

RFP 2025-4| Statewide Awareness Campaign Inquiry & Response IV

Answers below are in **blue**.

Video & Photo related questions:

- Where and when the STEM Learning Ecosystem events are hosted can impact photo and video production pricing. Can you provide more details about the timing and location of these events so we can develop precise pricing for you? **The events would range throughout June - August. Exact timing and locations are not known at this time. They would occur in the State of Alabama. You can provide an estimate of cost that states what that would be in each Alabama Workforce Region with regard to travel etc. Each event would be a day event and would most likely not need any overnight accommodations. would provide an estimated**
- Duration of finished videos can also impact pricing due to filming and post-production time/effort. As such, you are requesting up to four long form videos; can you confirm how long you anticipate these videos to be (estimated range is fine)? **Estimated 3-4 minutes.**
- You are requesting up to twenty short form videos; again, can you confirm how long you anticipate these short form videos to be (estimate is fine)? **This would be short form for paid social 7s, 15s, and 30s.**

Proposal submission related question:

- We are planning to submit one copy of our RFP response deck via email to RFP@AIDT.EDU; as such, do you still need/require one printed copy and two USB copies to be delivered physically to your address? Or will the one email copy meet all of your requirements? **Email is fine. The RFP language is boilerplate.**

Website/Landing page related questions:

- Is the expectation to build a full website that is focused solely on this campaign? Or is a landing page/microsite the vision? Just want to get clarity around the online site expectations. **Landing page/microsite.**

Public Relations related questions:

Project Collaboration

- Will the communications partner be working alongside any existing communications or marketing staff (internal or external) affiliated with AIDT or the Alabama STEM Council? If so, can you outline their roles and expected points of collaboration? [The Alabama STEM Council's Communications Manager will be your partner.](#)
- What will the approval process look like for media/PR materials? Who will be the final decision maker and primary point of contact for PR support? [Primary contact will be the STEM Council's Communications Manager. They will share with the STEM Council's internal team and give you approval/edits after internal dialogue.](#)

Message Development & Target Audiences

- Are we using existing foundational messaging to incorporate into our earned media strategy and assets? Or would we be developing these from scratch? Examples include key messages, talking points, FAQs, press kit materials, media interview backgrounders, and any other relevant assets to better educate media and your target audiences. [If part of the proposal these would be created by the RFP awardee.](#)
- Can you clarify the primary audiences for the campaign (e.g., parents, students, educators, employers, underrepresented communities)? Are there any regional priority areas? [STEM Learning Ecosystems are a collaborative of business, industry, educators and students \(K-12 and higher education\). The effort is workforce development. We prioritize all 7 Alabama Workforce Regions equally.](#)

Earned Media

- What would be examples of big earned media wins or success metrics by the end of the project? [Any opportunity to educate the state on what STEM Learning Ecosystems are on a mass communications level will be a win. Articles, interviews, etc.](#)
- How many press pushes do you anticipate? Are you open to employing other media tactics outside of traditional press releases? [We will discuss and defer to what's reasonable and possible. Any other tactics are welcome if within overall budget.](#)
- To help inform our planning and strategy, are you comfortable sharing what specific projects, campaigns, or announcements you will be leaning on your communications partner to facilitate PR efforts around? [Projects are ongoing within Alabama Ecosystems. Refer to the list of Alabama Ecosystems at <https://stemcouncil.alabama.gov/stem-learning-ecosystems-design-incentives/>.](#)

- Are there specific media outlets or markets in Alabama that will be top priority? Will regional or national STEM-focused trade media also be considered? **No priorities. We would like to highlight in as many areas as possible. Regional or National STEM-focused trade media will be considered.**
- Is there a current process in place for how the organization manages media inquiries, or would we be developing this from the ground up? **We will be developing from the ground up.**

Media Preparation

- Who will serve as the spokesperson for media opportunities? Or will there be a roster of multiple spokespeople depending on subject matter and availability? **Mainly one person will serve as the spokesperson.**
- What are expectations around media training and interview preparation? Our firm can handle media training as needed and tailor the training based on experience and comfort level of the designated spokesperson. **Basic training provided to a couple of team members.**