor to the Charleston office of the WRS. Vendor must archive text and still images of each segment on their website and provide a hotlink to the WVDNR website. If the successful vendor has streaming video capabilities, the station website will provide streaming videos of all “West Virginia Wildlife” segments aired under this contract.

Vendor Response:

see page 8 of the attached proposal

REQUEST FOR PROPOSAL
West Virginia Division of Natural Resources, Wildlife Resources Section
"Wildlife West Virginia" Production and Airing of Segments

Section 4, Subsection 5.2: Commercials, promotional advertisements, etc.

The successful vendor will be required to produce eight (8) 30-second commercials which will be aired at least immediately prior to each regularly scheduled "West Virginia Wildlife" television segment. WRS staff will inform station when it is to air each commercial based upon upcoming WRS programs or events. WRS staff will have final approval of each commercial or promotional advertisement before airing. Commercials that must be redone will be redone at the expense of the vendor and will not count against this contract.

Vendor Response: see page 9 of the attached proposal

Section 4, Subsection 5.3: Air Schedule

The preferred air schedule is the following: Wednesday during the local evening newscast (6pm to 6:30pm), Wednesday, during the 10pm or 11pm local news broadcast, Thursday morning during the local newscast (5am and 6am), Thursday during the local noon news, and Saturday evening local news (10pm or 11pm). It is the intent of WRS to reach the largest/most involved viewing audience within the state of West Virginia. Vendors must list proposed alternate program schedules.

Vendor Response: see page 10 & 11 of the attached proposal

REQUEST FOR PROPOSAL
West Virginia Division of Natural Resources, Wildlife Resources Section
“Wildlife West Virginia” Production and Airing of Segments

Section 4, Subsection 5.4: Other Commitments

The successful vendor will be required to provide personnel to staff a booth at West Virginia’s Celebration of National Hunting & Fishing Days at Stonewall Jackson Lake Resort State Park in Weston, the last full weekend of September. The photojournalist will be required to attend to film event activities at the direction of WRS staff. Station booth personnel will be required to be in the booth during the event hours and to provide televisions with continuous loops of segments of “West Virginia Wildlife” aired under this contract. The same requirements pertain to the West Virginia Trophy Hunters Association Hunt Show held in Charleston, WV in January.

Vendor Response: see page 12 of the attached proposal

REQUEST FOR PROPOSAL

West Virginia Division of Natural Resources, Wildlife Resources Section "Wildlife West Virginia" Production and Airing of Segments

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

West Virginia Media Holdings

(Company)

Mark Allen

Mark Allen, Account Executive

(Representative Name, Title)

304.419.4282 304.345.2721 fax

(Contact Phone/Fax Number)

June 23, 2015

(Date)

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Section 4, Subsection 4.1 Understanding Scope of Work

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- West Virginia Media will produce (write, film, edit) fifty-two (52) 90-second West Virginia Wildlife segments featuring the activities and programs of the Wildlife Resources Section of the West Virginia Division of Natural Resources.
- West Virginia Wildlife segments will range in subject matter from wildlife studies, to game and fish management initiatives to WRS activities for all ages.
- The goal of these features is to promote West Virginia’s outdoor recreational opportunities and the exploration, conservation, protection and enjoyment of West Virginia’s renewable resources.
- In addition to producing the weekly 90-second features, West Virginia Media will also produce eight :30 commercials.
- The goal of these commercials is to promote the mission and activities of the WRS. One :30 commercial will be broadcast adjacent to each “West Virginia Wildlife” feature.
- The “West Virginia Wildlife” features and adjacent commercial will be broadcast in local news programming on a weekly schedule detailed on page 10.
- A photojournalist and reporter will be permanently assigned to “West Virginia Wildlife” and West Virginia Media will pay any travel and lodging costs incurred by the photojournalist and reporter while filming “West Virginia Wildlife”.

Section 4, Subsection 4.1 Understanding Scope of Work con't.

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- No “West Virginia Wildlife” feature will be broadcast without approval of WRS.
- Two DVD’s archiving “West Virginia Wildlife” will be delivered to WRS each quarter.
- West Virginia Media will also archive all “West Virginia Wildlife” features on station websites and provide a link to the DNR website.
- West Virginia Media will staff a booth at National Hunting and Fishing Days at Stonewall Resort in September and at the West Virginia Trophy Hunter’s Show in January, making sure photojournalist and reporter are in attendance at both shows, and archived “West Virginia Wildlife” features are played.

