

Amendment #2 to RFP: SJPC-MC-33120 – Questions from Potential Bidders

Q1: How often are Board of Directors meetings held and where are they located?

A1: There are 10 regular meetings a year which are held in South Jersey Port Corporation's Boardroom located at the Broadway Terminal in Camden, NJ.

Q2: Would Agency be responsible for writing all copy for annual report and other docs or would drafts be provided for editing?

A2: The agency would be responsible.

Q3: Will content (for reports/documents referenced in Q2) be provided by SJPC?

A3: SJPC will provide the audited financial statement report.

Q4: Would Agency be responsible for generating content or would this be provided by SJPC team (copy, photo/creative assets, etc.)?

A4: The agency would be responsible.

Q5: How frequently are magazines and newsletters published and distributed?

A5: The preliminary schedule is for the print version of Port-o-Call to be published twice a year (ex. Spring & Fall) with a shorter digital newsletter twice per year (ex. Summer & Winter).

Q6: Are magazines/newsletters distributed via print and/or electronically?

A6: Both print and electronically.

Q7: Will SJPC require ongoing media relations support?

A7: Yes.

Q8: Will Agency be responsible for generating story ideas on an ongoing basis or will content be provided by SJPC?

A8: Both parties will work together to generate ongoing port related stories.

Q9: What are the desired target markets that PR would focus on – i.e. Regional/National/International media outreach?

A9: Primarily, US regional & national would be the desired target market - with some focus on international logistics decision makers (Canada, Mexico, and overseas).

Q10: Would Agency be required to write all copy for collateral/press materials or will content be provided/submitted by SJPC team?

A10: The Agency would be required.

Q11: Who from SJPC would serve as media spokesperson?

A11: The Executive Director or the Assistant Executive Director / Business Development depending the topic and audience.

Q12: Should Media Training services be included as part of the proposal?

A12: Yes, as an option.

Q13: In reference to: "Development and promotion of special events to promote positive image of organization." (Can you provide) additional details/expectations on the nature of these events requested?

A13: Depending on the audience & message, assistance with production of specialized marketing materials 1 to 2 times a year is expected.

Q14: Is Agency responsible for planning and executing events from start to finish or will Agency be expected to help facilitate and provide direct PR support?

A14: The agency will provide some guidance however planning and execution is the responsibility of the respondent.

Q15: For social media content, will Agency be responsible for posting on SJPC's behalf and given access to community management, or does SJPC plan to maintain that?

A15: This will be shared based on content being posted

Q16: Who from SJPC would be the main point of contact for social media content?

A16: The Assistant Executive Director/ Business Development.

Q17: What are SJPC's current social media goals?

A17: Customer and community outreach and recognition.

Q18: Are they (the Marketing Consultant) currently required to adhere to any local or federal government guidelines when it comes to what they can/cannot post?

A18: South Jersey Port Corporation adheres to the State of NJ's social media guidelines.