



State of West Virginia  
 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
 Charleston, WV 25305-0130

# Request for Quotation

RFQ NUMBER  
 EDD304896

PAGE  
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF  
 SHELLY MURRAY  
 304-558-8801

VENDOR

RFQ COPY  
 TYPE NAME/ADDRESS HERE

SHIP TO

DEPARTMENT OF EDUCATION  
 BUILDING 6  
 1900 KANAWHA BOULEVARD, EAST  
 CHARLESTON, WV  
 25305-0330

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
12/01/2008				

BID OPENING DATE: 12/11/2008 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
----- ADDENDUM NO. 2 -----						
THIS ADDENDUM IS ISSUED TO ADDRESS NUMBERING OMISSIONS DISCOVERED AFTER THE RELEASE OF THE RFP.						
*** PLEASE NOTE THAT UNDER PART 4 (PROPOSAL FORMAT AND RESPONSE REQUIREMENTS) THAT SECTION III AND SECTION V WERE OMITTED AS A RESULT OF EDITS MADE TO THE FILE. THERE IS NO MISSING CONTENT AND THESE SECTIONS SHOULD BE SKIPPED IN ANY RESPONSE, IF APPLICABLE, TO THE RFP, SO THAT THE NUMBERING CONTAINED WITHIN ANY RESPONSE REMAINS CONSISTENT WITH THE RFP AS ADVERTISED. THE ORDER AND CONTENT LISTED IN THE RFP IS CORRECT, ONLY THE NUMBERING OF THE SECTIONS IS WRONG.						
ATTACHMENTS: MARKET RESEARCH INFORMATION PRE-BID CONFERENCE SIGN IN SHEET						
THE TECHNICAL BID OPENING REMAINS: 12/11/2008						
0001	1	LS		915-03		
ADVERTISING SERVICES						
EXHIBIT 10						
REQUISITION NO.: EDD304896						
ADDENDUM ACKNOWLEDGEMENT						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS						
SIGNATURE				TELEPHONE		DATE
TITLE		FEIN		ADDRESS CHANGES TO BE NOTED ABOVE		

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

**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



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 Department of Administration  
 Purchasing Division  
 2019 Washington Street East  
 Post Office Box 50130  
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<p>I HEREBY ACKNOWLEDGE RECEIPT OF THE FOLLOWING CHECKED ADDENDUM(S) AND HAVE MADE THE NECESSARY REVISIONS TO MY PROPOSAL, PLANS AND/OR SPECIFICATION, ETC.</p> <p>ADDENDUM NO.'S:</p> <p>NO. 1 .....</p> <p>NO. 2 .....</p> <p>NO. 3 .....</p> <p>NO. 4 .....</p> <p>NO. 5 .....</p> <p>I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF THE ADDENDUM(S) MAY BE CAUSE FOR REJECTION OF BIDS.</p> <p>VENDOR MUST CLEARLY UNDERSTAND THAT ANY VERBAL REPRESENTATION MADE OR ASSUMED TO BE MADE DURING ANY ORAL DISCUSSION HELD BETWEEN VENDOR'S REPRESENTATIVES AND ANY STATE PERSONNEL IS NOT BINDING. ONLY THE INFORMATION ISSUED IN WRITING AND ADDED TO THE SPECIFICATIONS BY AN OFFICIAL ADDENDUM IS BINDING.</p> <p>..... SIGNATURE</p> <p>..... COMPANY</p> <p>..... DATE</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS		
SIGNATURE	TELEPHONE	DATE
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE

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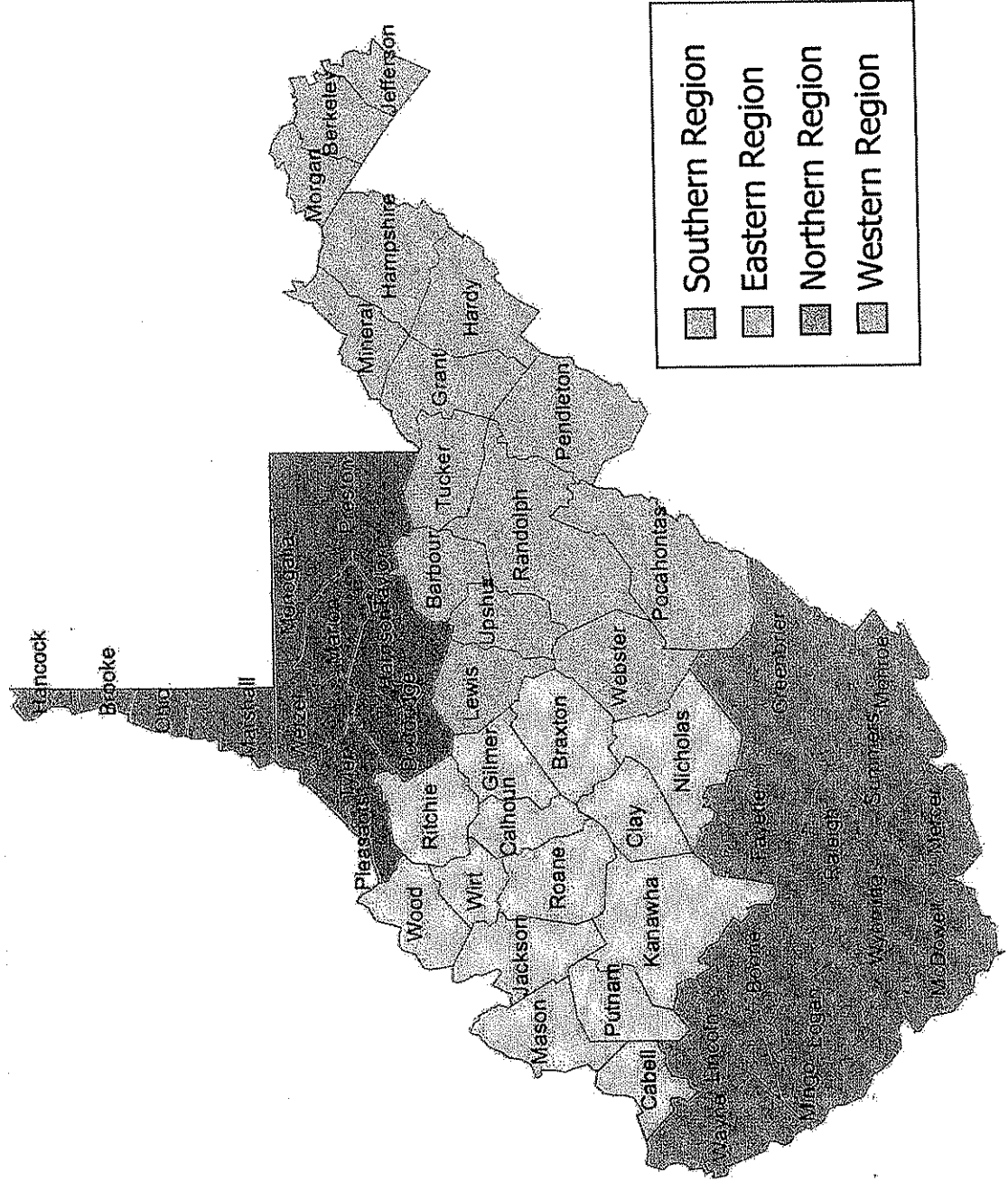
**Addendum**

**Market Research**

# Methodology

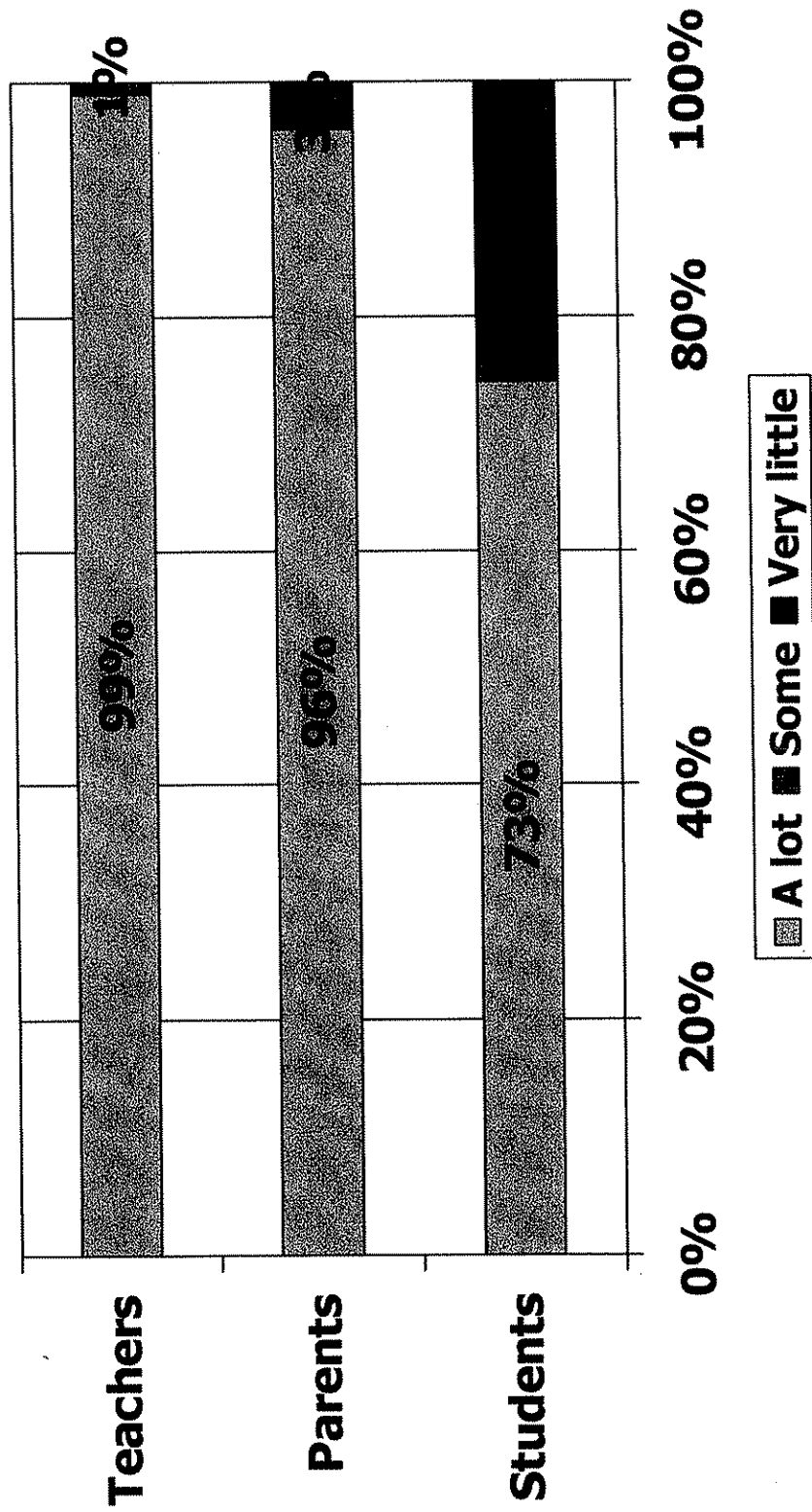
- Conducted December 1-31, 2007 during evening hours
- 539 completed interviews
  - 184 completed interviews among parents ( $\pm$  7.2% margin of error at the 95% confidence level)
  - 177 completed interviews among students ( $\pm$  7.4% margin of error at the 95% confidence level)
  - 178 completed interview among teachers ( $\pm$  7.4% margin of error at the 95% confidence level)
- Targeted sample was used for the student and parent interviews
- A telematch was done for teachers using addresses provided by the West Virginia Department of Education
- Average length of interview: 18 minutes
- Cooperation rate: 68% for parents, 72% for students and 79% for teachers.

