

FY25 Youth Media RFP Q&As

Q#	Question	A
1	<p>Q1 Section M.2. Submitting Redacted Offers, p. 18; M.1. Confidential and Proprietary Information, p. 18: In order for financial information to be kept confidential, does the Bidder need to submit a written request to exempt financial/bank statement information (dollar amounts) at the time of submission, as indicated in the RFP in section M.1. Confidential or Proprietary Information?</p>	<p>Yes, per Section M.1, bidders must submit a written request at the time of submission to exempt specific financial information from public disclosure, including justification for why the information should be considered confidential or proprietary. However, it is important to note that confidentiality requests are subject to review and approval under applicable laws, and any challenge to the confidentiality of such information may require legal review and consultation with TSET’s legal counsel.</p>
2	<p>Q2 Section R. Discussions and Negotiations #6, p.21: Where the RFP states that “the applicant may be required to submit supporting financial, pricing and other data in order to allow a detailed evaluation of the feasibility, reasonableness, and acceptability of the proposal,” would verification of proposed media added value or other “added value features” be included in the request for supporting data?</p>	<p>Yes, as outlined in Section R, supporting data may include verification of proposed media added value or other features that enhance the proposal's feasibility, reasonableness, and acceptability.</p>
3	<p>Q3 Section V. Presentations, p. 23: Under the Presentation section, the RFP refers to demonstrating experience with “the TSET Comprehensive Adult-Focused Media Services contract” twice. Is the reference to “Adult-Focused” correct or should this refer to the contract work listed in the solicitation for youth media and marketing?</p>	<p>This is a typographical error in the RFP. The reference should read “Youth-Focused” to align with the scope of the solicitation for youth media and marketing.</p>

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4	<p>Q4 Section D. Funding, Page 2 On Page 2, the RFP states: “The expectation for the allocation of year one funding is that approximately 60% will go to licensing of currently available and evaluated youth messaging and the development of new evidence-based messaging. Approximately 40% of the funding is to be used for digital and social placement, campaign website(s) development and maintenance and community management.” To confirm, would all other recommended deliverables (i.e. publications, conferences, events etc.) outside of media placement be considered within the 60% licensing and development budget?</p>	<p>Yes, per Section D, all recommended deliverables related to messaging and development, including those outside media placement, fall under the 60% allocation for licensing and development.</p>
5	<p>Q5 Can a letter of reference from TSET (for a different contract) be considered?</p>	<p>No.</p>
6	<p>Q6 Section C. Page 14: To confirm, Attachment E - Budget Form requires a budget breakdown for all 5 years of the contract. For the Work Plan and timeline, the RFP states only Year 1 is required. Can you please confirm this is accurate?</p>	<p>Yes, this is accurate. Per Section C, the Work Plan and timeline are required only for Year 1, while Attachment E requires a budget breakdown for all 5 years.</p>
7	<p>Q7 Attachment E, category breakdown. If research is proposed in later years, is there a particular threshold or percentage breakdown of costs that should be considered between ‘licensing’ and media’?</p>	<p>No specific thresholds are outlined for later years in the RFP. However, as media assets are expanded, it is expected the percent in appropriate media placements would increase over time.</p>

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8	<p>Q8 Section D. Funding, Page 2; Attachment E: Attachment E, Category Breakdown: Per Page 2 of the RFP; "the expectation for the allocation of year one funding is that approximately 60% will go to licensing of currently available and evaluated youth messaging and the development of new evidence-based messaging. Approximately 40% of the funding is to be used for digital and social placement, campaign website(s) development and maintenance and community management."</p> <p>How should the budget be broken out to cover "Account Staff" costs based on the funding thresholds set for Year 1? In particular, staff costs associated with the implementation of licensed campaigns (e.g. coaches) or license oversight?</p>	<p>Please refer to Section D. Funding (Page 2) and Attachment E for Year 1 funding allocation.</p> <p>"Account Staff" costs should align with these funding categories:</p> <p>Staff costs related to licensed campaign implementation, including roles such as coaches or oversight personnel, should fall within the 60% allocation for licensing and messaging development.</p> <p>Staff costs supporting digital media placement, campaign website development, and community management should be included in the 40% allocation for those activities.</p> <p>Bidders should detail how these costs are distributed within the budget proposal and ensure they are clearly justified under the respective categories. This alignment will demonstrate compliance with TSET's expectations for funding use in Year 1.</p>
9	<p>Q9 Section D. Creative Samples, p. 14; N.1. Response Format, p. 19: Section D. Creative Samples states that "Full creative samples can be provided in a digital portfolio, such as a webpage, and/or uploaded to the Smartsheet form linked in this RFP," and in that same sections states that "Samples must be (<i>italics added</i>) submitted via Smartsheet webform." Subsequently, in section N.1. Response Format, the RFP states that "Creative samples referenced within the response can be (<i>italics added</i>) uploaded to the Smartsheet form indicated in section N.2., Submission Deadline and Instructions." If creative samples are provided in a digital portfolio such as a webpage, must they also be uploaded to the Smartsheet form?</p>	<p>Yes, per Section N.1, creative samples referenced in the response must be uploaded to the Smartsheet form, even if they are also provided in a digital portfolio. This ensures all materials are accessible for review through the specified submission process.</p>

