



## Questions and Answers for the 2018 Summer Food Service Program Media Campaign

Date: April 16, 2018

**Question 1: Can companies from outside USA such as India or Canada apply?**

*Answer: Yes. However, you will have to be registered through the Mississippi Secretary of State's office and approved to do business in Mississippi.*

**Question 2: Would we need to come to Mississippi for meetings?**

*Answer: Possibly*

**Question 3: Can we perform the tasks related to the RFP outside the USA?**

*Answer: Yes. However, the Mississippi Department of Education, Office of Child Nutrition would have to be in collaboration with the task.*

**Question 4: Can we submit the proposals via email?**

*Answer: No. Submission guidelines and due dates are detailed on page 3 of the RFP.*

**Question 5: Does Department of Education have data to reflect why the areas with high free lunch rates but low participation rates are not using the program?**

*Answer: No*

**Question 6: Can Department of Education provide information on the media outlets used from previous campaigns?**

*Answer: Most recently: Radio and mobile advertising*

**Question 7: Will the Department of Education provide script or specific content for the radio ads?**

*Answer: Yes*

**Question 8: Will the Department of Education provide the USDA summer Food Program marketing resources to the awarded firm, in a timely manner once awarded the contract?**

*Answer: Yes. Most resources are publicly available on the USDA website: <https://www.fns.usda.gov/sfsp/summer-meals-toolkit>.*