# Regions



Students are the least inclined to believe that parents can have an impact on their education.

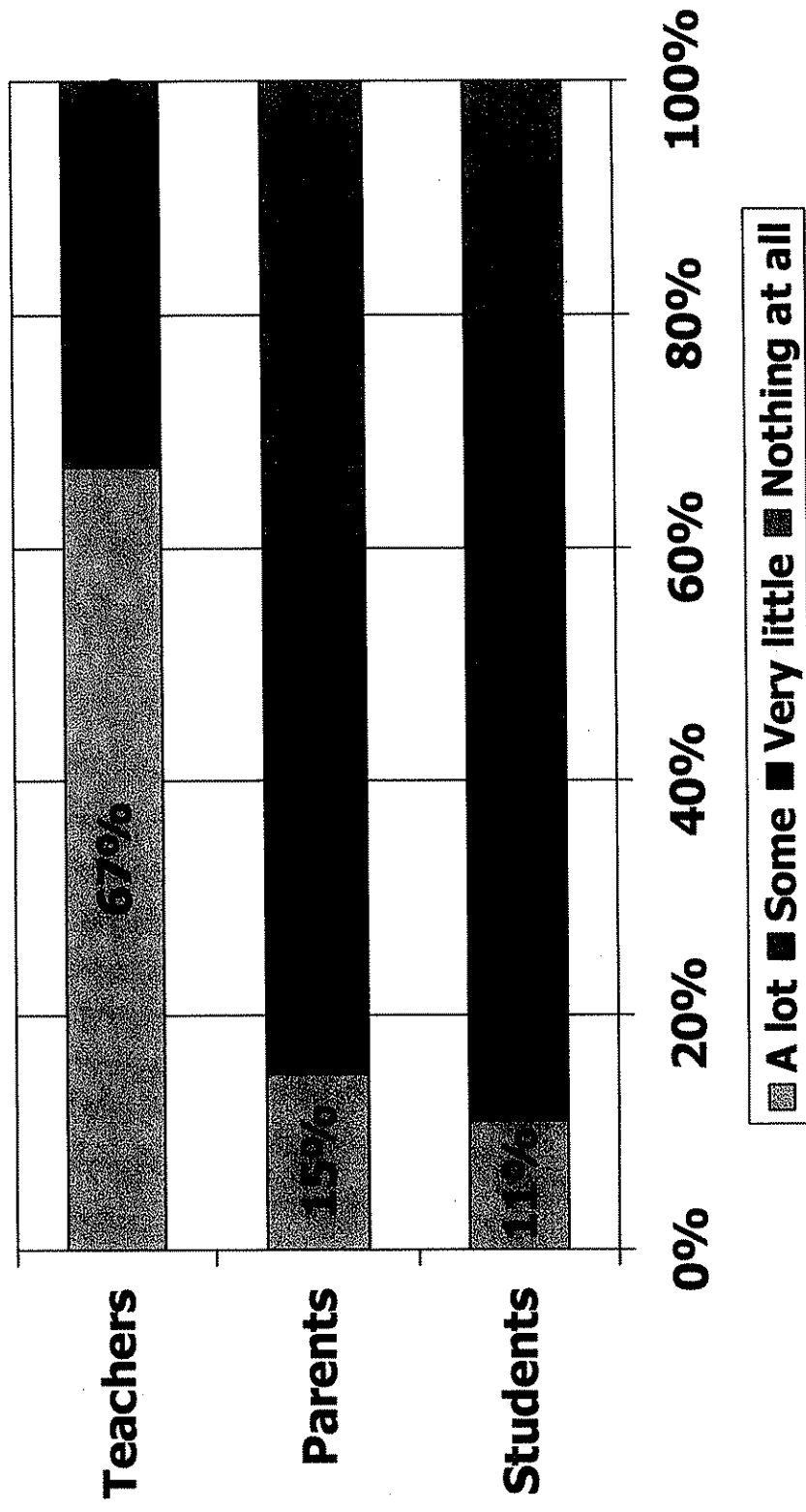
*In your opinion, how much of a difference can parents make in a child's education?*





# As expected, teachers are the most knowledgeable about 21<sup>st</sup> Century Learning Skills.

*How much have you heard about 21<sup>st</sup> Century Learning Skills?*

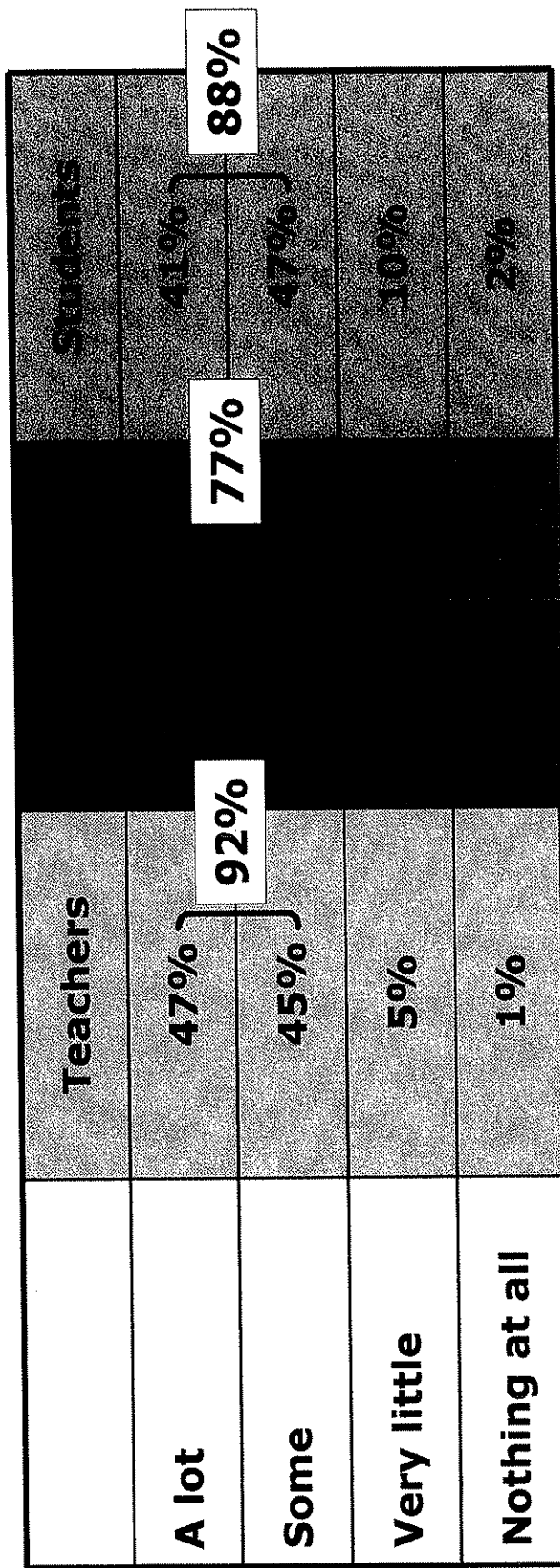


# Most associate 21<sup>st</sup> Century Learning Skills with computers and technology.

- Nearly half of the teachers think 21<sup>st</sup> Century Learning skills is about using computers and technology in the classroom.
  - “It involves a lot of technology in the classroom.”
  - “I know they are trying to increase technology in schools. There are new CSO’s, content, standard and objectives.”
- Some know 21<sup>st</sup> Century Learning skills includes getting parents involved and preparing students for the workforce.
  - “Critical thinking skills. They must be able to work as a team, creative thinking outside the box and know how to use a computer.”
- Of parents and students who know about 21<sup>st</sup> Century Learning skills, most think it involves teaching computers and technology in the classroom.
- Several parents and students think it involves getting youth ready for the workforce and a couple said multi-tasking.

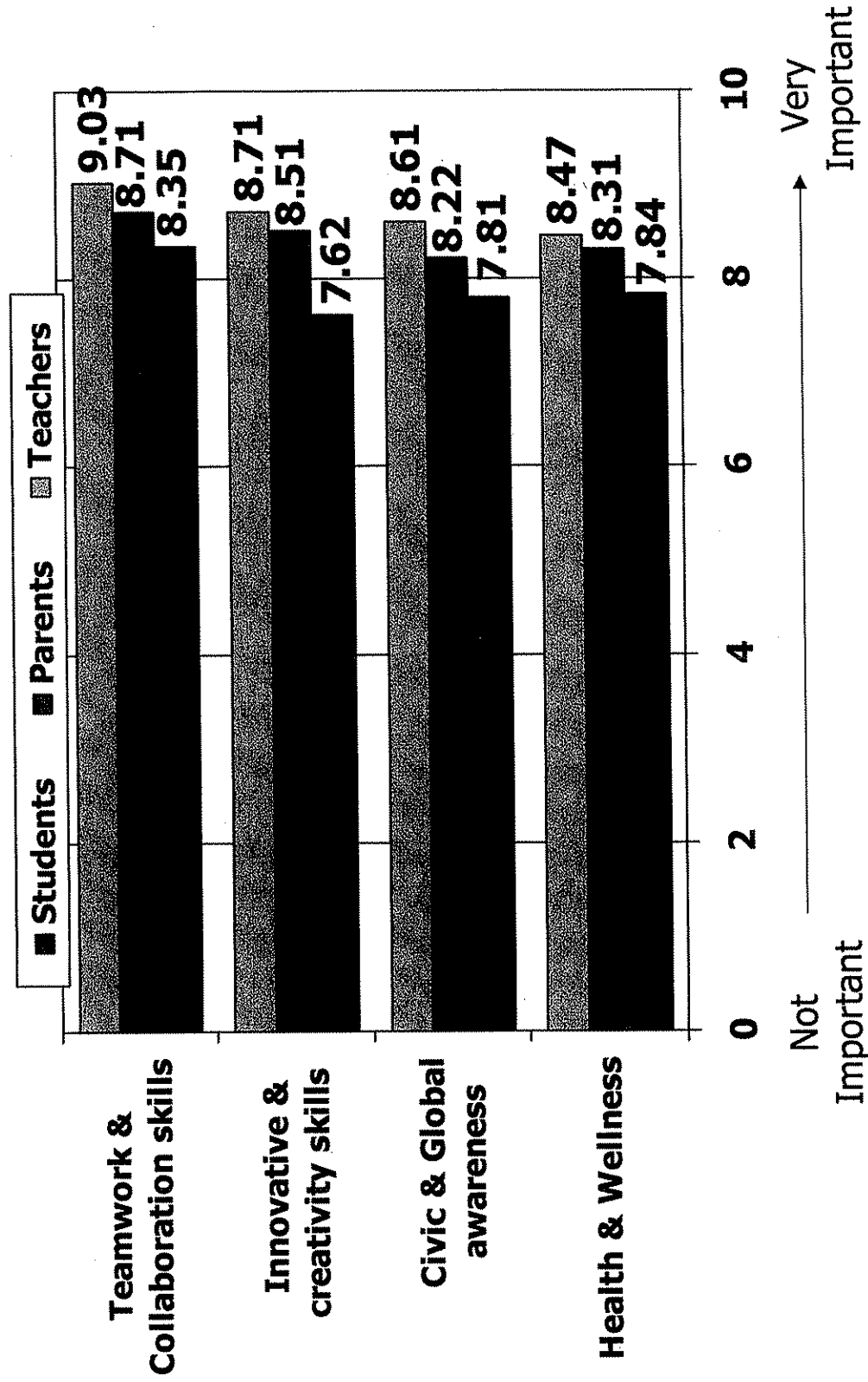
Teachers and students are more likely to perceive their public school is doing “a lot” to prepare students for the workforce in the 21<sup>st</sup> Century.