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10	Q10 Section E.3: What is required for the local Oklahoma office set-up?	Per Section E.3, the awarded bidder will be required to maintain an office within the State of Oklahoma consisting of a minimum of one (1) full-time individual that will serve as an Account Executive who can develop media and public relationships with in-state outlets, attend planning meetings, work directly on-site with TSET staff, attend and make board presentations when necessary, etc. If the awarded bidder does not currently have an office established in the State of Oklahoma, awarded bidder shall be required to establish an office no later than three (3) months after the date of award. The awarded bidder must establish a local Oklahoma presence to ensure efficient communication and coordination with TSET staff.
11	Q11 Section D.: Is community management for TSET's social platforms a requirement?	Yes, the awarded bidder is expected to manage community engagement and interactions for the youth-focused brands included in the campaign. The bidder will not be required to manage TSET's adult social media platforms, as those are handled separately.
12	Q12 Section G.6: Does the TSET staff have the bandwidth to manage events?	Event management is not the primary focus of this RFP. However, TSET staff work collaboratively with partners and grantees to support campaign objectives, as outlined in Section G. Specific event-related responsibilities should be discussed during project planning.
13	Q13 Section D.: What messaging/creative is currently available to use in Year 1?	TSET's existing campaigns, including Swap Up, provide a foundation for Year 1 activities. Messaging and creative assets are accessible to the awarded bidder and should be reviewed as part of campaign planning (see Section G.2).
14	Q14 Section G.6: Does the creative work include website landing page building or maintenance?	Per Section G.6, campaign deliverables may include digital components. Website landing page creation or maintenance should align with campaign needs and be determined in coordination with TSET staff during project planning.
15	Q15 Section K.: If the agency uses a media buying service, is that considered a sub-contractor?	Yes, subcontractors, including media buying services, must be disclosed as outlined in Section K of the RFP. Approval from TSET is required for subcontractor use.
16	Q16 Section E.4: Is there flexibility with the Account team levels we scope onto the contract? For example, can we bring on a Group Account Director vs an Account Director?	Bidders are encouraged to propose team compositions that best meet the scope and deliverables outlined in Section G.7.

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17	Q17 Is the winning bidder awarded 3.5 million for 5 years for a budget total of \$17 million for performance fulfilling winning bidder creations? If no, could a clearer breakdown of the funds being awarded to the winning bidder for performance duties be provided?	The RFP states In Section D.1, the annual budget is up to \$3.5 million, which includes media placement and creative development (see Section D. Funding). There is no mention of a guaranteed 5-year total, as annual budgets may be subject to changes. The awarded bidder is encouraged to structure their proposal in alignment with this annual figure.
18	Q18 Is the winning bidder expected to continue the Swap Up campaign throughout the entire 5-year contract period or is the winning bidder expected to create a new campaign to replace Swap Up?	Per Section G.2, the winning bidder will continue existing campaigns, including Swap Up, as part of their scope. However, the bidder may also propose enhancements or complementary strategies based on campaign goals and performance metrics.
19	Q19 Is the Swap Up license required to be purchased by the winner bidder? If yes, is the licensing acquisition included in the winning bidders funding?	The Swap Up brand is owned by TSET. The awarded bidder is not required to purchase this license, and costs associated with licensing acquisition are not applicable to this campaign (see Section G.2).
20	Q20 Licensing is referred throughout the RFP. Please clarify specifically what licenses winning bidder is expected to aquire and who currently holds each license?	As outlined in Section G.2 of the RFP, the awarded bidder should be prepared to license professionally created and tested campaign messaging until they are ready to develop their own creative content. This approach ensures there is no lapse in media and campaign continuity during the transition between vendors. Currently, TSET owns the Healthy Youth Initiative Brand and Swap Up. All other brands under the Healthy Youth Initiative are licensed through Rescue Agency. The awarded bidder is expected to work collaboratively with TSET to determine licensing needs and transition timelines as part of the campaign execution.
21	Q21 Who is the Ad Firm(s) of record for the TSET Youth Educational Media Campaign with which the winning bidder is expected to work?	TSET's adult-focused ad agency of record is VI Marketing and Branding.
22	Q22 Section G. Services and Deliverables - Page 10: Are there program operation costs outside of the media and marketing costs of the contract that need to be considered? For example, operational costs for running a youth cessation counseling service? If so, can you break down the marketing vs. program implementation budgets?	This is primarily a media contract. Youth Cessation programs and services promoted by TSET are subcontracted though The Oklahoma Tobacco Helpline, also a program of TSET.

