

FORSYTH COUNTY

BOARD OF COMMISSIONERS

MEETING DATE: JUNE 18, 2020

AGENDA ITEM NUMBER: 13

SUBJECT:

**RESOLUTION AUTHORIZING EXECUTION OF AN AGREEMENT BETWEEN FORSYTH COUNTY AND MEDIA PLACEMENT SERVICES, INC., TO PROVIDE AND IMPLEMENT A MULTI-MEDIA OUTREACH AND ADVERTISING CAMPAIGN TO ADDRESS COVID-19 RESPONSE AND RELIEF IN FORSYTH COUNTY
(FORSYTH COUNTY DEPARTMENT OF PUBLIC HEALTH)**

COUNTY MANAGER'S RECOMMENDATION OR COMMENTS: Recommend Approval

SUMMARY OF INFORMATION:

Attached is an agreement with Media Placement Services, Inc., to provide and implement a multi-media advertising and outreach campaign for Forsyth County's Covid-19 response and relief. The total amount of the contract is not to exceed \$180,000.

ATTACHMENTS:

YES

NO

SIGNATURE:

J. Dudley Watts, Jr. /AMS
COUNTYMANAGER

DATE:

June 16, 2020

**RESOLUTION AUTHORIZING EXECUTION OF AN AGREEMENT BETWEEN
FORSYTH COUNTY AND MEDIA PLACEMENT SERVICES, INC., TO PROVIDE AND
IMPLEMENT A MULTI-MEDIA OUTREACH AND ADVERTISING CAMPAIGN TO
ADDRESS COVID-19 RESPONSE AND RELIEF IN FORSYTH COUNTY
(FORSYTH COUNTY DEPARTMENT OF PUBLIC HEALTH)**

WHEREAS Forsyth County has established a need to promote the County's response to COVID-19 across different media platforms;

WHEREAS Forsyth County Department of Public Health recognizes the need to target and tailor its outreach to different populations in order to mitigate the spread of the COVID-19 virus;

WHEREAS Media Placement Services, Inc., agrees to promote and advertise across such platforms as print, radio, online advertising, outdoor advertisement, social media, and television;

WHEREAS the total amount of this agreement is not to exceed \$180,000; and

WHEREAS it is the recommendation of the County Manager, Assistant County Manager, and the Public Health Director that Forsyth County enter into a contract with Media Placement Services, Inc., to fulfill the terms of the agreement;

NOW, THEREFORE, BE IT RESOLVED, by the Forsyth County Board of Commissioners that the Chairman or County Manager and the Clerk to the Board are hereby authorized to execute, on behalf of Forsyth County, an agreement with Media Placement Services, Inc., which is attached hereto and incorporated herein by reference, in an amount not to exceed \$180,000, subject to a pre-audit certificate thereon by the County Chief Financial Officer, where applicable, and approval to form and legality by the County Attorney.

Adopted this 18th day of June, 2020.

STATE OF NORTH CAROLINA

AGREEMENT

FORSYTH COUNTY

THIS AGREEMENT, made and effective this 8th day of June 2020, by and between Forsyth County, North Carolina (the "County"), and Media Placement Services, Inc. (the "Provider");

For the purpose and subject to the terms and conditions hereinafter set forth, the County and the Provider hereby agree as follows:

1. Services. Provider shall implement the County's COVID-19 outreach campaign by planning and purchasing various media platforms for the campaign and perform such services as set forth in Attachments A, attached hereto.

The following document, attached hereto, is incorporated herein:

Attachment A labeled "Forsyth County COVID Plan 2020 Media Recommendation"

The County will provide a script for the radio advertisements and will provide the image for the printed advertisements. The County will have final approval of all advertisements prior to print or air.

The County reserves the right to make any changes to planning and purchasing as deemed appropriate throughout the campaign.

2. Term. The services of the Provider shall begin on June 8, 2020, and, unless sooner terminated by mutual consent or as hereinafter provided, shall be provided until December 11, 2020; provided that the County shall have the right to terminate this Agreement, without cause, upon 30 days' notice in writing to the other party, or upon 7 days written notice if the Provider breaches the Agreement.

3. Compensation. The Provider shall bill the County monthly for services rendered during the preceding 30 days. The County shall pay all such bills within the following 15 days provided all elements of the Agreement are satisfactorily met. Total payments under this contract are not to exceed \$180,000.00.