*In your opinion, how much is your local public school doing to prepare students for the workforce in the 21<sup>st</sup> Century?*



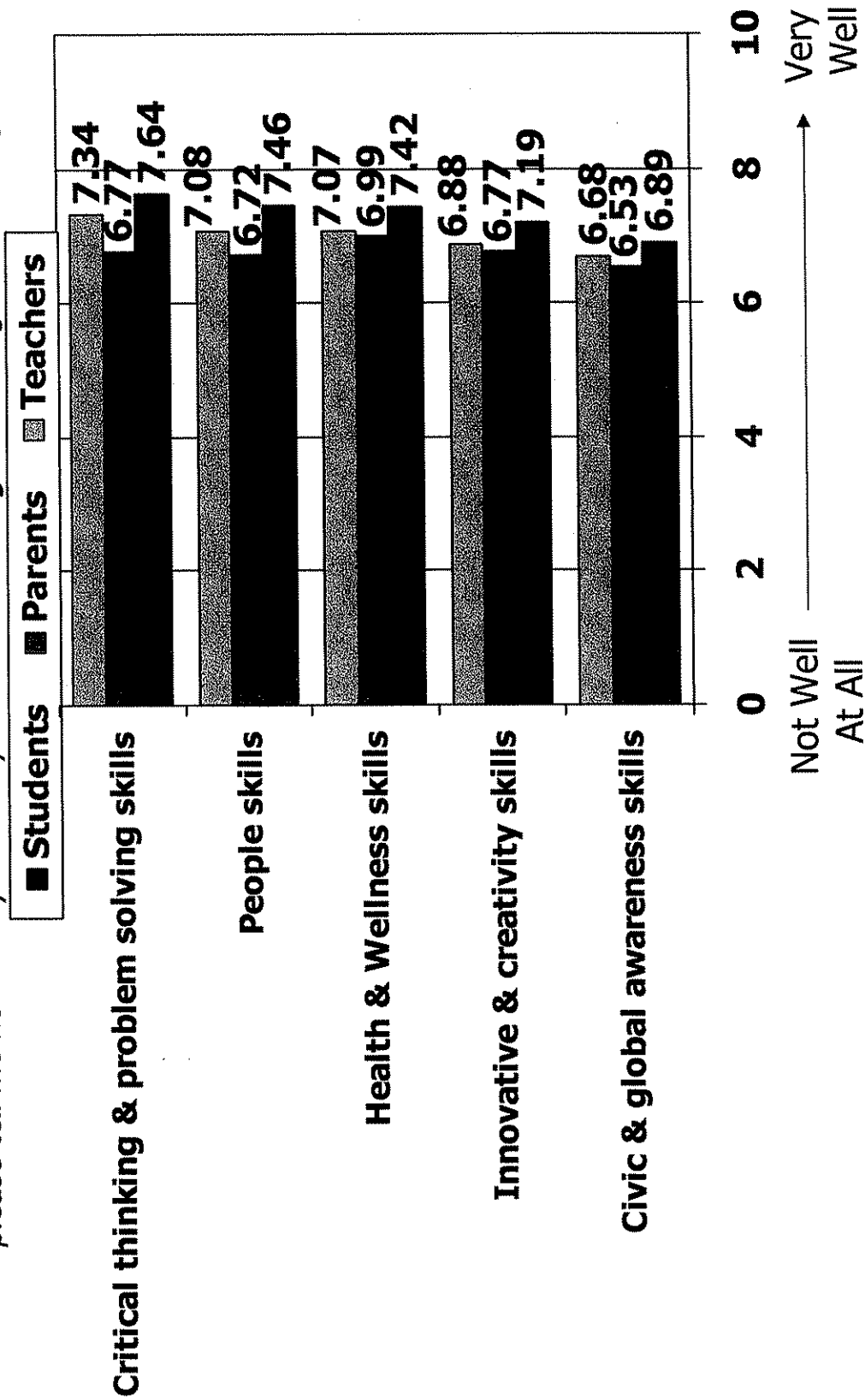
# Students perceive innovative and creativity skills as being the least important for schools to teach.

Now, using a scale between 0 and 10 where 0 is "not important" and 10 is "very important," please tell me how important it is to teach the following skills in school.



# Teachers, parents and students agree that their schools are not doing well teaching civic and global awareness skills.

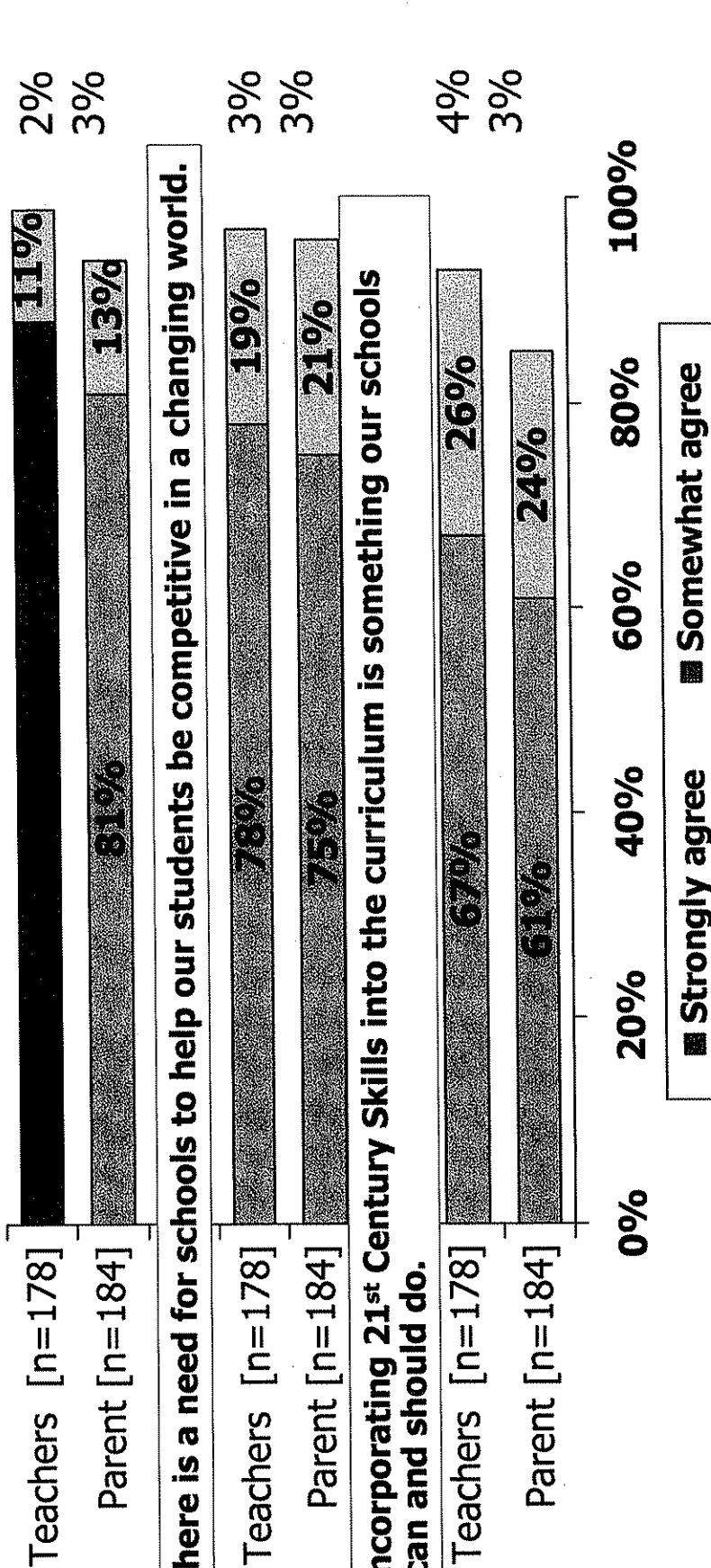
Now, using a scale between 0 and 10 where 0 is "not well at all" and 10 is "very well," please tell me how well you think your school is doing in teaching the following skills.



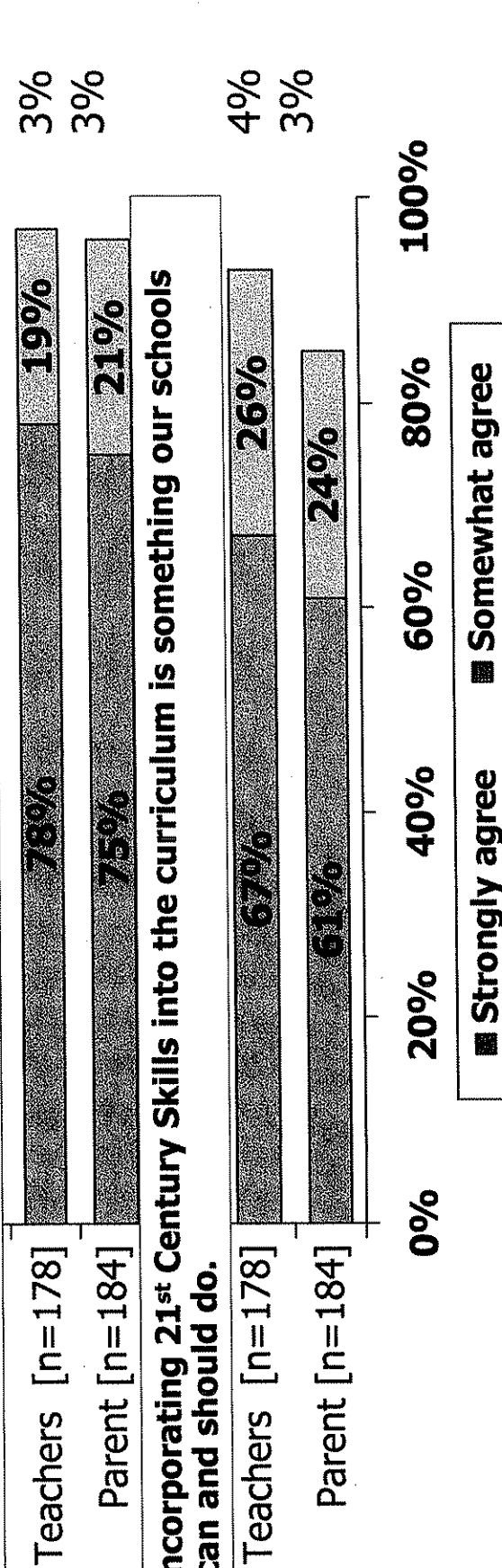
# Teachers and parents agree, it is important for students to have the skills to compete in the 21<sup>st</sup> Century workforce.

Now, I'd like to find out if you agree or disagree with the following statements regarding 21<sup>st</sup> Century Skills Programs?