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23	Q23 Are there any additional guidelines or restrictions on the types of media messaging that can be licensed for the Youth Media and Marketing Campaign?	Refer to Section G.1 and G.2, which outline licensing requirements. Messaging must align with public health objectives, be evidence-based, and target youth.
24	Q24 Will TSET provide access to any existing media research or analytics (e.g., past campaign performance or audience demographics) to help shape the new campaigns?	Yes, TSET will provide all existing media research and analytics to the awarded bidder to help shape the campaign. This ensures the bidder has access to valuable insights for developing effective strategies aligned with TSET's goals.
25	Q25 Please provide additional information on what is meant by "license pre-existing campaign messages" in Services and Deliverables, Section G.2. Are there examples you can provide on how this has been provided in the past?	<p>The requirement to "license pre-existing campaign messages" in Section G.2 ensures that the awarded bidder has access to ready-to-use, professionally created, and evaluated media messaging. This approach minimizes any potential lag in media placements between contracts, enabling a seamless continuation of public outreach efforts. Bidders are encouraged to include examples of relevant pre-existing campaign messages they have developed, licensed or can license in their proposals. These examples should demonstrate readiness and alignment with TSET's public health goals.</p> <p>Examples of where pre-existing media messaging could be licensed from is the CDC State and Community Health Media Center: https://nccd.cdc.gov/schmc/apps/overview.aspx and the CDC Media Campaign Resource Center: https://nccd.cdc.gov/mcrc/index.aspx</p>
26	Q26 Can you clarify if the messaging needs to be multi-channel (digital, social, TV, etc.) from the start, or if there will be a phased approach to expanding to these channels over time?	<p>As outlined in Section G.6 of the RFP, the awarded bidder will develop and implement campaign components across various channels, including digital, social, and traditional media. Furthermore, per Section G.7, the awarded bidder will collaborate with TSET's adult media ad agency of record to create a comprehensive media plan and ensure seamless integration of traditional media placements. It is the bidder's responsibility to research and understand TSET's current media strategies to align their proposals with existing efforts.</p> <p>The licensing of pre-existing materials can help ensure a robust library of creative assets from the launch of the contract.</p>
27	Q27 How will success be measured specifically for the "Swap Up" initiative, and is there a preferred method of evaluation (e.g., surveys, focus groups, media metrics)?	Evaluation should align with goals in Section G.10, which includes using analytics, media metrics, and behavior-change assessments.

