



GoUSA TV Many Voices Travel Series – Black and Brown Culture - RFI Q & A

The following are answers to questions Brand USA has received regarding the GoUSA TV Many Voices Travel Series RFI.

Thanks to everyone who submitted questions regarding Brand USA's RFI for GoUSA TV Many Voices Travel Series. Since many of the questions posed were similar, we have condensed and edited queries. Company names have been removed. If the answer to the question is already in the RFI, or if we were unable to understand a question, we did not provide an answer.

Q Please indicate your desired episode count for a season order.

A We will first pilot the series to make sure we're on the right track. We are currently considering four or five total episodes, depending on cost.

Q Please indicate your per episode budget allocation.

A It's up to you determine budget.

Q Does the budget include talent fees and travel expenses?

A Your budget should be "all in," with talent, licensing footage, post production, travel expenses and anything else necessary for the production.

Q What will be the contract term usage requirement for possible host talent, voiceover, and music?

A Ideally, we would have rights in perpetuity. If that's not plausible based on your treatment, then a minimum of three years. Indicate your approach to term in your proposal.

Q What is your ideal calendar window to go live with EP1?

A We would push all episodes at once for binge viewing. We do not have a target date in mind yet for this series. You are welcome to present an exact date timeline, or simply indicate how many weeks you require.

Q Would you prefer all episodes delivered prior to launch date or staggered delivery?

A We need to review them with you as they are being made, but fully finalized episodes could be all delivered at one time at the conclusion.

Q Can we assume production will be limited to the continental USA?

A You may suggest any USA destination, including those outside the continent.

Q Do you have a short list of cities or regions of the country you'd like to see in content for season one?

A We are open to your suggestions

Q Do you have a priority expectation for specific cultural genres, e.g. music, cuisine, dance, literature/poetry, tent pole seasonal events/celebrations, visual arts, comedy, performing arts, architecture?

A We do not have pre-determined genre.

Q For talent led concepts, is your preference on-camera talent with an established level of fame, celebrity, or commercial creds? Or is sourcing an unknown equally acceptable?

A We are open to all possibilities.

Q Will regional tourism parties be funding or approval stakeholders?

A This is always a possibility. Your contract will be with Brand USA for this series. It is also possible we will involve partners in review, but final content decisions reside with Brand USA.

Q Will regional tourism party stakeholders be collaborative partners or logistical partners to a production shoot (and preceding story building / local talent sourcing)?

A Our partners are typically very happy to collaborate as needed for things like local suggestions, permitting, etc.

Q What - if any - video versioning (cut downs or aspect ratio variants) will be required beyond the 16:9 hero episode deliveries?

A We will need a series trailer/promo (:15 and :30), plus artwork (poster hero imagery and thumbnails of various sizes for different platforms).

Q Will any support or promotional collateral be expected to be captured or produced besides the hero episodes? For example, location and/or talent photography, web articles

A We will need a few photos for promotional purposes.

Q Will translation and subtitling for regional delivery be required of the production partner or handled separately by a third party?

A It will be handled by a third-party.

Q Are you still interested in 8-10 min episodes?

A Length is up to you to propose, based on content, theme and budget.