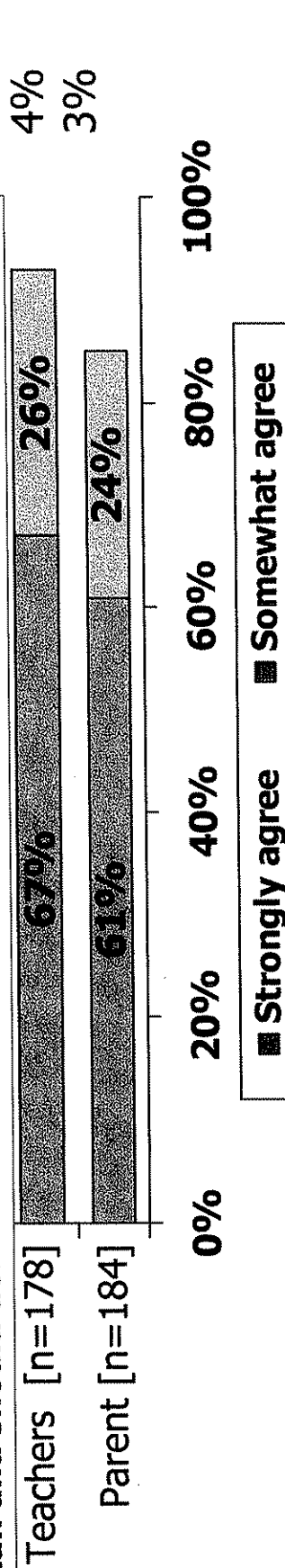
**1. It is important for our students to have the skills to compete in the 21<sup>st</sup> Century workforce.**



**2. There is a need for schools to help our students be competitive in a changing world.**



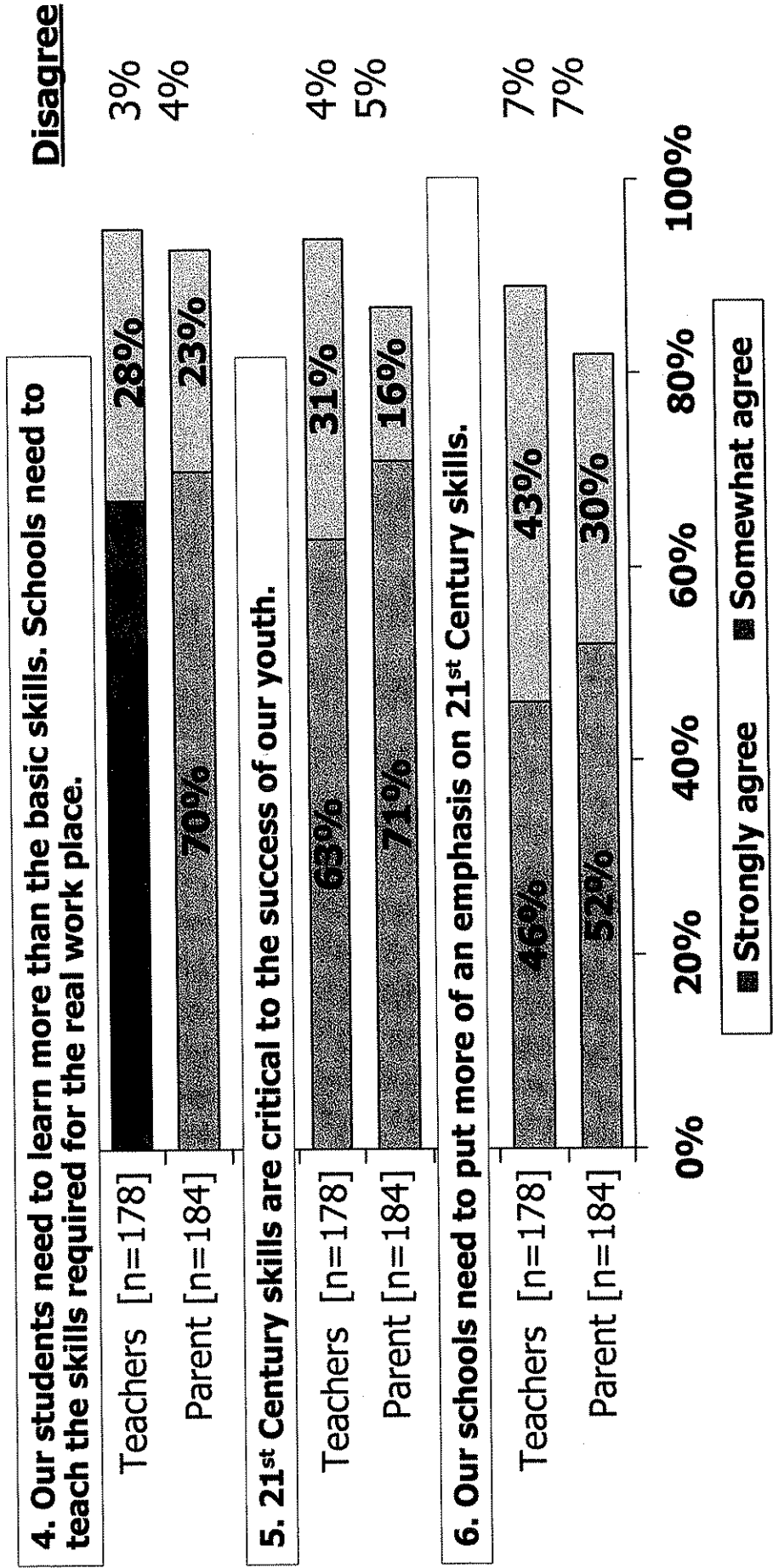
**3. Incorporating 21<sup>st</sup> Century Skills into the curriculum is something our schools can and should do.**



Strongly agree
  Somewhat agree
  Disagree

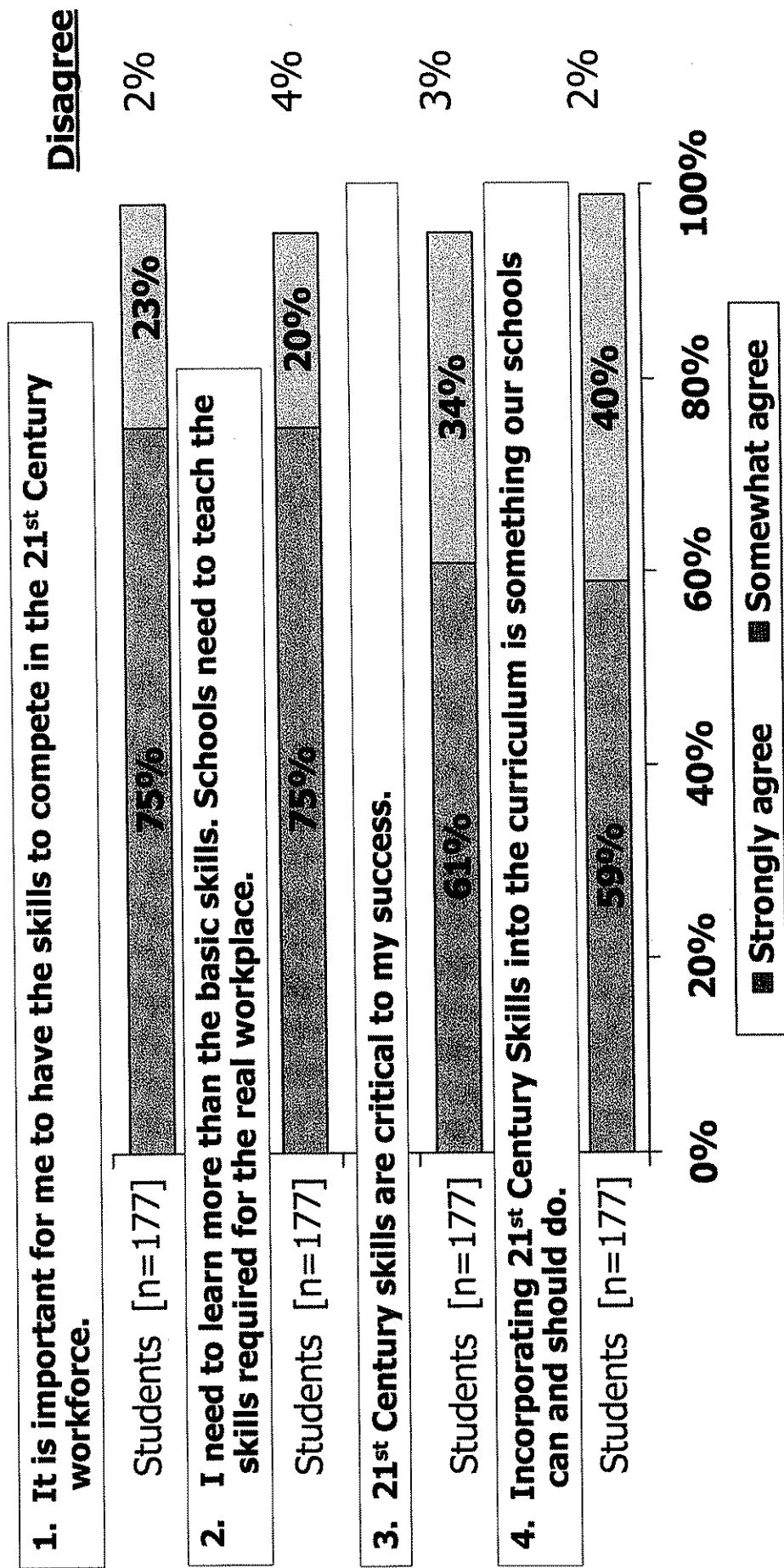
# Two in five teachers “somewhat agree” that schools need to put more of an emphasis on 21<sup>st</sup> Century skills.

*Now, I'd like to find out if you agree or disagree with the following statements regarding 21<sup>st</sup> Century Skills Programs?*



# Students agree that it is important for them to have the skills to compete in the 21<sup>st</sup> Century workforce.

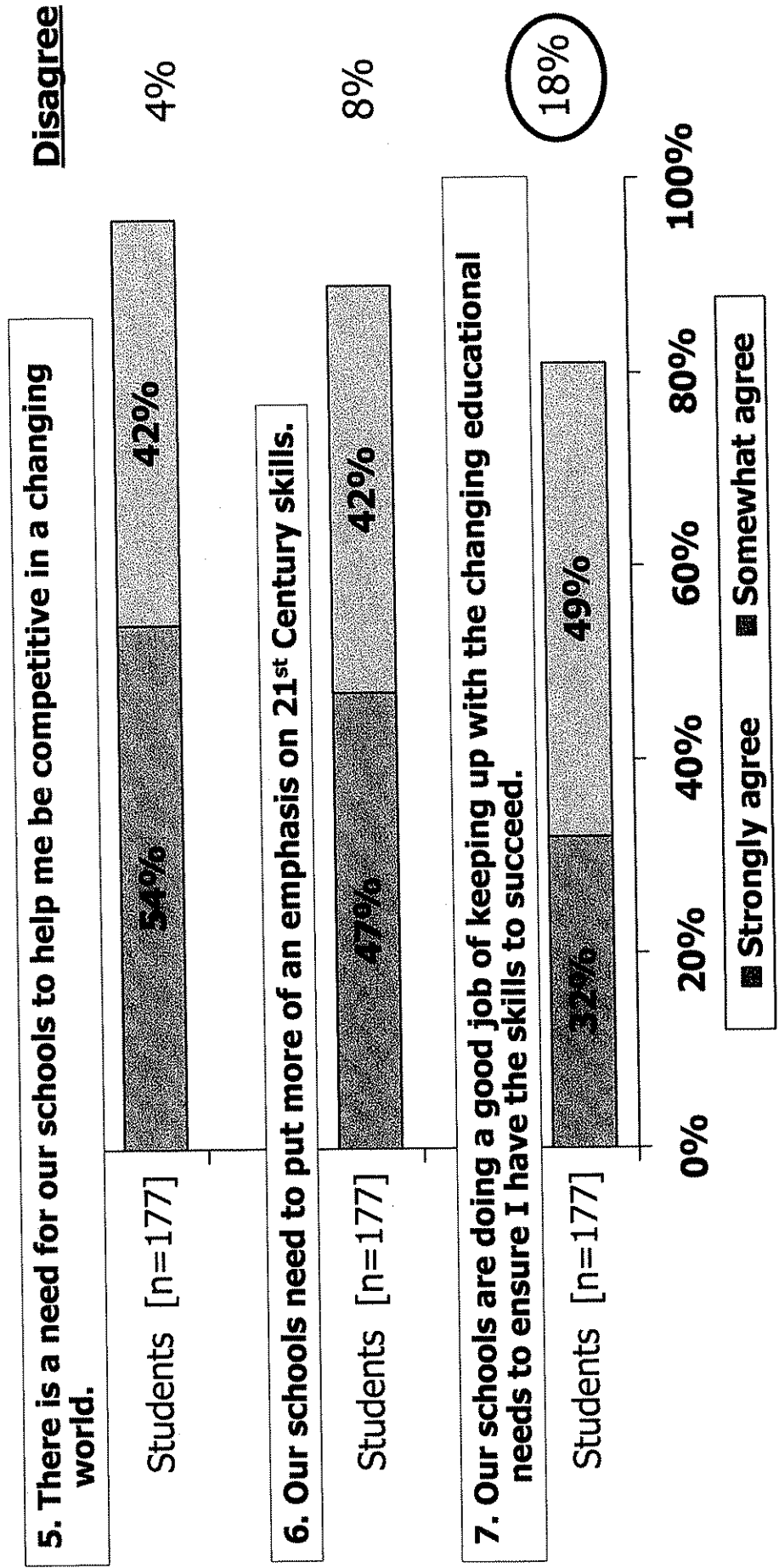
Now, I'd like to find out if you agree or disagree with the following statements regarding 21<sup>st</sup> Century Skills Programs?





