

2026 Pew Videographer RFP: Frequently Asked Questions

RFP Deliverables

- How many videos do you want produced?
 - We are looking for about 3-4 short-form videos (~1 minute in length).
- Can you provide a list of the locations that we would be traveling to?
 - We do not currently know the exact filming locations, though envisioned this would likely take place at one of the FQHC clinics (depending on availability, which clinical staff are willing to be filmed, etc.) or in Madison. All FQHC clinics are located in Wisconsin (Milwaukee, Wausau, Cashton, Green Bay). Even if videos include multiple CHC staff, we envision convening at 1 location to minimize travel.
- The RFP mentions 7 clinics - could you please clarify what level of involvement you anticipate? (e.g., travel, content development)
 - This information was shared to give a sense of the available subject-matter expertise that could potentially serve as an advisory group or a sounding board for video content (e.g., scripts, interviews, etc.), not necessarily with the expectation that the consultant would need to be in communication with the clinics throughout the project. The exception here would be if one of the clinics volunteers as a filming location, in which case some level of coordination would be necessary.
- Would the consultant be responsible for coming up with the questions for each interviewee? Is that something you and your team will put together? / Will the consultant be expected to develop topics? If not, who will be involved in that process?
 - WPHCA has subject-matter experts to help develop topics and scripts. We anticipate working with the videographer to develop questions and scripts, with final review and approval from the Pew grant team.
- For the videos, are you envisioning videos voiceover or someone speaking to camera?
 - We are envisioning a combination - initial ideas include having a space for CHC staff interviews, with options for B-roll footage (e.g., patient interactions, patient rooming, etc.).
- Can you share samples of previous videos your team has done, or comparable examples of what you would like to see?
 - Examples from Pew:
 - [How a Police Department Uses Naloxone to Save Lives and Support Recovery | The Pew Charitable Trusts.](#)
 - [Medication-Assisted Treatment | The Pew Charitable Trusts](#)
 - Examples of past WPHCA videos
 - [Reba R. - How does your Health Center use its superpower?](#)
 - [Amanda A. - How does your Health Center use its superpower?](#)
- How many reviewers will be involved in script development and approval?
 - We anticipate that at least 1 WPHCA staff member will be involved in content and script development; for any clinical scripts, we may solicit

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input from providers participating in the MOUD Learning Collaborative. Final review and approval will be required from the Pew team, though we would plan on that taking place at the latter end of the process to reduce back-and-forth.

- Could you elaborate more on the intended audience for the social media campaign?
 - The primary audience would be other CHC staff for training purposes (both clinical and non-clinical); this would be distributed via the Primary Care Association (PCA) National Hub and other partners to raise awareness of the role CHCs can play in offering MOUD services as part of primary care. A secondary audience could include general community members to increase awareness of and destigmatize MOUD services.

RFP Language Clarifications

- In bullet two under "Approach to Scope of Work" there seems to be some missing text. The sentence reads "Please provide your proposed timeline for meeting Please...". Can someone provide the complete sentence?
 - This should read as "Please provide your proposed timeline for meeting project deliverables."
- Typically, with RFPs, there is a limited amount of time to submit questions and a date by which all questions need to be submitted, and all questions and answers are shared with all of the respondents at least a week prior to the due date. Will that be the case here?
 - Our standard practice is to respond to questions directly and share them on our [public-facing RFP page](#) so that all respondents have access to the information. We anticipate that this will be completed by March 16th.

Budget

- Is your budget \$5-\$8k per location? Or is that total for the entire project?
 - The budget range is for the entire project.

Miscellaneous

- How did you come across our company?
 - We reached out to existing partners/networks for recommendations of videographers they've worked with, which is how we heard about your group.