

**UPLAND TODAY NEWS MAGAZINE RFP  
RESPONSE TO QUESTIONS & CLARIFICATIONS**

**QUESTION SET #1:**

Based on the issue that's currently online, which articles were

- Written entirely by the copywriter
- Edited from City-submitted articles
- Static (the same from issue-to-issue)?

Page 2

- City Manager's Corner **Edited**

Page 3

- Visit Upland's New Website **Written**
- There's an App for That **Written**
- Get the Free Mobile Guide **Written**
- Keep Your Tax Dollars Local **Provided**

Page 6

- Recycle Right, Recycle Clean **Static**
- Street Sweeping **Static**

Page 7

- Tips for "Smart" Watering **Edited**

Page 8

- \* UCERT Helps the Community **Edited**
- Lock It, Hide It, Keep It **Provided**
- Know Your Limit **Provided**

Page 9

- Upland Chamber of Commerce **Edited**
- Military Banner Program **Static/Edited For Names**
- City Council Meetings **Static**
- Need a Passport? **Static**

Pages 10 and 11 Library

Kickoff Summer Reading Challenge **Edited**

- Digital Resource for the Library **Edited**
- Library Activities **Edited**
- E-Resources at the Library **Edited**
- Public Internet Use **Static**
- Volunteer **Static**
- \* Friends of the Library Spotlight **Static**

- Need a Library Card? **Static**
- Adult Literacy **Static**

#### Page 12 Pet Corner

- Support, Follow, Volunteer **Static**
- 2nd Chance Thrift Shop **Static**
- Foster an Animal **Edited**
- Adopt an Animal **Edited**
- License Renewals **Edited**
- Pet Crusade Animal Health **Static**

#### Page 13

- We presume this is fairly static **Correct**

#### Page 14

- “Seasonal” Events **Edited**

#### Pages 15 through 23

- Activity Guide for all ages – **Supplied as Word document**

#### Pages 24 and 25

- A Calendar of Fun! **Edited**

### **QUESTION SET #2:**

1. Is our attendance required at City events to shoot photos that accompany articles or are photos supplied by the City?  
**Attendance is not generally required. However, there are events that do require photography such as the Home For The Holidays House Decorating Contest. After the winners have been chosen and announced, a photographer will need to visit each house to take photos to be used the Spring publication. In the past, we have also required a photographer to take photos of an event to use on our front cover of the Newsletter.**
2. If only “some events” require our photographer, how many events should we presume?  
**Based on past practice, I would estimate at least two per year.**
3. Class imagery. Will we be required to photograph class activities? Or will the City supply these and we supplement them with stock photos?  
**Based on past practice, we have supplied photos and have used stock photos.**
4. How many in-person meetings will be required per issue?  
**Typically, we would meet one for the initial Story Conference. Most communication is done via email.**

5. Will Zoom or phone meetings be acceptable for some meetings?  
Yes.
6. What is the estimated number of articles to be edited from supplied material (per issue)?  
Each quarter varies. Although I may submit an article, I do like to have all articles written in the same voice throughout.
7. What is the estimated number of original articles based solely on subject matter/interview input (per issue)?  
Each quarter varies. Although I may submit an article, I do like to have all articles written in the same voice throughout.
8. Are the small “ads” or “graphic blocks” created by City? Or do we need to create these?  
The ads and graphic blocks are created by the publisher.
9. In what format will the City provide the recreation activities / schedules / pricing, etc?  
Submitted via Word documents.

#### **QUESTION SET #3:**

1. When was your last Newsletter issued?  
The 2020 Fall Upland Today is currently in print. We are a running behind schedule to due to changes based on COVID requirements. Typically, our Fall publication would have already been delivered to Upland residents.
2. Are you able to provide or direct us to a digital version of the last Newsletter issued?  
The 2020 Summer Upland is currently available in a digital format. To view this publication, please visit <https://uplandca.gov/upland-today-news-magazine>.
3. As of which upcoming issue do you foresee transitioning to the new design?  
It is my understanding that we would transition to the new design with our 2021 Spring Upland Today.

#### **QUESTION SET #4:**

1. Regarding the insurance requirement for Professional Liability. Professional Liability - we have \$2 million aggregate and \$1 million per incident (RFP specifies \$2 million per incident). When creating the final contract, can the City adjust this requirement to \$1 million per incident, particularly given the mostly digital nature of this scope of work?  
The professional liability must remain as described.

## QUESTION SET #5:

1. For now, the "copyright original stories" will we be getting word documents for the text and then formatting things with pictures and graphics or would be be actually making up the verbage?

Typically, I will submit about 1/2 of the content, including the general section and the Recreation section in Word format. This does vary per quarter. Often, it is required that articles are written for content that I do not have.

2. The other question is photographs. I have a photographer I use for things will picture taking be as needed? on a particular day? particular event? how does that roughly work?

At times, photos and graphics are included n the information that I submit, but that will depend on the content. In the past, we have had professional photos taken. We have also been able to use iStock photos.