Students are more likely to disagree that the schools are doing a good job of keeping up with the changing educational needs.

*Now, I'd like to find out if you agree or disagree with the following statements regarding 21<sup>st</sup> Century Skills Programs?*



Teachers are more likely than parents and students to trust the State Superintendent to give them information about the 21<sup>st</sup> Century Skills program.

*Based on what you know, how much trust and confidence do you have in each of the following to give you information about the 21<sup>st</sup> Century Skills program?*

	<b>A great deal/ A lot of trust</b>	<b>Some trust</b>	<b>Very little/ No trust at all</b>
<b>The State Superintendent</b>			
Teachers	66%	26%	7%
Parents	32%	41%	19%
Student	51%	38%	9%
<b>Your school Superintendent</b>			
Teachers	61%	31%	7%
Parents	37%	34%	24%
Student	45%	44%	10%
<b>Teacher of the year from school</b>			
Teachers	55%	34%	7%
Parents	51%	29%	14%
Student	58%	34%	7%
<b>A high school student leader</b>			
Teachers	31%	51%	14%
Parents	34%	48%	12%
Student	40%	51%	9%

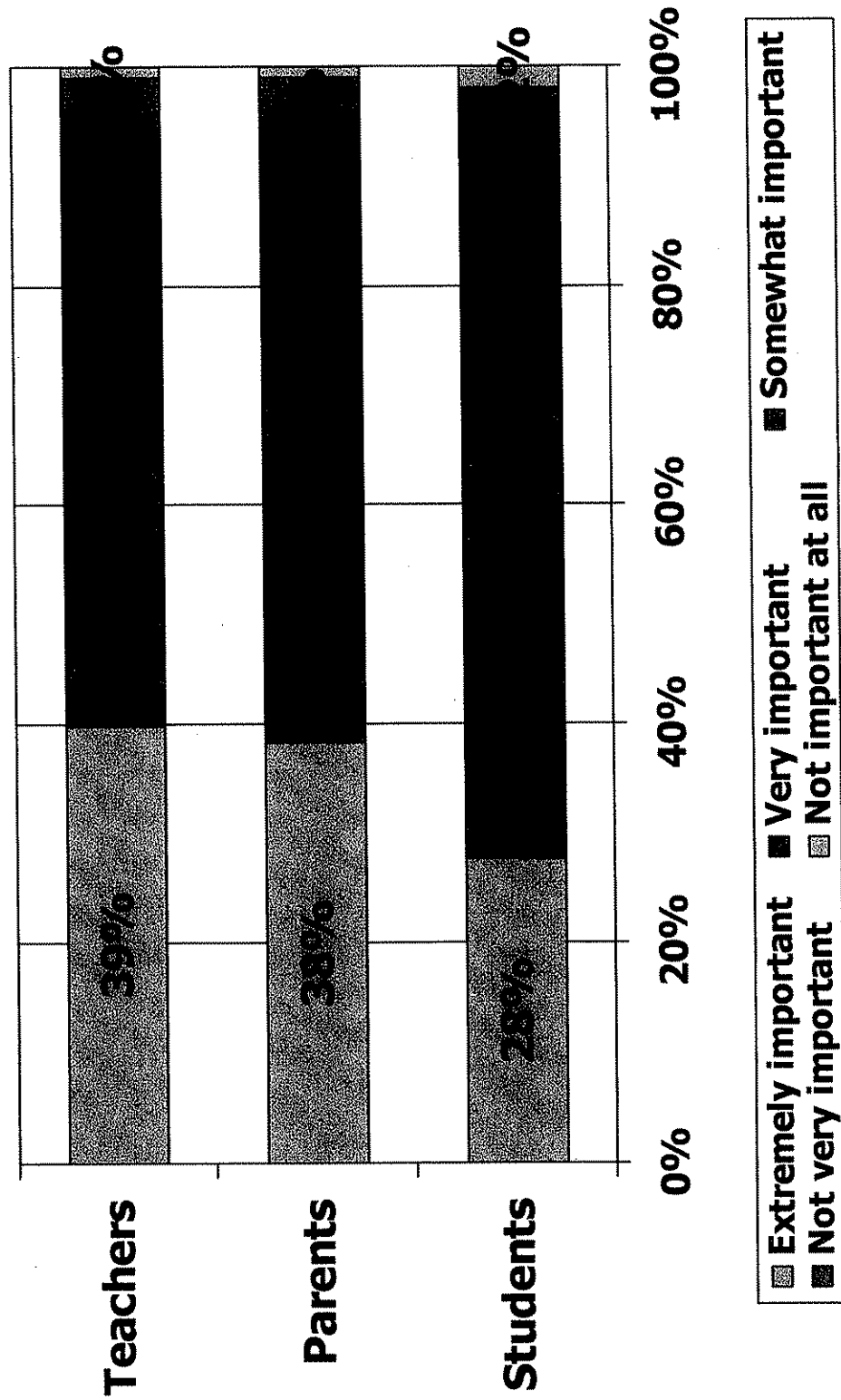
Students are more likely to trust a government official while parents are more likely to trust another parent from their community.

*Based on what you know, how much trust and confidence do you have in each of the following to give you information about the 21<sup>st</sup> Century Skills program?*

	A great deal/ A lot of trust	Some trust	Very little/ No trust at all
<b>A government official</b>			
Teachers	16%	48%	32%
Parents	21%	45%	30%
Student	55%	36%	10%
<b>A well known West Virginian</b>			
Teachers	17%	51%	24%
Parents	27%	50%	18%
Student	39%	52%	9%
<b>Another parent from your community</b>			
Teachers	13%	55%	30%
Parents	38%	45%	13%
Student	37%	51%	12%

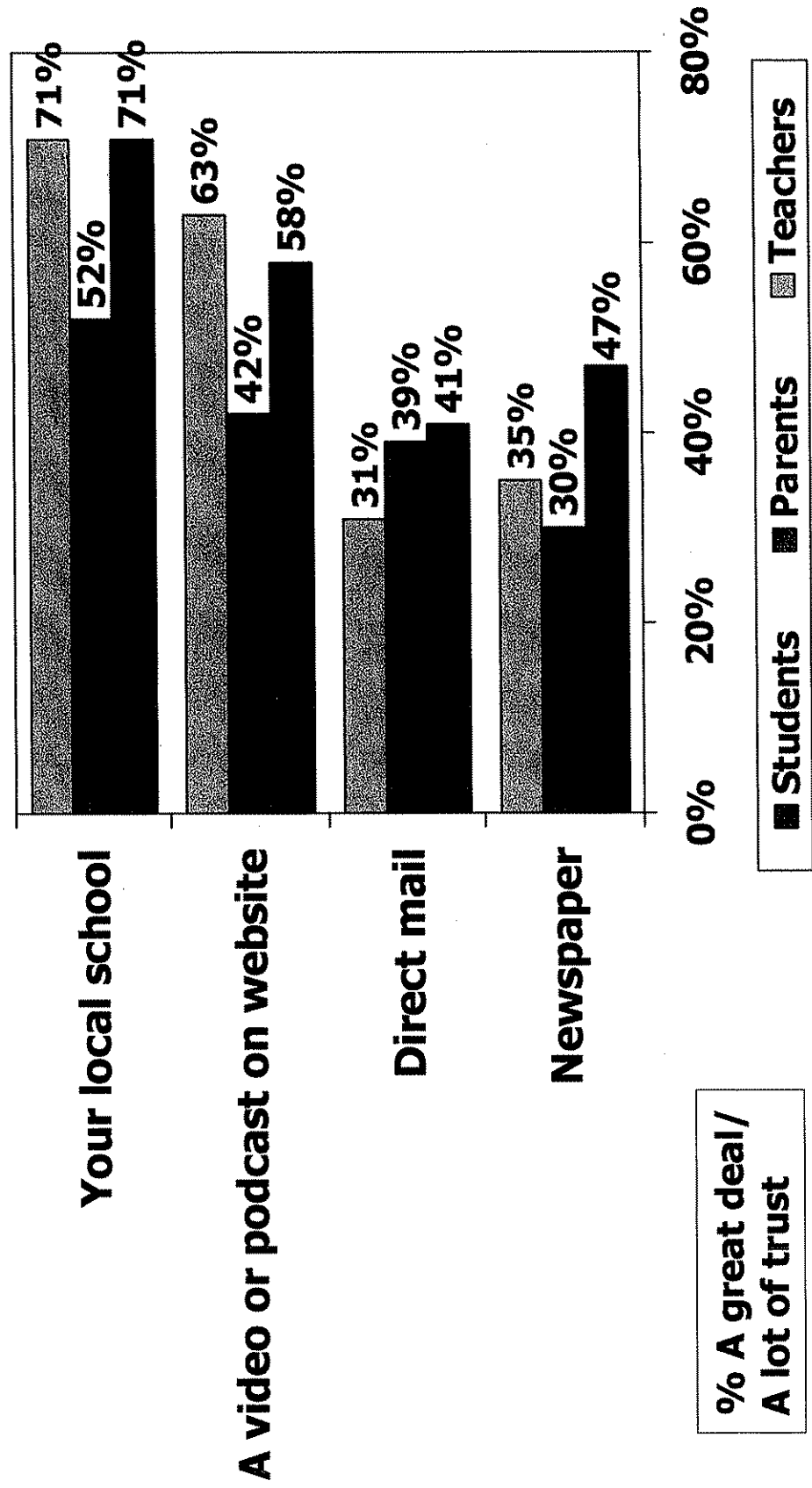
Teachers and parents believe it is “extremely important” to advertise information on 21<sup>st</sup> Century skills.

