

# FY22 ASA/WISHH Communications RFP

Q&A Posted 9/2/21

1. **Regarding deliverable #1, does ASA have an estimated total number of desired materials?** It is estimated the contractor would provide on average 1/month for e-beans and 1/quarter on ASA magazine, QSSB communications and press releases.
2. **Regarding deliverable # 4, does WISHH have an estimated total number of desired materials or how often it would like to have content available for use?** The estimated total number of desired materials would be 2-3 for each area of the strategic plan.
3. **Regarding deliverable #5, does WISHH want the RFP contractor to create only the new content that ASA staff or other contractors will use to update the website? Or does the RFP expect the contractor to post the content on WISHH's website?** The contractor would only create the new content for the website, WISHH will utilize existing processes to post the content on the WISHH website.
4. **Regarding deliverable #6, does WISHH want the RFP contractor to provide the talent and produce the radio ad campaigns or does this just cover the messaging?** The contractor would provide the messaging only.
5. **Regarding deliverable #7, can WISHH provide information about the requested brochure, including a) what is the desired level of intricacy? For example, does WISHH want it to be something that staff will print off standard office equipment or is it a special cut requiring professional printing and laser cuts due to keyholes and non-standard formats. b) Will WISHH ever want staff to print the brochure while working overseas using international equipment? c) If WISHH wants a professionally printed brochure then can the contractor oversee the press run so the quality is controlled and the design is created based on the actual need and advance discussions with printers. The brochure should not require professional printing and cutting as the brochure should be easily printed by WISHH and its overseas contractors.**
6. **Does WISHH anticipate international travel as part of the contract? If so, any guidance on how many and does that travel need to be included in the budget as well as the time/services?** International travel is not included in this contract.
7. **Given the potential breadth and depth of this contract, might WISHH provide some budgetary guidance?** The budget allowance is up to \$40,000.