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December 3, 2012

ADDENDUM NUMBER 3
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 3 amends the RFSQ as indicated below:

1. RFSQ is amended to include the Department of Mental Health (DMH) as a County partner in the RFSQ. Therefore, the RFSQ is amended to delete all references to "DPH" to be replaced with "DPH/DMH".
2. Paragraph 1.6.1, Master Agreement Process, is deleted in its entirety and replaced by the following:

"1.6.1 Two separate Master Agreements, one with DPH and one with DMH, will be executed with each Vendor determined to be qualified by category. The execution of a Master Agreement does not guarantee any minimum or maximum amount of utilization of services, and may or may not be utilized, at the County's sole discretion."

Addendum Number 3 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 Numbers 1, 2 and 3, there are no other revisions to the RFSQ.