*How important is it to advertise information on 21<sup>st</sup> Century skills?*



Teachers, parents and students have the most trust and confidence in their local school to give information about the 21<sup>st</sup> Century Skills program.

*Now, thinking about the following types of media, how much trust and confidence do you have in each to give you information about the 21<sup>st</sup> Century Skills program?*



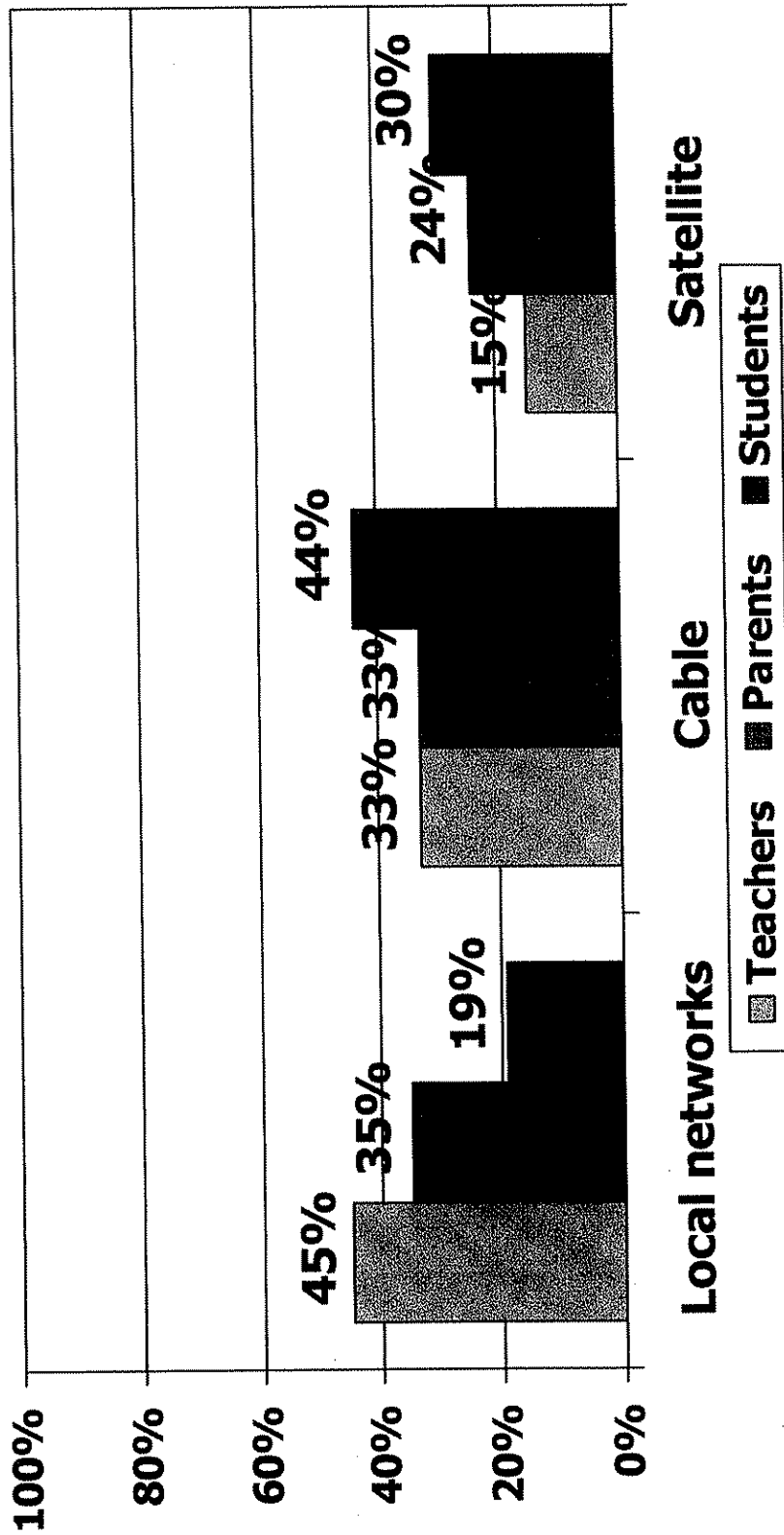
Teachers and parents are more likely than students to attend a seminar on 21<sup>st</sup> Century Learning skills program.

*How likely are you to attend an event or seminar to learn more about 21<sup>st</sup> Century Learning skills program in your county?*

	Students	TEACHERS
<b>Extremely likely</b>	7%	40%
<b>Very likely</b>	14%	31%
<b>Somewhat likely</b>	50%	16%
<b>Not very likely</b>	20%	5%
<b>Not likely at all</b>	7%	6%
	<b>21%</b>	<b>50%</b>
		<b>51%</b>

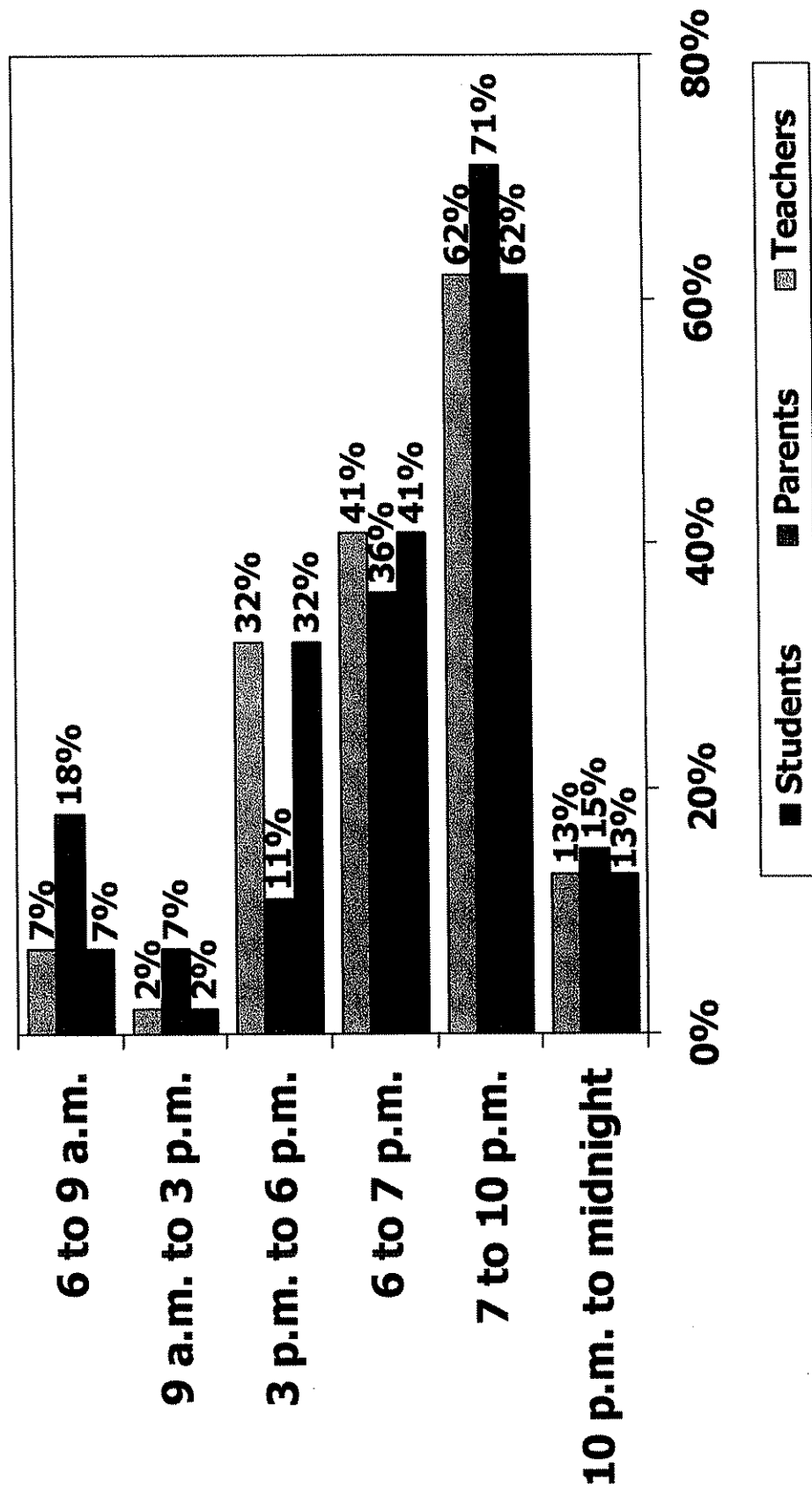
Teachers and parents are more inclined to watch local networks while students watch more cable television.

*Do you typically watch more cable television, satellite television or more local networks, like ABC, CBS and NBC?*



# Most watch television from 7 to 10 p.m.

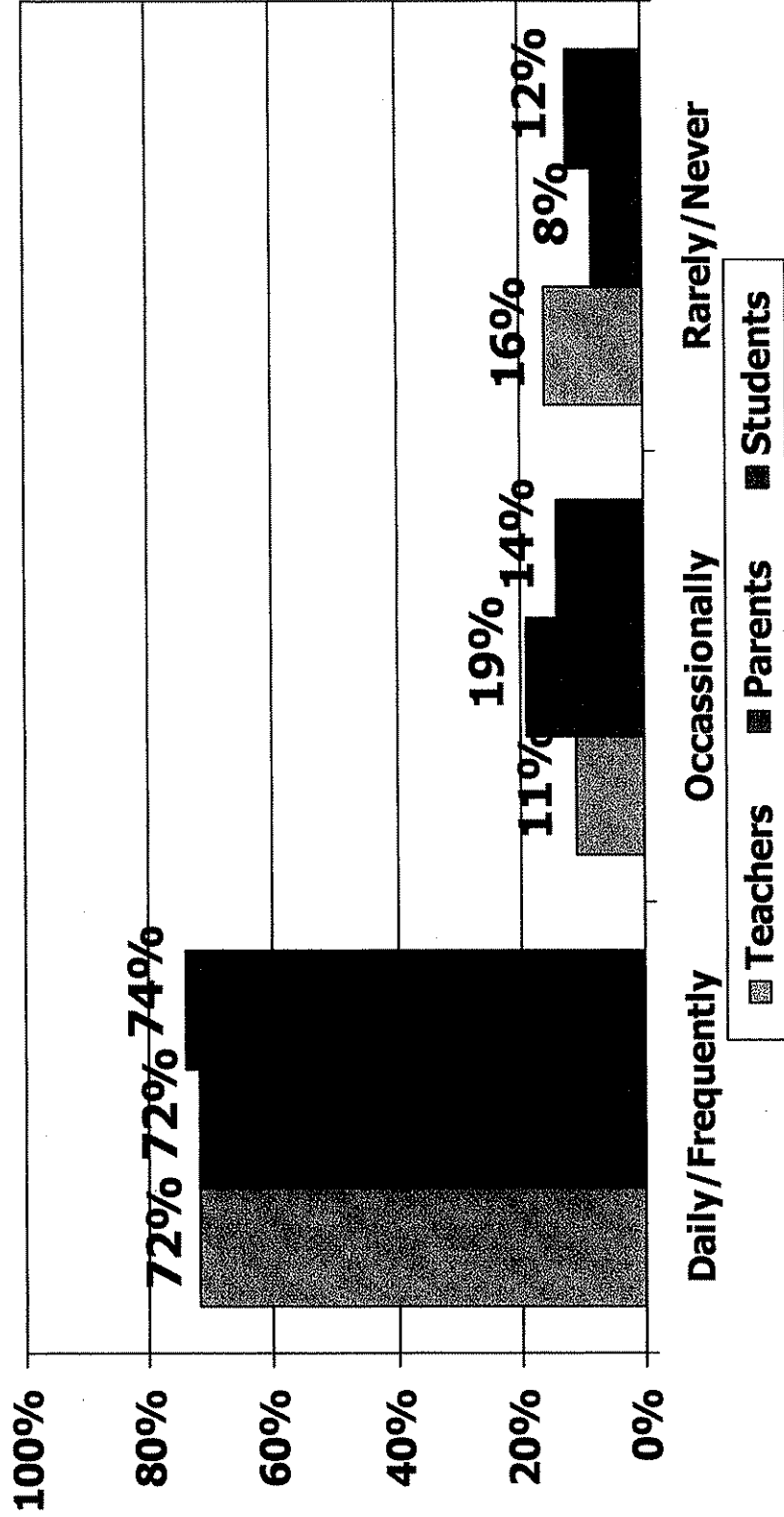
On a typical weekday, during which of the following time periods are you likely to watch television?