- West Virginia Media is the largest television broadcaster in West Virginia, both in terms of the number of stations and the number of employees, and has over a decade of experience in producing daily television content daily – from nightly newscasts, to live sporting events to special programming such as “Decision Makers”, a weekly West Virginia public affairs program.
- For a number of years West Virginia Media produced “Woods and Waters”, a weekly half hour outdoors program.
- Tom Clay will host the West Virginia Wildlife segments. Tom is an experienced outdoorsman and an experienced host of outdoor television features.
- A sample of Tom Clay’s outdoor programs are included on the enclosed DVD.

Section 4, Subsection 4.2 Vendor Staff Experience

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- **Mike Sechrist, General Manager**
 - B.A. Journalism, California State University, Fresno, 1972
 - Summa Cum Laude
 - Vietnam Veteran
 - 34 years television experience
- **Ken White, News Director**
 - B.A. Mass Communications, University of South Florida, 1982
 - 30 year's television experience
 - Shot and produced 'Bama Wildlife' – a weekly franchise series for WAKA-TV '83-'84
- **Tom Clay, Reporter/Host**
 - B.A. Government, Morehead State University 1983
 - Host of "The Great Outdoors" on WSAZ from 2006-2011
 - Host of Syndicated "Outdoor Adventures" Radio Show on 15 Station Kentucky News Network for 16 years
 - Freelance Outdoors Writer
 - Game and Fish Magazine
 - Southern Sporting Journal
 - Cabela's
 - North American Fishing Journal
 - Heartland USA
 - Tennessee Valley Outdoors
 - Kentucky Living
 - Example of Tom's writing and reporting on wildlife related television segments are included on the DVD.
- **Randy McKinney, Videographer**
 - Attended Art Institute of Pittsburgh, studying Industrial Design
 - BA Sculpture, Marshall University 1996
 - 19 years experience
 - AP Best Photographer 2012
 - WV Broadcaster Award for Community Outreach
- **Josh Russell, Commercial Production**
 - B.S. Communications 2009, West Virginia State University
 - Cum Laude
 - 8 years experience in commercial production.
 - Josh will produce the :30 commercials included in this contract.
- **Mark Allen, Account Executive**
 - West Virginia University
 - BS Journalism, 1986
 - 26 years experience

Section 4, Subsection 4.3 Vendor Samples

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- A DVD of sample outdoor stories and a separate DVD of samples of commercial production is included.

Attachment B: Mandatory Specification Checklist Section 4, Subsection 5.1 Filming and Editing Services

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- West Virginia Media will assign one reporter, Tom Clay, and one videographer, Randy McKinney, to produce 52 West Virginia Wildlife features.
- Tom and Randy will work closely with WRS personnel in writing and filming the West Virginia Wildlife segments, providing the WRS staff the opportunity to oversee and approve the segments prior to broadcast.
- Tom Clay will submit scripts of West Virginia Wildlife to WRS staff prior to editing and broadcast of the segment.
- No West Virginia Wildlife programs or commercials will be broadcast without the approval of WRS.
- West Virginia Media will provide two DVD copies of all programs on a quarterly basis.
- West Virginia Media will archive West Virginia Wildlife features on the WOWK website, which will link to the DNR website.
- West Virginia Media will provide travel and lodging as needed.



Section 4, Subsection 5.2 Commercials, promotional advertisements, etc.

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- West Virginia Media will produce eight thirty-second commercials per year as part of this commitment.
- West Virginia Media will also produce promotional announcements in varying lengths (:04, :10, :15 or :30) which will be broadcast on WOWK promoting the West Virginia Wildlife segments.
- Josh Russell, WOWK Commercial Production, will shoot and produce these commercials and promos, at the direction and approval of the WRS staff.
- A :30 commercial will air adjacent to each West Virginia Wildlife segment. WRS will provide traffic instructions as to which specific :30 commercial is to air for a specific number of days or weeks to promote upcoming WRS programs or events.
- No commercial or promo will air without the approval of the WRS prior to broadcast.
- There will be no additional charge over and beyond the contracted amount for commercial production or editing.



