



AGENDA ITEM REPORT

Forsyth County

MEETING DATE: May 6, 2021

Agenda Item: 10

**CONTRACT
NUMBER:**

**STAFF
CONTACT:** Adam A Pendlebury,
Department Business
Manager

DEPARTMENT: Public Health

SUBJECT: RESOLUTION AUTHORIZING EXECUTION OF A CONTRACT BETWEEN FORSYTH COUNTY AND MEDIA PLACEMENT SERVICES, INC., TO PROVIDE ADVERTISING AND MARKETING FOR TESTING AND VACCINATION EFFORTS RELATED TO COVID-19 AT THE DEPARTMENT OF PUBLIC HEALTH

ATTACHMENTS: [Resolution-2021-086 - Media Placement Services Contract - Public Health - Pdf](#)

EXECUTIVE SUMMARY

BACKGROUND INFORMATION:

This contract between Forsyth County and Media Placement Services, Inc., is to provide advertising and marketing related to COVID-19 testing and vaccination for the Department of Public Health. This contract includes digital media, social media, outdoor, radio and print advertising. This contract is not to exceed \$99,556.

RESOLUTION AUTHORIZING EXECUTION OF A CONTRACT BETWEEN FORSYTH COUNTY AND MEDIA PLACEMENT SERVICES, INC., TO PROVIDE ADVERTISING AND MARKETING FOR TESTING AND VACCINATION EFFORTS RELATED TO COVID-19 AT THE DEPARTMENT OF PUBLIC HEALTH

WHEREAS the Department of Public Health wishes to undergo an advertising and marketing campaign to raise awareness of COVID-19 testing and vaccination opportunities;

WHEREAS this contract allows Media Placement Services, Inc., to undertake this campaign on behalf of Forsyth County; and

WHEREAS Media Placement Services, Inc., will provide digital media, social media, outdoor, radio and print advertising effective January 1, 2021, through June 30, 2021, in an amount not to exceed \$99,556;

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, a contract with Media Placement Services, Inc., which is attached hereto and incorporated herein by reference, in an amount not to exceed \$99,556, 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 6 day of May 2021.

STATE OF NORTH CAROLINA

AGREEMENT

FORSYTH COUNTY

THIS AGREEMENT, made and effective this 1st day of January, 2021, 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 Attachment A, attached hereto and incorporated herein by reference.

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 January 01, 2021, and, unless sooner terminated by mutual consent or as hereinafter provided, shall be provided until June 30, 2021, provided that if the County grants written permission in advance to the Provider to delay such services, the time to provide services may be extended to September 30, 2021. The County shall have the right to terminate this Agreement, without cause, upon 30 days' notice in writing to the Provider, or upon 7 days written notice if the Provider breaches the Agreement.

3. Compensation. As full compensation for the Provider's services, the County agrees to pay the Provider monthly for services rendered, which shall not exceed the rates and quantities set forth in Attachment A. 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 shall not to exceed \$99,556.

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:
Joshua Swift, Health Director
799 N. Highland Ave. Winston-Salem, NC 27101
swiftjr@forsyth.cc

For the Provider:
Nandrea Ward, Account Manager
709 Westchester Dr. Suite 101
High Point, 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: _____

Attachment A: Forsyth County COVID Plan 2020
Media Recommendation

2021 Media Recommendation

April 5 - June 27

MEDIA PLACEMENT SERVICES



	APRIL				MAY				JUNE				Total Weeks	Cost Per Week	Total Cost
	5	12	19	26	3	10	17	24	31	7	14	21			
Digital Media															
Facebook/Instagram													12	\$ 625.00	\$ 7,500.00
General													12	\$ 500.00	
Health Interest/Content													12	\$ 62.00	
Adults 65+													12	\$ 63.00	
Google Display													12	\$ 625.00	\$ 7,500.00
General													12	\$ 500.00	\$ -
Health Interest/Content													12	\$ 62.00	
Adults 65+													12	\$ 63.00	
Total Digital															\$ 15,000.00
Out of Home															
WSTA -5 Queen Ads (Includes Prod/Install & Tax)													1	\$ 2,722.00	\$ 2,722.00
Lamar Billboards - 3 Boards													1	\$ 3,277.50	\$ 3,277.50
Associated Posters Production Cost- 3 boards													1	\$ 189.21	\$ 189.21
Total Out of Home															\$ 6,188.71
Radio															
102 JAMZ ,WIMH 102.1 FM-Urban Contemporary													5	\$ 1,030.00	\$ 5,150.00
WQMG -97.1FM- Adult Urban Contemporary													7	\$ 1,030.00	\$ 7,210.00
Simon, WSMW 98.7 FM													5	\$ 1,060.00	\$ 5,300.00
WTQR, 104.1 FM - Country													5	\$ 610.00	\$ 3,050.00
WPOL 103.5 FM - Gospel													4	\$ 300.00	\$ 1,200.00
La Raza, WIST 98.3FM-Mexican Regional													5	\$ 550.00	\$ 2,750.00
Total Radio															\$ 24,660.00
Print															
Winston-Salem Chronicle													2	\$ 518.00	\$ 1,036.00
Winston-Salem Journal													2	\$ 636.00	\$ 1,272.00
Kernersville News													1	\$ 688.00	\$ 688.00
Que Pasa													2	\$ 235.00	\$ 470.00
Clemmons Courier													2	\$ 241.00	\$ 482.00
Total Print															\$ 3,948.00
Campaign Total															\$ 49,796.71



Media Detail

spider
digital

Jan 11 - March 21, 2021

1 2 3 4 5 6 7 8 9 10

	JAN			FEBRUARY			MARCH			Total Weeks	Cost Per Week	Total Cost	
	11	18	25	1	8	15	22	1	8				15
Digital Media													
Facebook/Instagram											10	\$ 750.00	\$ 7,500.00
General											10	\$ 600.00	
Health Interest/Content											10	\$ 75.00	
Adults 65+											10	\$ 75.00	
Google Display											10	\$ 750.00	\$ 7,500.00
General											10	\$ 600.00	
Health Interest/Content											10	\$ 75.00	
Adults 65+											10	\$ 75.00	
Total Digital													\$ 15,000.00
Out of Home													
Winston-Salem Transit Authority											1	\$ 3,190.00	\$ 3,190.00
Lamar Billboards - 3 Boards-6 locations											2	\$ 2,236.00	\$ 4,472.00
Associated Posters Production Cost											2	\$ 182.64	\$ 365.28
Total Out of Home													\$ 8,027.28
Radio													
102 JAMZ, WJMH 102.1 FM-Urban Contemporary											5	\$ 1,030.00	\$ 5,150.00
WQMG -97.1FM-Adult Urban Contemporary											7	\$ 1,030.00	\$ 7,210.00
Simon, WSMW 98.7 FM											5	\$ 1,060.00	\$ 5,300.00
WTQR, 104.1 FM - Country											5	\$ 610.00	\$ 3,050.00
WPOL 103.5 FM - Gospel											4	\$ 300.00	\$ 1,200.00
La Raza, WIST 98.3FM-Mexican Regional											5	\$ 550.00	\$ 2,750.00
Total Radio													\$ 24,660.00
Print													
Winston-Salem Chronicle											4	\$ 518.00	\$ 2,072.00
Total Print													\$ 2,072.00
Campaign Total													\$ 49,759.28