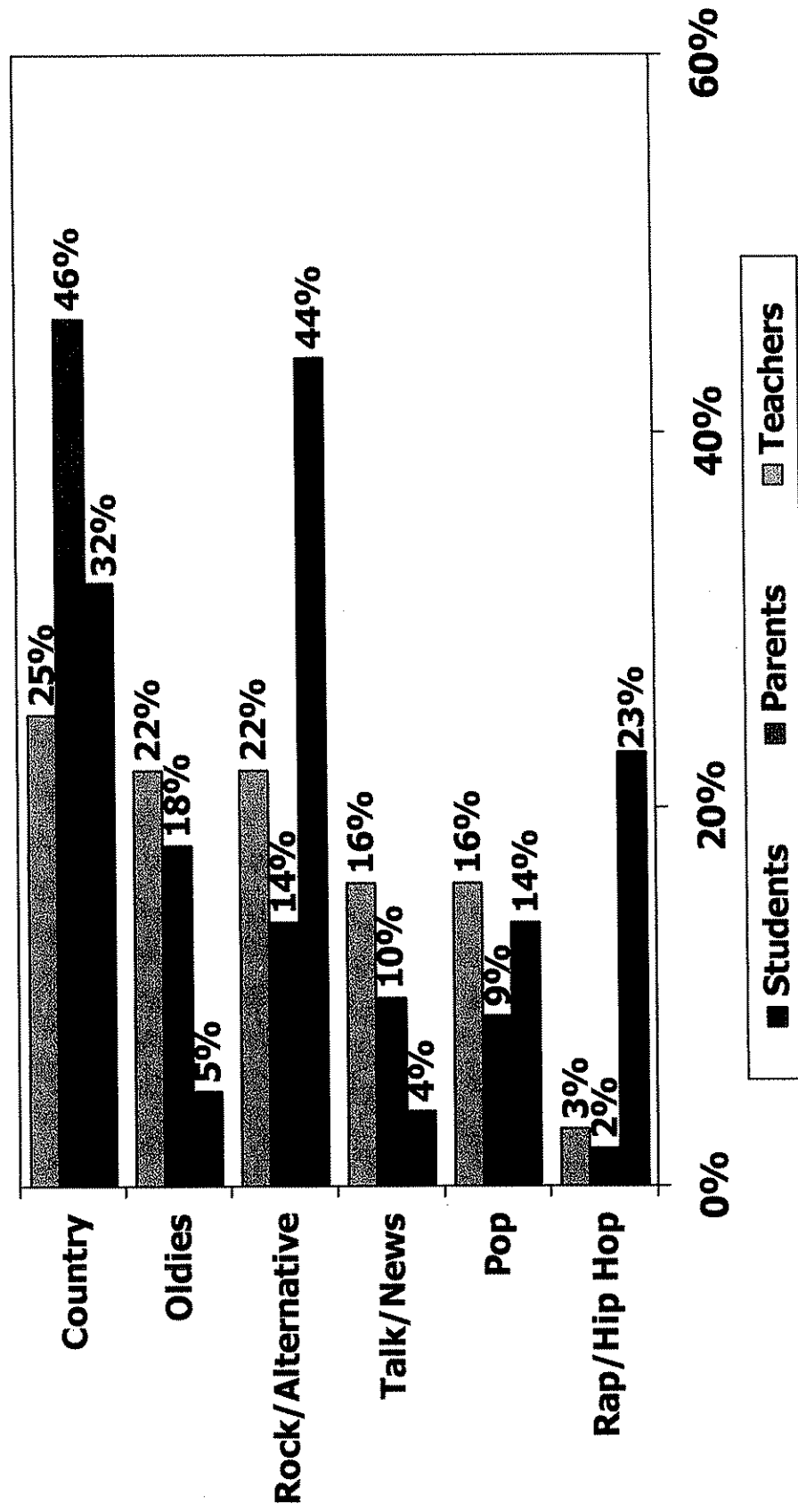
# Three in four listen to the radio frequently.

*How often do you listen to the radio?*



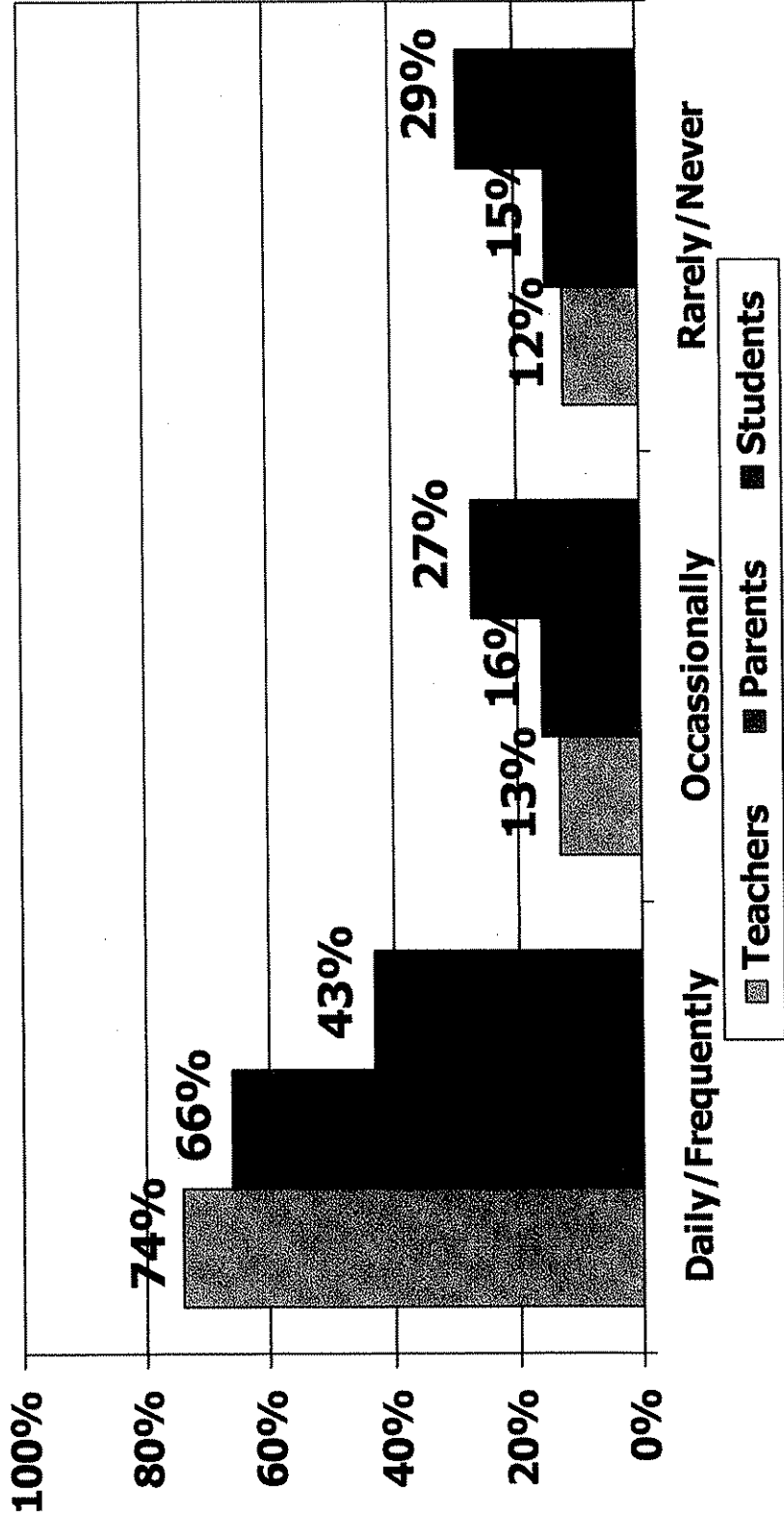
# Teachers and Parents are more inclined to listen to country and oldies music while students listen to rock and alternative music.

*What type of music format do you listen to most often on the radio?*



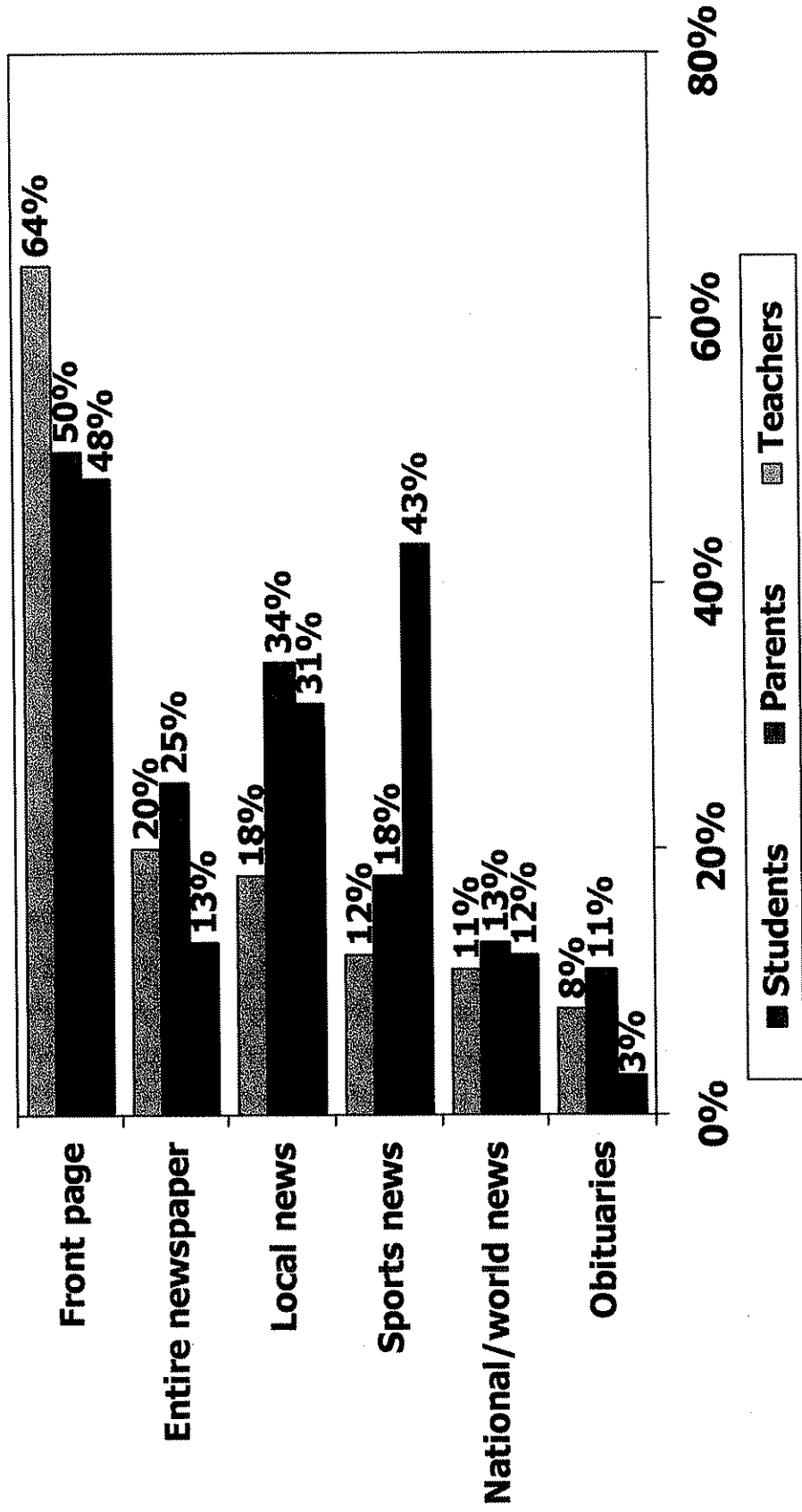
# Most teachers and parents read the newspaper daily.