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28	Q28 Is there a target geographic or demographic focus for this campaign within Oklahoma (e.g., urban vs rural, specific age groups, or regions)?	The campaign focuses on Oklahoma youth aged 13–18 statewide, as noted in Section G. Services and Deliverables.
29	Q29 Can you provide more detailed data on past programs, especially those that targeted youth populations, and their impact on the intended outcomes?	The RFP provides data outlining the public health challenges and objectives related to youth populations in Oklahoma, as detailed in Section C. Background and Section G.3 and G.4. Bidders are expected to be familiar with these issues and should leverage their expertise to develop strategies that address the outlined goals. While TSET cannot provide additional program data beyond what is included in the RFP, the information provided offers sufficient context to guide the development of proposals. For more details on past programs, visit TSETHealthyYouth.com. Once bidder has been awarded, TSET will provide all existing media research and analytics to help shape the campaigns. This ensures the bidder has access to valuable insights for developing effective strategies aligned with TSET’s goals.
30	Q30 Is the \$3.5 million annual budget strictly for media placement, or does it include funds for content development, testing, and other creative assets as well?	Section D. Funding clarifies that the up to \$3.5 million annual budget includes both media placement and creative development.
31	Q31 What is the process for obtaining approval for each phase of the campaign (e.g., concept development, testing, media placement)? How flexible is the budget within these phases?	Section G.9 highlights the need for TSET approval on all creative platforms and materials within established timelines.
32	Q32 Can you provide clarification on what expenses are considered eligible under the budget categories and any exclusions related to travel, equipment, or event costs?	Budget exclusions, including ineligible expenses, are listed in Section D.3. Additional travel details are listed under Section L.I.
33	Q33 How does TSET define "successful experience" working with state government agencies on similar public health campaigns? Can you provide examples of prior campaigns that would be seen as highly relevant to this RFP?	TSET evaluates "successful experience" as outlined in Section G. Bidder’s Background and Qualifications, which requires bidders to demonstrate expertise in youth engagement, social marketing, behavior-change outcomes, and collaboration with state agencies. While TSET cannot provide specific examples of prior campaigns, bidders are encouraged to research TSET’s publicly available work to understand past and ongoing campaigns.

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34	Q34 Are there any specific qualifications for the project staff (e.g., certifications, experience in youth-focused health campaigns, etc.) that are expected from the agency and subcontractors?	Section G outlines specific expertise required, including social marketing, message testing, and digital media experience.
35	Q35 How does TSET envision collaboration between the chosen bidder and its ad agency of record? What specific responsibilities and activities will each party be expected to take on?	Section G.7 discusses collaboration expectations between the Bidder, TSET, and its ad agency of record.
36	Q36 Will TSET be involved in creative approvals, and if so, what is the timeline and process for submitting creative for review?	Section G.9 indicates that TSET will review and approve all creative materials.
37	Q37 Are there any limitations on the types of messaging or platforms that can be used, given the sensitivity of the topic (e.g., tobacco use and obesity prevention) and the target age group?	Messaging must align with public health guidelines, as described in Sections G.3 and G.4.
38	Q38 Will you provide any support for local community engagement (e.g., partnerships with schools or community groups) to amplify the campaign's reach and effectiveness?	<p>TSET emphasizes seamless collaboration across its network of grantees, programs, and the awarded bidder to ensure alignment with organizational goals. As outlined in Section C. Background, TSET invests strategically in evidence-based programs that support youth-focused public health objectives, including tobacco use prevention and obesity reduction. All messaging and platforms must adhere to public health best practices and support TSET's goals of creating a healthier environment for Oklahoma's youth.</p> <p>Furthermore, per Section H, the awarded bidder will collaborate with TSET's strategic communications division and ad agency of record to ensure that all campaign components align with these goals while addressing the sensitive nature of the topics.</p>
39	Q39 Can you clarify what "evaluation" entails? Is it solely campaign performance metrics, or does it also include participant feedback and behavior-change assessments?	Section G.10 includes media metrics and other outcome evaluations, aligning with TSET goals. Focus groups have been included as part of TSET media evaluation in the past. Evaluation also includes working with external evaluators at the rigor level of information being published in peer-reviewed journals.

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40	Q40 Will TSET provide data or insights on youth's media consumption habits and preferred platforms for engaging with health-related messages?	As outlined in Section G.7 of the RFP, the awarded bidder is responsible for using market research, analysis, and current literature in social marketing to create a media plan in coordination with TSET's ad agency of record. The bidder is expected to act as the subject matter expert (SME), utilizing their expertise to identify the most effective platforms and media placements to engage with the target audience and achieve campaign objectives. TSET will provide strategic oversight but relies on the awarded bidder's research and knowledge to ensure the campaign achieves the best return on investment (ROI).
41	Q41 Is there a preference for digital-first campaigns (i.e., heavy reliance on social media and mobile apps) over traditional media like TV, radio, and print?	As outlined in Section G.6 and G.7 of the RFP, the awarded bidder is responsible for developing and implementing campaign components across digital and social media channels. Traditional media placements will be handled in collaboration with TSET's ad agency of record. Bidders should refer to these sections for detailed information on the scope of responsibilities and media strategy requirements.
42	Q42 Can you clarify the evaluation scoring breakdown for pricing versus technical proposal? How heavily does pricing factor into the final decision?	Section S.2 provides scoring criteria, with technical proposals weighted most heavily at 60 points.
43	Q43 Will the presentation be scored separately from the initial proposal, or will it be considered part of the overall evaluation score?	Presentations are scored separately and become part of the overall evaluation score.
44	Q44 Can you confirm that all proposals must be submitted through Smartsheet by the January 31st deadline, and are there any specific file formats preferred or required?	Section N.2 requires proposals to be submitted via Smartsheet, with file format instructions.
45	Q45 Is there any flexibility in the creative samples requirement, such as if some media formats are in development or if previously unused creative assets can be submitted instead?	Section D. Creative Samples requires previously developed examples. In-development or unused assets may not meet this requirement.
46	Q46 While the RFP specifies a 60% allocation for licensing and new message development, are there additional cost expectations (e.g., renewal fees, multi-year agreements) that we should consider? (Page 7, Section D).	The awarded bidder will plan and negotiate licensing, renewals and agreements in consideration of and accordance with both TSET needs and campaign objectives as well as budget.