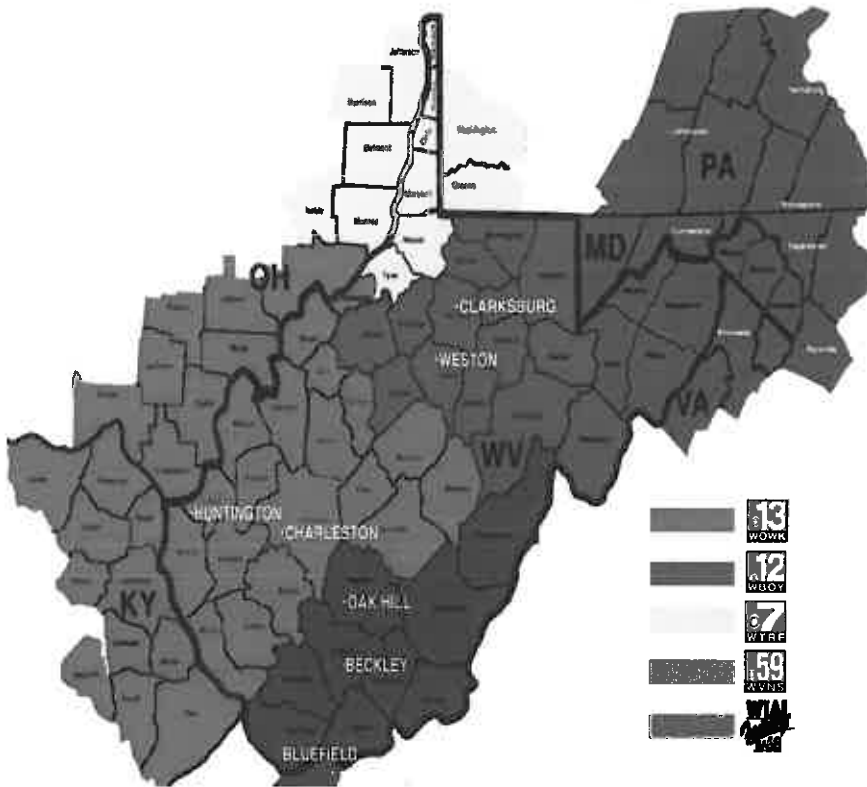
Air Schedule and Promos

- West Virginia Wildlife and the commercial adjacency will air on the following weekly schedule at the times and on the stations indicated.
 - Wednesday 6P News (WOWK)
 - Wednesday 11P News (WOWK)
 - Thursday 5A News (WOWK)
 - Thursday 6A News (WOWK)
 - Thursday 5:30P News (WOWK, WVNS, WBOY, WTRF, WJAL)
 - Saturday 11P News (WOWK)
- West Virginia Media proposes this alternate schedule to the preferred schedule, substituting Thursday at 5:30 for Thursday at noon.
- By including the 5:30 statewide news, West Virginia Wildlife will expand its reach to include the Clarksburg, Beckley and Wheeling markets as well as the Eastern Panhandle, truly providing statewide coverage in an effort to achieve the DNR's goal of reaching the largest possible audience.

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 4, Subsection 5.4 Other Commitments

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- West Virginia Media will provide personnel to staff a booth at West Virginia's National Hunting and Fishing Days at Stonewall Jackson Lake Resort State Park the last full weekend of September, including the assigned West Virginia Wildlife photojournalist and reporter, and broadcast "West Virginia Wildlife" features as a continuous loop.
- West Virginia Media will also staff a booth at the WV Trophy Hunters Association Hunt Show in January in Charleston, including assigned West Virginia Wildlife photojournalist and reporter, and broadcast West Virginia Wildlife on a continuous loop.

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

MANDATE: Under W. Va. Code §5A-3-10a, no contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and: (1) the debt owed is an amount greater than one thousand dollars in the aggregate; or (2) the debtor is in employer default.

EXCEPTION: The prohibition listed above does not apply where a vendor has contested any tax administered pursuant to chapter eleven of the W. Va. Code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement.

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon.

"Employer default" means having an outstanding balance or liability to the old fund or to the uninsured employers' fund or being in policy default, as defined in W. Va. Code § 23-2c-2, failure to maintain mandatory workers' compensation coverage, or failure to fully meet its obligations as a workers' compensation self-insured employer. An employer is not in employer default if it has entered into a repayment agreement with the Insurance Commissioner and remains in compliance with the obligations under the repayment agreement.

"Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

AFFIRMATION: By signing this form, the vendor's authorized signer affirms and acknowledges under penalty of law for false swearing (W. Va. Code §61-5-3) that neither vendor nor any related party owe a debt as defined above and that neither vendor nor any related party are in employer default as defined above, unless the debt or employer default is permitted under the exception above.

WITNESS THE FOLLOWING SIGNATURE:

Vendor's Name: West Virginia Media Holdings

Authorized Signature: Mark Allen Date: 06/23/15

State of West Virginia

County of Kanawha, to-wit:

Taken, subscribed, and sworn to before me this 23 day of June, 2015.

My Commission expires October 26, 2022, 20 .

AFFIX SEAL HERE

NOTARY PUBLIC Barbara Duff

Purchasing Affidavit (Revised 07/01/2012)

