



STATE OF GEORGIA  
Department of Community Health

**Request for Quote**  
**RFQ Number 0601**

Delivery of Statewide Radio Program Messages

for the

**Office of Minority Health**

**Georgia Department of Community Health**  
**2 Peachtree Street, N.W.**  
**35<sup>th</sup> Floor**  
**Atlanta, GA 30303-3159**

**Official Date of Release**  
**January 10, 2006**

## **Georgia Department of Community Health**

### **Request for Quote (RFQ) for Delivery of Statewide Radio Program Messages**

The Georgia Department of Community Health (DCH), Office of Minority Health requests that interested bidders provide a quote for the delivery of statewide radio program messages, with the purpose of reaching the minority population throughout the State of Georgia regarding health care issues.

The following identifies the responsibilities to be performed by the selected Offeror:

1. Broadcast two (2) thirty second (:30) messages every other week for 52 weeks, as approved by the Office of Minority Health.
2. Provide a copy of all messages to the Office of Minority Health once developed.
3. Broadcast thirty (:30) minute messages to include as many as 100+ affiliated radio stations, throughout the State of Georgia, as approved by the Office of Minority Health.
4. Broadcast two (2) messages to air every other week for 52 weeks, for a total of 52 messages (approximately 6084 messages statewide) on 100+ affiliated radio stations.
5. Broadcast one (1) thirty minute community affairs program as requested by the Office of Minority Health.
6. Provide written confirmation to the Office of Minority Health for all program messages as requested above.

#### *Selection Criteria*

The selection of a contractor will be based upon an evaluation of the company's:

- Ability to produce two (2) thirty second (:30) messages every other week for 52 weeks;
- Ability to broadcast thirty (:30) minute messages to include as many as 100+ affiliated radio stations, throughout the State of Georgia;
- Ability to broadcast two (2) messages to air every other week for 52 weeks, for a total of 52 messages (approximately 6084 messages statewide) on 100+ affiliated radio stations;
- Ability to broadcast a one (1) thirty minute community affairs program as requested by the Office of Minority Health.

- Total cost for the entire project.

*Proposal Submission Criteria*

Proposals shall include the following information:

- Company name;
- Name, address, telephone number, facsimile number, and email address of the company's legal representative, who is authorized to sign contracts on behalf of the company;
- Name, address, telephone number, facsimile number, and email address of the company's representative, who has been assigned to this project;
- A detail description of the company's overall experience with broadcasting radio program messages.
- An itemized price quote for the entire project.

**Special Notification:** Interested firms should respond in writing by 3:00 p.m. on Wednesday, January 18, 2006. Please send your quote via e-mail to [jmitchell@dch.state.ga.us](mailto:jmitchell@dch.state.ga.us). If you choose to submit your quote as a hard copy, the hard copy must be received by the **same time and date** indicated above to: Joanne Mitchell, Contracts Manager

Georgia Department of Community Health,  
Contract Administration,  
2 Peachtree Street, 35<sup>h</sup> Floor,  
Atlanta, GA 30303.

It is understood and agreed upon that quotes received in response to this RFQ will be valid for a period of one hundred twenty (120) days from January 18, 2006. The Department of Community Health reserves the right to reject all proposals and to award different projects contained herein to different proposers. Questions related to the RFQ may be directed to Joanne Mitchell by email or by calling 404-651-6183.

Proposals will be evaluated based on the evaluation of selection criteria, background and experience of the Offeror, key personnel and total cost of entire project.