

JUDICIAL COUNCIL OF CALIFORNIA

QUESTIONS AND ANSWERS

RFP# JIP-2019-05-DM
California Juror Orientation Video

November 1, 2019

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1. **Question:** Are we expected to provide a fully-fleshed concept and/or script in the proposal (referring to 7.f.ii.)? Generally speaking, when we work on projects with clients, there's a period of back-and-forth revisions before going into production.

Answer: It is expected that there will be a period of back-and-forth revisions in order to fine tune the video(s). As such, the technical proposal contents in Section 7, paragraph f, item ii, will not be the final drafts used during production. However, this revision process does not negate the minimum acceptance criteria outlined in the RFP at section 5.2.

2. **Question:** Many of the requests in section 7.f. require a very defined creative approach and script before coming to fruition. For example, stock footage, narration, b-roll and cut-away shots, props, etc. What's your desired type of response, given that those elements are based on a "locked" creative approach and script? Are you looking primarily for ideas on approaches? Or are you looking for a very defined creative approach that results in very defined visions for each of these items listed in the RFP?

Answer: We are interested in the ideas, approaches, and creative visions from prospective vendors to convey that content that meets the minimum acceptance criteria in section 5.2. We expect that there will be a back-and-forth process of discussion and revision to meet those criteria.

3. **Question:** Would it be possible to get further clarification about the "video vignettes"? Is each bullet point in section 5.2 (bottom of page 7 and top of page 8) a separate video? The final bullet point seems like the CTA ("call to action") for all the videos, as opposed to an entire video. And the "jury service through American History" sounds like a video with quite a different focus and potentially production requirements from the rest, with a lot less of a direct educational/training emphasis. Are you looking to produce each one of those vignettes in this scope of work?

Answer: Each bullet point represents a separate video vignette. If video vignettes are authorized, none may be produced other than those listed in the bullet points. As video vignettes have not yet been approved for production, none are currently required in the scope of this work for a proposer to include in their submission. However, if they are approved, then a proposer's submission which includes them would allow us to produce them at the same time as the main video. Notably, a decision of whether video vignettes will be approved will only occur after a proposer has been selected.

4. **Question:** Do you have a target budget for this scope of work?

Answer: We have a maximum budget allocation for this work that we are not seeking to exceed, which is \$200,000.

5. **Question:** Is it possible that one submitter is chosen for the orientation vid, and one chosen for the vignettes?

Answer: No, only one vendor will be chosen, regardless of whether video vignettes are ultimately authorized or not. However, if video vignettes are approved but a proposer has not included them in their proposal, then the video vignettes will not be able to be produced.

6. **Question:** Will the selected vendor be required to provide all raw footage (in the case that different vendors will produce the vignettes)?

Answer: Yes, all footage, including raw footage, will belong to the Judicial Council.

7. **Question:** Are the DVD's 100% necessary? We can deliver a digital file that can be played back on YouTube or on a computer. What are the circumstances around screening of DVDs? Do some of the court houses not have access to the internet?

Answer: DVD's are necessary due to the limited audio-visual and digital capabilities of some of our courts' jury assembly rooms.

8. **Question:** Will there need to be subtitles on all videos produced? Which languages? What about voice-overs and over-dubs in different languages?

Answer: Closed captioning must be produced. English is the only required language, but Spanish and Chinese are preferred additions. No voice-overs or over-dubs in languages other than English are required. Please see section 2.2.3.

9. **Question:** Should we expect to film on the weekend, with the assumption that we are filming in a real courthouse?

Answer: There is no requirement to film on the weekend. Filming inside a real California courthouse for at least part of the video is required. The courthouse location remains to be determined, but will be decided upon during pre-production. However, currently, one of the courthouses for the Superior Court of California, County of San Joaquin is a preferred option.

10. **Question:** What props are you open to providing? Do these include just items in the courthouse like gavel and computer and stenography station and flags? Or will you also provide costumes like the judge's robe and the cop uniform?

Answer: At this time we believe we can provide items such as a gavel, computer, flags, and a judge's robe. We are uncertain whether we can provide a bailiff's

uniform or stenography station. This belief notwithstanding, section 2.3's stipulations remain in effect.

11. **Question:** Will you provide anyone to be featured in the b-roll visuals? Or only the interviews? For instance, people in the court rooms: the bailiff, the stenographer, etc.

Answer: We may be able to provide personnel for b-roll visuals, depending on the nature and scope of the work plan submitted by the vendor. If so, those personnel would be Judicial Council employees and/or court staff at the shooting location who have volunteered to participate.

12. **Question:** What are your expectations around the revision process? How many revisions do you expect? How many stakeholders are involved in the process?

Answer: Our expectations for revisions is that they will be focused on solidifying the creative vision(s) provided by the vendor to ensure the necessary content, themes, and other minimum acceptance criteria are adequately conveyed. We do not have a limit on the number of revisions necessary to begin production. However, we do have a timeline, as listed in section 3.0.

13. **Question:** Section 7.f.xix. asks about interactivity, can you clarify?

Answer: For interactivity, we mean a method of communication in which the output from the media comes from the input of the audience and/or with audience participation. Concerning interactivity, the media would still have the same purpose but the audience's input adds interaction and brings interesting features to the media for better enjoyment. This feature is not a requirement, and was included solely to encourage creative approaches to delivering juror orientation. If interactivity is not included, a proposer may simply state that there will be interactivity element for their proposed method or work plan.

14. **Question:** For the cost proposal, you've listed a series of items that must be included (i.e. equipment rentals, costume rentals, location rentals, etc.). Do you want every single expense itemized? We normally only have line items for different categories of costs, instead of every single item.

Answer: Every single individual expense or line item does not need to be listed in the budget if it would more accurately convey the total cost of the proposed services by placing them under categories. However, the cost proposals in each category must still be clear enough to allow us to understand the total costs for the proposed services.