



U N I V E R S I T Y O F  
**SOUTH CAROLINA**

AMENDMENT NO.1 TO SOLICITATION

TO: ALL VENDORS  
FROM: Kevin Sanders, Procurement Manager  
SUBJECT: SOLICITATION NUMBER: USC-RFQ-2519-KS  
Video Production

DATE: October 29<sup>th</sup>, 2013

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This Amendment **No.1** modifies the Best Value Bid only in the manner and to the extent as stated herein.

**Vendor questions and answers**

**Deadline for submission of vendor question is November 4<sup>th</sup>, 2013 12:00 Noon**

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BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT **NO. 1** IN THE SPACE PROVIDED BELOW AND RETURN IT WITH THEIR BID RESPONSE. FAILURE TO DO SO MAY SUBJECT BID TO REJECTION.

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Name of Offeror

\_\_\_\_\_  
Date

## QUESTIONS

### Vendor A

~ and I wonder if you can elaborate on the details of the production so we can provide an accurate proposal. For example, after reading the SOW I'm unclear what the subject matter of the videos are, and who the audience is. It would be helpful to know where the video needs to be filmed, if actors are required, how many days of filming are required, etc... Also, if a script exists or will be provided, or if the contractor will create the script with the client assistance.

## ANSWER

The project will be directed and interviews conducted by Bud Ferillo, communications specialist for the Children's Law Center.

There is no script as the piece will be edited from interviews of volunteer participants at approximately 10 locations across the state over 7 non-consecutive days. No actors will be needed.

All of the audiences mentioned above need to be educated on the urgency of what we know is critical intervention at the earliest possible time in a child's life with the exposure to reading and conversation.

## SUBJECT AREAS

- I. **Early literacy before and after birth to age 4.** We can assemble a full group of authority figures, practitioners, parents plus access videos of brain development. Have sources lined up. Students can select and recommend the most powerful images. Tell the core story of why early reading is absolutely critical to human development, and to South Carolina's future.
- II. **Early childhood education K-3<sup>rd</sup> grade.** These are the most crucial years when a child not only masters reading but achieves the mental ability to comprehend content. Here we can show how new teaching methods must be developed and applied in reading curricula ASAP or we will effectively lose a huge portion of the rising generation who won't be successful in mastering the more challenging subjects of math, science and foreign language by the fifth grade. This almost always leads to middle school failure, school dropouts, then into lives of crime and poverty. Forget going to high school, tech school or college. Head to McDonald's and the Sanitation Department for your career. It's that critical. Sheriff Lott has offered us access to the Richland County jail where we can interview inmates who can testify to the cause of their plights of lives of crimes being functionally illiterate. They never were taught to read and that deficiency started them on the road to prison. It is the old story: Teach the child or jail the man (or woman).
- III. **Adults who are socially promoted out of high school but who are in effect illiterate.**  
If you interview as many college graduates as I have in my PR business or at the State House in earlier careers, you will be hard pressed to find even intelligent students who can write creatively. Here we can show the business community and General Assembly what the future workforce will look like in South Carolina if we do not alter the lives of our children's literacy. Jobs in the sciences, technology, health care, business innovation? Forget it. We have access to a number of adults in adult literacy programs who can be interviewed to tell this aspect of the story and business leaders who can describe the skills they know will be needed in the coming years.

NOTE: we have committed the national noted authority on child brain development, Dr. David Walsh to be videotaped for the project on the morning of December 5<sup>th</sup> at a location to be determined while he is in Columbia. A teleprompter will be needed.

## **VENDOR B**

~ questions regarding the scope of work. When it states "Provide 1 (one) each 27 minute video and 4 (four) each 3-5 minute videos to include all necessary preproductions, photography, post-production work, graphics, and editorial work," what kind of videos are you looking for (i.e., interview-driven, narrated, etc)?

Also, what are the purposes of the videos, and where will they be featured (i.e., web, television, etc)?

## **ANSWER**

**See response to question from Vendor A**