*How often do you read your local newspaper?*



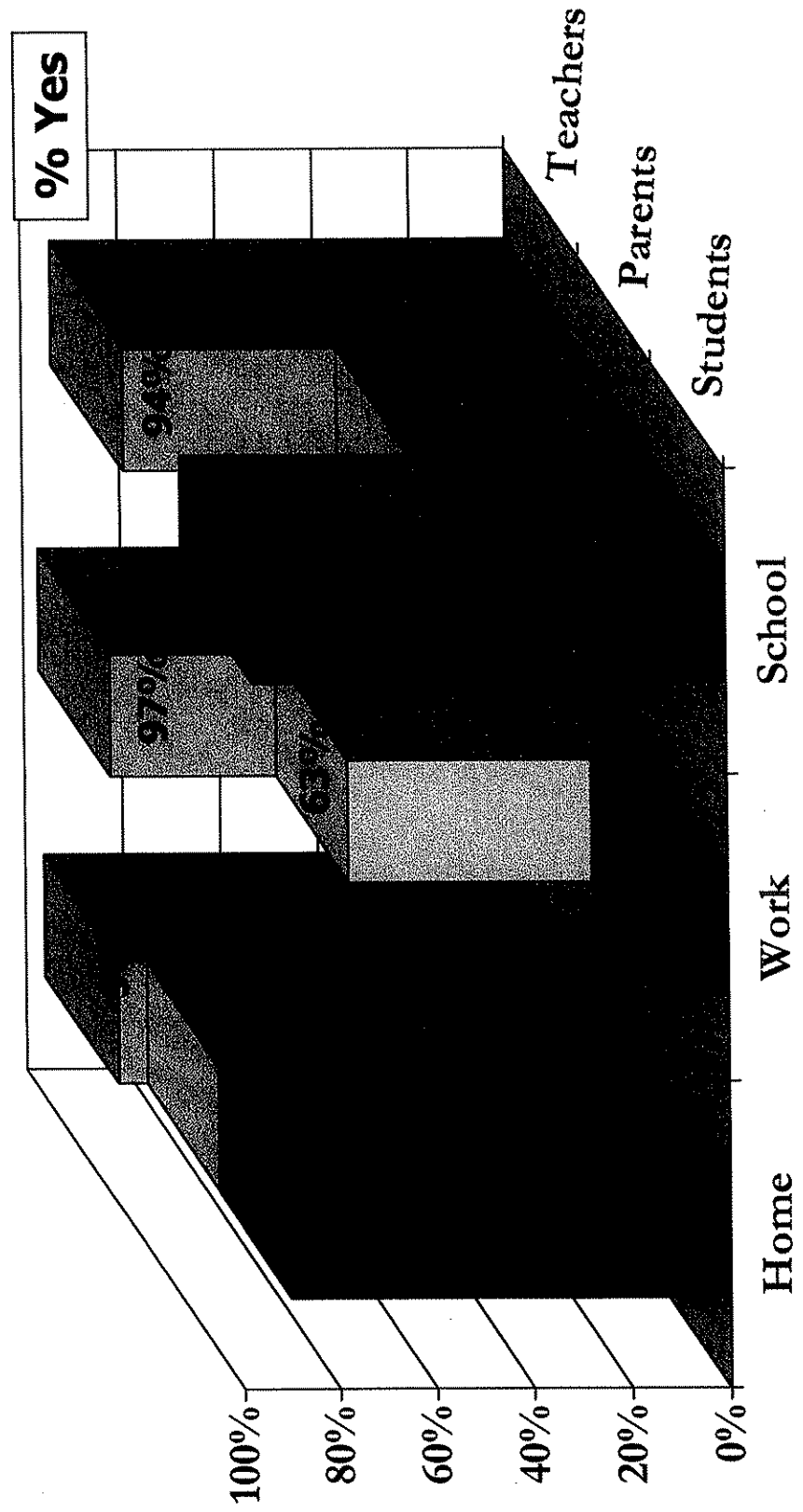
Teachers and Parents are more inclined to read the entire newspaper while students are more inclined to read the sports.

Which sections of the newspaper do you read first?



# A majority have access to the Internet at home.

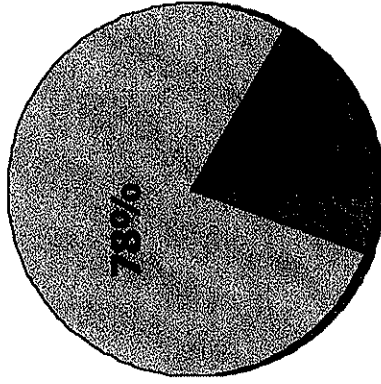
*Do you have access to the Internet at...?*



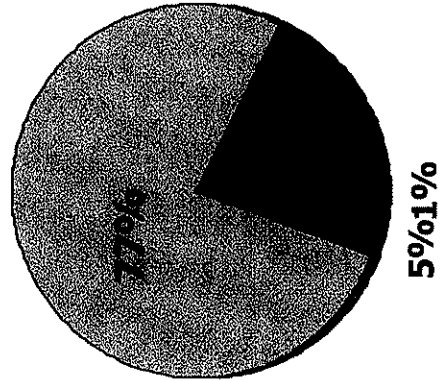
# A majority have broadband access to the Internet.

*What type of Internet access do you have?*

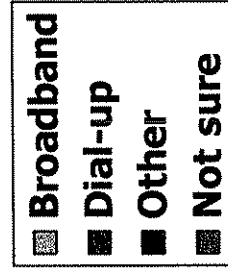
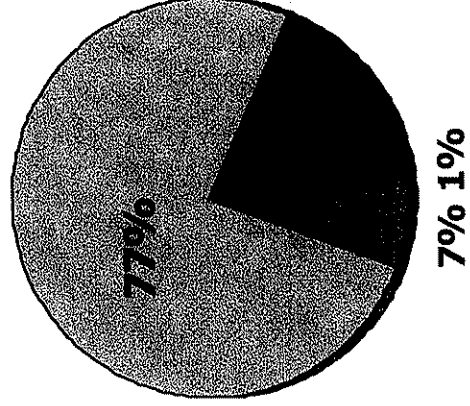
## Teachers



## Parents



## Students



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SIGN IN SHEET

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PLEASE PRINT LEGIBLY. THIS INFORMATION IS ESSENTIAL TO CONTACT THE ATTENDEES IN A TIMELY MANNER. FAILURE TO DO SO MAY RESULT IN DELAYS IN YOUR COMPANY GETTING IMPORTANT BID INFORMATION.

Firm Name:	Charles Ryan Associates
Firm Address:	300 Summers Street Suite 1100 Charleston WV 25301
Representative Attending:	Matthew Suttner
Phone Number:	304-342-0161
Fax Number:	304-342-1941
Email Address:	msuttner@charlesryan.com

Firm Name:	The Manahan Group
Firm Address:	222 Capitol St Charleston WV 25301
Representative Attending:	Amarda Wilson
Phone Number:	304-343-2800
Fax Number:	304-343-2788
Email Address:	awilson@manahangroup.com

Firm Name:	Charles Ryan Associates
Firm Address:	300 Summers St Suite 1100 Charleston, WV 25301
Representative Attending:	Scott Castleman
Phone Number:	304-342-0161
Fax Number:	304-342-1941
Email Address:	scastleman@charlesryan.com

Firm Name:	The Arnold Agency
Firm Address:	117 Summers Street Charleston, WV 25301
Representative Attending:	Stacy M. Deel
Phone Number:	304-342-1200
Fax Number:	304-342-1285
Email Address:	sdeel@arnoldagency.com

Firm Name:	Maple Creative
Firm Address:	300 Capitol Street Suite 1310 Charleston, WV 25301
Representative Attending:	James Nestel
Phone Number:	342-6976
Fax Number:	342-6973
Email Address:	jim@maplecreative.com

Firm Name:	The Arnold Agency
Firm Address:	117 Summers Street Charleston, WV 25301
Representative Attending:	Chaste Treman Barclay
Phone Number:	304-342-1200
Fax Number:	304-342-1285
Email Address:	cbarcloy@arnoldagency.com

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Firm Name:	Red Sky Marketing
Firm Address:	1337 Virginia St. E Char, WV 25301
Representative Attending:	Richard Martin
Phone Number:	304.346.7635
Fax Number:	304.346.1861
Email Address:	richard@rethesky.com

Firm Name:	CHCO
Firm Address:	1337 Virginia St. E Charleston, WV 25301
Representative Attending:	Nikki Williams
Phone Number:	304-346-7635
Fax Number:	304-346-1861
Email Address:	Nikki@chandcompany.com

Firm Name:	Mountainside Media
Firm Address:	1009 Fifth Avenue Huntington WV 25701 304/548-5460
Direct Line:	
Representative Attending:	Deborah Hancock
Phone Number:	304/523-6162
Fax Number:	304/523-6155
Email Address:	dhancock@mountainside Media.com

Firm Name:	TRIAO STRATEGIES
Firm Address:	ATTN: TONY MAY 116 Pine St. Harrisburg PA 17102
Representative Attending:	Al Exelime
Phone Number:	1-717-418-3366
Fax Number:	
Email Address:	

Firm Name:	Rainmaker Media Group
Firm Address:	One Union Sq. Suite 200 Charleston, WV 25302
Representative Attending:	Larry La Corte
Phone Number:	304-414-3371
Fax Number:	304-414-3370
Email Address:	Larry@thinkrainmaker.com

Firm Name:	Rainmaker Media Group
Firm Address:	One Union Sq. Suite 200 Charleston, WV 25302
Representative Attending:	Brett Harper
Phone Number:	304-414-3371 ext. 112
Fax Number:	304-414-3370
Email Address:	bharper@thinkrainmaker.com



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Firm Name:	The Phillips Group
Firm Address:	98 Findley Street Elkins WV 26241
Representative Attending:	Rachel D. Phillips
Phone Number:	304.636.5568
Fax Number:	304.636.1707
Email Address:	rachel@phillipsgroupideas.com

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
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Email Address:	

Firm Name:	
Firm Address:	
Representative Attending:	
Phone Number:	
Fax Number:	
Email Address:	