

RFP Questions and Answers

Q. When in September would you like to start the campaign?

A. In your proposal please suggest start and ending date that will provide best pricing, exposure and coverage for the Metropolitan North Georgia Water Planning District.

Q. We are not clear as to whether what you desire is the sponsorship of Traffic Reports? For example, “this traffic report brought to you by The Metro North Georgia Water Planning District reminding you to use low flow toilets to reduce water consumption”. Your RFP mentions “tips embedded between traffic reports”. On most radio stations, there are 10 to 20 minutes between each traffic report in which songs, commercials and DJ chatter occurs. If you are looking for sponsorship of Traffic Reports, then it would be useful for you to know that the vast majority of Atlanta radio stations use the same source for traffic reports from a company called Metro Traffic. And those traffic report sponsorships are actually sold by Metro Traffic. There are a handful of radio stations that do their own traffic reports not provided by Metro Traffic.

A. For this plan we are looking for a combination of the sponsorship and the inclusion of our messages in the traffic reports. For this plan we are looking to have water conservation and water quality messages embedded in traffic reports, for example: This traffic report is brought to you by the Metropolitan North Georgia Water Planning District (insert traffic report) Remember to turn off the water while brushing your, for more information please visit www.northgeorgiawater.org.

Q. What length would you expect these tips to be?

A. The length of the message would be determined by the station, in the past our tips were approximately 10 seconds long.

Q. What is your expectation of “live reads from station/company talent”? The Metro Traffic Reports are read live. But most radio stations only do live reads of commercials if the air personality is also compensated with a monthly talent fee paid by the client. Otherwise, all commercials are pre-recorded by stations Production Departments using generic production staff voices.

A. Please propose the best option where the Metropolitan North Georgia Water Planning District would reach the most with water quality and water conservation messages.

Q. CBS Radio (WVEE-FM, WZGC-FM and WAOK-AM) gets our traffic reports via Metro Traffic. So, we cannot sell you any traffic report sponsorships. We can package together water conservation reports that we could possibly contain in the next stopset that airs closest to or closest after our Metro Traffic reports. Is this an option?

A. If you feel your company can meet the needs of this RFP, please submit a complete proposal.

Q. Also, most radio stations do not air PSA’s anymore. We are no longer required by the FCC to provide PSA time. Some radio stations (like ours) are sometimes able to utilize unsold sales inventory to run additional messages for non-profit organizations. Additionally, we have some concerns about your \$60,000 budget. Spread over 16 weeks, this budget is not

going to stretch too far, especially if you are targeting the top-rated radio stations in Atlanta. And that would not help you accomplish your goal to “reach a large number of residents at a strong frequency that yields a higher retention rate”. So, can your campaign be consolidated over fewer weeks for the same total budget?

A. In your proposal please present the best option for the Metropolitan North Georgia Water Planning District to “reach a large number of residents at a strong frequency that yields a higher retention rate”.

Q. What is your target demographic?

A. The Metropolitan North Georgia Water Planning District has a wide range of target audience as it related to water conservation and water quality. Information regarding target audiences can be found within the education and public awareness section of our water management plans, <http://www.northgeorgiawater.org/html/19.htm>.