4. Independent Contractor. The Provider shall operate as an independent contractor, and the County shall not be responsible for any of the Provider's acts or omissions. The Provider, its employees, and subcontractors shall not be treated as an employee with respect to the services performed hereunder for federal or state tax, unemployment or workers' compensation purposes. Neither federal, state, nor payroll tax of any kind shall be withheld or paid by the County on behalf of the Provider or the employees of the Provider. The Provider is fully responsible for the payment of any and all taxes arising from the payment of monies under this Agreement. The Provider shall comply

with the North Carolina Workers' Compensation Act and shall ensure that its subcontractors also comply. The Provider shall not be treated as an employee with respect to the services performed hereunder for purposes of eligibility for, or participation in, any employee pension, health, or other fringe benefit plan of the County. The Provider has no authority to enter into contracts or agreements on behalf of the County. The County shall not be liable to the Provider for any expenses paid or incurred by the Provider unless otherwise agreed in writing. The Provider shall supply, at its sole expense, all equipment, tools, materials, and/or supplies required to provide contracted services unless otherwise agreed in writing.

5. Indemnification. The Provider agrees to indemnify, defend, and hold the County harmless from and against any and all claims, expenses (including attorney fees), costs or liability for acts or omissions of the Provider relating to this Agreement or services provided pursuant to it.

6. Insurance. The Provider shall maintain, at its sole expense, insurance coverage as required by the Forsyth County Risk Manager.

7. County Property. Provider agrees that it shall be responsible for the proper custody and care of any property furnished to it by the County for use in connection with the performance of this contract and will reimburse the County for loss of, or damage to, such property. Any information, data, documents, studies, or reports given to or prepared or assembled by the Provider under this Agreement shall be kept confidential and not divulged or made available to any individual or organization without prior written approval of the County.

8. Notice. All notices permitted or required to be given by one party to the other party shall be addressed and delivered in writing as follows:

For the County:
Shontell Robinson, Assistant County Manager
201 N. Chestnut Street Winston-Salem, NC 27101
robinssa@forsyth.cc

For the Provider:
Nandrea Ward, Account Manager
709 Westchester Dr Suite 101 Highpoint, NC 27262
nandrea@mediaplacementservices.com

9. Assignment. The Provider may not assign its obligations under this Agreement unless it has received prior written approval from the County, which may be withheld at the sole discretion of the County.

10. Waiver. No action or failure to act by the County shall constitute a waiver of any of its rights or remedies or as approval or acquiescence in a breach thereunder, except as may be specifically agreed in writing.

11. Governing Law. This Agreement shall be governed by North Carolina law, except that provisions regarding conflicts of laws shall not apply. The venue for any legal proceeding shall be in Forsyth County, North Carolina.

12. Nonappropriation. Notwithstanding anything to the contrary herein, in the event that public funds are unavailable and not appropriated for the performance of the County's obligations under this Agreement, then this Agreement shall automatically expire without penalty to the County 30 days after written notice of the unavailability and non-appropriation of public funds. In the event of a change in the County's statutory authority, mandate, or mandated functions by state or federal legislative or regulatory actions, which adversely affects the County's authority or duty to continue its obligations under this Agreement, then this Agreement shall automatically terminate without penalty to the County 30 days after written notice of such limitation or change in the County's legal authority or duty.

13. Survival of Provisions. All obligations arising prior to termination of this Agreement and all provisions of this Agreement allocating responsibility or liability between the parties shall survive the completion of services and termination of this Agreement.

14. Modification. This Agreement may only be modified in writing and signed by both the Provider and by the County Manager or other authorized County official.

15. Conflict with Attachments. In the event of any conflict between the provisions in this Agreement and any provisions in an attachment thereto, the provisions in this Agreement shall take precedence over any provision in an Attachment.

