



COUNTY OF LOS ANGELES

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November 8, 2012

ADDENDUM NUMBER 1
TO REQUEST FOR STATEMENT OF QUALIFICATIONS (RFSQ)
FOR MEDIA SERVICES

On October 12, 2012, the Los Angeles County Department of Public Health (DPH) released a RFSQ to seek qualified companies with expertise managing, evaluating, designing, marketing, and engaging communities in large-scale multilingual media campaigns in public health with particular expertise in areas such as emergency preparedness and response targeting Los Angeles County’s diverse media markets to enter into Master Agreements with the County to provide media services..

As indicated in the RFSQ, Paragraph 1.8, County Rights & Responsibilities, the County may amend the RFSQ by written addendum. This Addendum Number 1 amends the RFSQ as indicated below:

- 1. Paragraph 2.3, RFSQ Timetable, is deleted in its entirety and replaced by the following:

“2.3 RFSQ Timetable

The timetable for this RFSQ is as follows:

➤ Release of RFSQ	10/12/12
➤ Request for a Solicitation Requirements Review Date	10/25/12
➤ Written Questions Due	10/25/12
➤ Response to Questions Released	11/26/12
➤ *SOQ due by (3:00 PM) (Pacific Time)	12/12/12

*The County, at its sole discretion, may elect to accept SOQ throughout the duration of the Master Agreement to qualify Vendors, depending on the service needs of the Department.”

- 2. RFSQ, Appendix A, Required Forms, Exhibit 7 has been deleted in its entirety and replaced with the attached “Exhibit 7” dated 11-8-12.

Addendum Number 1 has been posted on the Department of Public Health Contracts and Grants website at: <http://publichealth.lacounty.gov/cg/index.htm>.

Thank you for your interest in contracting with the County of Los Angeles. Except for the revisions contained in Addendum Number 1, there are no other revisions to the RFSQ.

Attachments (1)

PROSPECTIVE CONTRACTOR REFERENCES

(Duplicate this form and submit at least three (3) references for EACH desired category)

For EACH category for which Proposer intends to qualify, **submit reference forms for at least three (3) clients for whom services were performed within the last seven (7) years in order to meet the Minimum Qualifications stated in this RFSQ.**

CATEGORY:	
PROSPECTIVE CONTRACTOR:	
NAME AND ADDRESS OF COMPANY TO PROVIDE REFERENCE	
REFERENCE CONTACT PERSON/TITLE	REFERENCE PHONE/EMAIL ADDRESS

Types of Media Services Provided: **Please list the type of media services provided for the above reference. Also, indicate the scope of the project, the outcomes including *quantifiable* ability to perform services in the category for which Proposer intends to qualify. Include timeframes in which work was completed. Use additional sheets if necessary. References must clearly relate to the media service category(ies) for which Proposer intends to qualify.**

Description of Services and Outcomes:	Project dates:
Quantify results to demonstrate ability to perform media services in selected category:	