



Creative Services RFP



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1.0 About Company

ValleyPBS
1544 Van Ness Ave
Fresno, CA 93721
valleypbs.org

ValleyPBS Mission

ValleyPBS enriches, educates and strengthens our diverse Valley community through the power of public service media.

ValleyPBS Vision

ValleyPBS is the Valley's Preschool, Classroom, Stage for the Arts and Lens for Exploration, pointing citizens of all ages to destinations where their interests will be served, their spirits lifted and their voices and perspectives heard.

About ValleyPBS

For California's Central Valley residents who desire to enrich their lives and the lives of others, ValleyPBS, through its multi-channel and multi-media programming and services, educates and entertains, inspires and engages.

ValleyPBS is a non-commercial, not-for-profit public television station. The station delivers national and local programming responsive to the Valley's interests and needs in a commercial free format; dedicated to improving the quality of life for all Valley residents. It is the trusted and reliable source for unbiased news and public affairs programming and the #1 most watched children's channel. It is the Valley's Preschool, Classroom, Stage for the Arts and Lens for Exploration, pointing citizens of all ages to destinations where their interests will be served, their spirits lifted and their voices and perspectives heard.

The Valley's sole, free public television service for over 35 years, ValleyPBS, Valley Create and Spanish language channel, Valley Vme, broadcast 24/7 to 99% of homes from Merced to Bakersfield, complemented by information and resources on valleypbs.org, along with a broad array of outreach services in the community. Supported and sustained by contributions from Valley residents, foundations and businesses, ValleyPBS will continue its legacy of providing this irreplaceable, public service to the community into the future.

1.1 Contact Information

Candice Pendergrass
Director of Development & Marketing
559-266-1800 ext. 290
cpendergrass@valleypbs.org

Elizabeth Laval
VP of Operations
559-266-1800 ext. 350
elaval@valleypbs.org

2.0 Introduction

ValleyPBS is seeking proposals from local advertising agencies to assist the station's staff in developing and launching a campaign to build awareness of ValleyPBS' content, services and member-based support within the Central Valley.

The goal of the campaign is to increase tune-in to ValleyPBS in primetime and help to grow the station membership base to over 10,000 members.

Currently the station relies heavily on its own air to communicate with audiences. The largest secondary communication outlet is through the station's website and increasingly through social media. Some small print trades are also utilized to support the station. Developing a campaign that will provide the station with visibility outside of these current vehicles is considered important to growth.

The agency selected for this project would be expected to develop a creative campaign aimed at achieving identified goals as well as planning and executing a paid and earned media campaign on behalf of the station. ValleyPBS is not looking for a rebranding campaign; the agency should work within the identity that the station has developed.

ValleyPBS can provide production/editing services as well as graphic design services in order to help control costs.

3.0 Background

In recent years PBS has worked at the national level to build a pipeline of engaging and exciting programming that continues to educate and enrich all Americans. PBS is the home of *Downton Abbey* the number one highest rated drama ever on the network. Additionally programs like *Masterpiece*, *Nova*, *Nature* and *Antiques Roadshow* are widely watched and enjoyed. PBS has also invested in numerous short run series such as this summer's *My Wild Affair* and the upcoming *Earth: A New Wild*, made in partnership with National Geographic. The content on ValleyPBS is considered high quality entertainment and has earned 102 Emmy award nominations in the last year alone.

Locally, ValleyPBS has successfully launched an important agriculture show, *Valley's Gold*, which tells the story of the Central Valley's most important economic engine each week. An added-value component supplements the researched-based children's programming with both a "Ready to Learn" program aimed at helping parents use PBS resources to prepare their children to be successful in school and through the "Family Circle," a membership program for families that brings a widely diverse group together each month for a special event.

ValleyPBS faces the challenge of drawing heavily on support from an aging membership. Currently the membership is hovering around 9,700 households with an average age of 65+. Each year, 10% of the membership is lost to relocation or death. Reaching and securing loyalty among younger members is essential to the station's continued success.

Another challenge facing ValleyPBS is a pervasive idea in the community that the station is only for the very young or the very old.

Thanks to a successful year of fundraising that exceeded goals, the station was able to designate funds to market ValleyPBS to the community in a way that it has never been able to afford to do before.

Proposals should focus on reaching audiences in the Fresno/Clovis and Visalia areas. These markets represent the “lowest hanging fruit” where 90% of the current support comes from.

4.1 Scope of work

- Develop a creative campaign aimed at increasing awareness and support for ValleyPBS
- Maintain the integrity of the station’s brand and work within PBS guidelines
- Recommend and implement a paid media campaign that can include Print, Outdoor, Digital, Radio and TV spots.

4.2 Timeline

October 1, 2014 - RFP release date
October 10, 2014, 5pm - Bidder questions due
October 28, 2014, 5pm - RFP due date
October 31, 2014 - Bidder interviews (*tentative*)
November 5, 2014 - Bid award

4.3 Budget

ValleyPBS has a budget of approximately \$13,500 available for this project including project management fees, paid advertising, agency commission, production and any other fees for service. ValleyPBS is able to offer trade of air-time on ValleyPBS’ family of channels (ValleyPBS-HD, Valley Create & Valley V-me) for services that may exceed the available cash budget.

5.1 Proposal Structure

- Detail your non-profit, fundraising and/or television station marketing experience
- Detail your creative development experience (include relevant work samples)
- Provide a description of the team who would be assigned to the campaign (include backgrounds/ experience)
- Identify your proposed strategic approach to the campaign
- Provide a budget breakdown
- Provide your billing terms and conditions

Please limit RFP submissions to 10 pages or less.

5.2 Scoring

Capabilities & Experience	8 Points Max
Project Understanding	5 Points Max
Proposed Approach & Creativity	8 Points Max
Research	5 Points Max
Budget Optimization	8 Points Max
Donated Services	<u>6 Points Max</u>
	40 TOTAL POSSIBLE POINTS