16. Miscellaneous. The Provider shall comply with all applicable laws and regulations including but not limited to federal, state and local laws regarding business permits, certificates, and licenses that may be required to carry out the services to be performed under this Agreement and all federal immigration laws in its hiring and contracting practices. Provider and its subcontractors shall comply with Article 2 of Chapter 64 of the North Carolina General Statutes relating to the required use of the federal E-Verify program to verify the work authorization of newly hired employees. Failure of the Provider to comply with this provision or failure of its subcontractors to comply could render this contract void under North Carolina law. Provider hereby certifies that it is not on the North Carolina State Treasurer's lists of persons engaging in business activities in Sudan (Darfur), Iran, or boycotting Israel, prepared pursuant to NCGS §§ 147-86.43, 147-86.58, and 147-86.81, nor will Provider utilize for this Agreement any subcontractor on such lists. This agreement is intended for the benefit of the County and the Provider and not for any other party. If any provision of this Agreement shall be unenforceable, the remainder of the Agreement shall be enforceable to the extent allowed by law.

IN WITNESS WHEREOF, the authorized officials of the County and the Provider have set their hands and seals as of the day and year first above written.

FORSYTH COUNTY, NORTH CAROLINA

(SEAL)

By: _____
J. Dudley Watts, Jr, County Manager

Date: _____

ATTEST:

Ashleigh M. Sloop, Clerk to the Board

Date: _____

PROVIDER

(SEAL)

By: _____

Printed Name: _____

Title: _____

Date: _____

2020 Media Recommendation

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

All Ads End Friday Dec 11, 2020

HISPANIC/LATINO TARGET	JULY		AUGUST				SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				Total Weeks	Cost Per Week	Total Cost									
	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9				16	23	30	7	15	22	1		
Digital Media																																		
Facebook/Instagram																															22	\$ 315.00	\$ 8,319.33	
Google Retargeting																															22	\$ 15.00	\$ 396.16	
You Tube																															18	\$ 215.00	\$ 4,645.86	
Spotify																															19	\$ 150.00	\$ 3,421.37	
Total Digital																																	\$ 16,782.71	
Out of Home																															Total Months	Cost Per Month	Total Cost	
Winston-Salem Tranist Authority																															2	\$ 3,190.00	\$ 6,380.00	
Lamar Billboards - 3 Boards																															6	\$ 3,354.00	\$ 20,124.00	
Total Out of Home																																	\$ 26,504.00	
Print																															Total Weeks	Cost Per Week	Total Cost	
Que Pasa - Thurs																															26	\$ 300.00	\$ 7,800.00	
Radio																															Total Weeks	Cost per Week	Total Cost	
LaLey WYMY 101.1 FM																															19	\$ 1,000.00	\$ 19,000.00	
La Raza, WIST 98.3FM																															19	\$ 550.00	\$ 10,450.00	
WBLO 106.9 FM																															19	\$ 240.00	\$ 4,560.00	
Total Radio																																	\$ 34,010.00	
Spectrum Cable Hisp & Non Hisp Networks																															Total Weeks	Cost per Week	Total Cost	
Hispanic/Latino (4) networks (CNNE, ESPD, FOXD, GALA)																															22	\$ 231.00	\$ 5,082.00	
Hispanic/Latin Orientated Total																																	\$ 90,178.71	
GENERAL MARKET																																		
Digital Media	15	22	29	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	7	15	22	1	Total Weeks	Cost Per Week	Total Cost		
Facebook/Instagram																																22	\$ 732.00	\$ 19,332.53
Total Digital																																		\$ 19,332.53
Out of Home																																Total Months	Cost Per Month	Total Cost
Lamar Billboards - 2 Boards																																4	\$ 2,236.00	\$ 8,944.00
Print																																Total Weeks	Cost Per Week	Total Cost
Winston-Salem Journal																																6	\$ 636.00	\$ 3,816.00
Winston-Salem Chronicle																																6	\$ 518.00	\$ 3,108.00
Total Print																																		\$ 6,924.00
Radio																																Total Weeks	Cost per Week	Total Cost
102 JAMZ ,WJMH 102.1 FM																																12	\$ 1,030.00	\$ 12,360.00
Simon, WSMW 98.7 FM																																12	\$ 1,060.00	\$ 12,720.00
WTQR 104.1 FM																																12	\$ 510.00	\$ 6,120.00
Total Radio																																		\$ 31,200.00
Television																																Total Weeks	Cost per Week	Total Cost
WXII Television																																10	2100	\$ 21,000.00
OTHER																																		\$ 2,420.75
Agency Fees Included																																		
General Market Total																																		\$ 89,821.28
Hispanic/Latino Total																																		\$ 90,178.71
Campaign Estimated Total																																		\$ 180,000.00