



THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA
 SCHOOL BOARD ADMINISTRATION BUILDING
 Procurement Management Services
 1450 N.E. 2nd Avenue, Room 650
 Miami, FL 33132

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BID/RFP ADDENDUM

Date: _____

Addendum No. _____

BID/RFP No. _____ BID/RFP TITLE: _____

This addendum modifies the conditions of the above-referenced BID/RFP as follows:

All information, specifications terms, and conditions for the above-referenced BID/RFP, are included on the document posted on the Procurement Management website at <http://procurement.dadeschools.net>

The attached pages containing clarifications, additional information and requirements constitute an integral part of the referenced bid. If your bid/proposal has not been submitted, substitute the pages marked REVISED and mail your entire bid/proposal package.

I acknowledge receipt of Addendum Number _____

PLEASE NOTE: If your firm has forwarded a copy of this bid/proposal to another vendor, it is your responsibility to forward him/her a copy of this addendum.

(PLEASE TYPE OR PRINT BELOW)

LEGAL NAME OF BIDDER: _____

MAILING ADDRESS: _____

CITY, STATE ZIP CODE: _____

TELEPHONE NUMBER: _____ E-MAIL I.D. _____ FAX # _____

BY: SIGNATURE (Manual): _____
 OF AUTHORIZED REPRESENTATIVE

NAME (Typed): _____ TITLE: _____
 OF AUTHORIZED REPRESENTATIVE

Addendum #1 for RFP18-077-MT, Media Management Services.

1. Who initiated the RFP?

Answer: This question is not relevant to the submission of a response to RFP18-077-MT.

2. When did internal talks about the RFP begin?

Answer: Please see response to question 1.

3. Who finalized the language on the RFP?

Answer: District personnel finalized language for the above-referenced RFP, in accordance with Board Policy 6320, Purchasing.

4. How was the deadline for proposals set at July 25?

Answer: District personnel finalized the deadline.

5. What are the names of the people who will review the proposals?

Answer: The names for the selection committee have not been determined. However, Board Policy 6320, Purchasing, lists the position titles recommended to participate in applicable solicitations.

6. How are the people reviewing the proposals chosen?

Answer: Please see the response to Question #5.

6.a. What kind of experience/background do the people reviewing the proposals have in public media?

Answer: Please see the response to Question #5.

7. Is there a minimum number of proposals that must be submitted for one to be chosen?

Answer: No.

8. If a new management entity is chosen, what happens to district employees who currently work at WLRN?

Answer: Please see Section 2.3 of this RFP.

8.a. Will current WLRN district employees continue to be represented by district unions?

Answer: Undetermined at this time. Pursuant to the language contained in the Definition section of Board Policy 6320(L) and the Competitive Bidding Requirement of 6320(E) when it is not practicable for the Board to specifically define the scope of work for the contractual service is required, the Board is requesting that a responsible vendor[s] propose a contractual service to meet the specifications of the solicitation document.

8.b. Will their compensation continue to be paid by the district or will they be paid by the new management company?

Answer: Please see response to question 8.a.

9. If a new management entity is selected, will the district continue to distribute the more than \$2.5 million that it currently spends on WLRN?

9.a. And if so, for how long?

9.b. And if not, when will distributions end?

Answer: Please see response to question 8.a.

10. If a new management entity is selected, will anything change about the management, security, operations or cost of radio and television operations in the 172 NE 2nd Ave building?

Answer: Please see response to question 8.a.

11. If a new management entity is chosen, what happens to the community advisory board?

Answer: Please see response to question 8.a.

12. Section 2.2 outlines the following requirement of a bidder: "Demonstrates a substantial alignment with M-DCPS' educational mission for these educational public broadcasting facilities." What exactly is "M-DCPS' educational mission for these educational public broadcasting facilities"? If it's different from the Mission of WLRN as laid out in section 2.1, please explain.

Answer: Proposers can review M-DCPS current Mission and Vision, located on the website, <http://www.dadeschools.net>, to assist in responding to the RFP requirement.

13. Could different management companies be selected to oversee radio and television operations? Must proposals include both TV and radio?

Answer: Undetermined at this time.

14. In section 2.3, item E mentions the Board's Editorial Integrity Policy, and item K mentions the District's Editorial Integrity Policy. Are these the same policies? If not, please share the District's Editorial Integrity Policy.

Answer: Yes.

15. Section 2.3, I. asks to propose a programming schedule "substantially aligned with the station's original educational mission"--is this different from the mission laid out in section 2.1? If so, what is the "original educational mission"?

Answer: No.

16. Is there a minimum number of submitted bids required? If so, how many?

Answer: Please see the response to Question #7.

17. Will M-DCPS continue making a financial contribution to the stations?

Answer: Please see response to question 8.a.

18. If so, in what form will that contribution take?

Answer: Please see response to question 8.a.

19. How long will that contribution continue?

Answer: Please see response to question 8.a.

20. How will that contribution be determined?

Answer: Please see response to question 8.a.

21. How much will the contribution be?

Answer: Please see response to question 8.a.

22. On what date will the selection committee members be announced?

Answer: Selection Committee members are not announced but selection committee meetings are publicly noticed on the District's calendar, located at <http://www.dadeschools.net>.

23. How will that announcement be communicated?

Answer: Please see the response to Question #22.

24. When will the selection committee meet?

Answer: The date of the selection committee meeting has not been determined.

25. The stated mission of M-DCPS is "To be the preeminent provider of the highest quality education that empowers all students to be productive lifelong learners and responsible global citizens." The RFP refers to "M-DCPS' educational mission for these educational public broadcasting facilities." Is there a separate M-DCPS mission for WLRN-TV and Radio?

Answer: No.

26. If so, what is it?

27. In Section 2.3, the RFP refers to "compliance with the Board's Editorial Integrity Policy," and "Adhere to the District's Editorial Integrity Policy." Are those two separate policies?

Answer: Please see the response to Question #14.

28. If so, please provide.

29. In Section 2.3, how are sub-points 2.3.e. And 2.3.k. distinct?

Answer: They are not.

30. The RFP requests a 2-page Executive Summary. Are those pages included in the 20 page RFP submission total count?

Answer: Yes.

31. Does this RFP require FCC (Federal Communications Commission) approval?

Answer: No.

32. Does this RFP require CPB (Corporation for Public Broadcasting) approval?

Answer: No.

33. Which current district positions at WLRN-TV and Radio are not covered by the Cone of Silence?

Answer: Please review Section 1.5, Cone of Silence, of this RFP, as it provides a definition and reference to the District's Board Policy.

34. On page 27, the RFP asks for three letters from organizations of comparable size and complexity to be documented on Exhibit 6, Bidder Experience form. As most if not all entities that manage public radio and television stations only operate in one location, please revise to seek at least one letter and up to three letters from organizations of comparable size and complexity to be documented on Exhibit 6, Bidder Experience form.

Answer: The RFP requires three (3) letters of reference, using Exhibit 6.

35. On page 31 of RFP, para. 8, header, states that SBE/MBE worth up to 10 points, but in narrative it says 5 points. Elsewhere it says 5 points. Please confirm this evaluation criterion is worth up to 5 points.

Answer: The RFP has 10 points for SBE/MBE firms and/or their subcontractors.