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47	Q47 Can TSET provide examples of licensed materials that have resonated well with Oklahoma's youth?	Bidders are encouraged to research TSET's publicly available work. TSET consistently evaluates the effectiveness of its materials to ensure they resonate with the target audience, and only impactful work is put into public use.
48	Q48 Can you elaborate on the scoring system and how different proposal sections will be weighted during evaluation? (Page 21, Section S.2).	Section S.2 provides detailed scoring criteria, with technical proposals weighted at 60%, pricing at 20%, and bidder qualifications at 20%.
49	Q49 What are the key differentiators that TSET is seeking in a successful proposal?	TSET values innovation, evidence-based strategies, and a deep understanding of Oklahoma's public health challenges. Proposals should emphasize measurable outcomes and effective collaboration.
50	Q50 What specific elements of the incumbent agency's work have been most impactful, and where do you see opportunities for a new agency to improve or innovate?	Bidders are encouraged to research TSET's publicly available campaigns to understand the impact of our current and past efforts. TSET ensures that all work meets high standards of effectiveness and relevance before it is released to the public. For specific expectations and areas for innovation, please refer to the requirements and goals outlined in Section G of the RFP.
51	Q51 Are there specific frameworks or methodologies that have proven particularly effective for TSET in past campaigns? (Page 9, Section F).	Section F highlights TSET's focus on evidence-based approaches and public health frameworks. Methodologies include behavior-change models and audience segmentation.
52	Q52 Are there specific youth demographics (e.g., rural or tribal communities) that require more targeted messaging?	TSET's youth media campaigns target all Oklahoma youth aged 13–18, with a focus on rural and underserved communities.
53	Q53 What are the expectations for ongoing collaboration with TSET's ad agency of record? (Page 11, Section H).	Section H specifies coordination with the adult media ad agency to ensure consistency across campaigns and optimize media placements.
54	Q54 Does TSET have preferred tools or platforms for project management and collaboration with agency partners? (Page 11, Section H encourages collaboration but doesn't mention tools).	Section G notes that TSET will review and approve creative materials. Specific platforms, technology and timelines for collaboration will be provided during project onboarding. All platforms or programs used to coordinate with TSET must meet with the State of Oklahoma guidelines.

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55	Q55 Will TSET facilitate access to previous focus group data, or should we budget for entirely new focus groups? Are there specific metrics or questions you'd like focus groups to address? (Page 11, Section G).	TSET will provide all existing campaign data to the awarded bidder as outlined in the RFP. However, when new campaigns are rolled out, the bidder will need to conduct new testing, such as focus groups and pre-testing of messages, to ensure effectiveness and alignment with campaign goals. Please refer to Section G.6, which details requirements for conducting message testing with Oklahoma teen focus groups and utilizing pre-tested and evaluated messaging for campaign implementation.
56	Q56 What is the average turnaround time for creative approvals, and is there a standard review panel or committee involved in the process? (Page 12, Section G).	Section G notes that TSET will review and approve creative materials. Specific timelines and panel structures will be provided during project onboarding.
57	Q57 Will TSET provide existing evaluations of the licensed messaging's effectiveness? If yes, will this data be shared before or after licensing?	Evaluations will be shared with the awarded bidder during the planning phase to inform campaign strategies.
58	Q58 Are there specific KPIs or data visualization formats that resonate best with your team when reviewing campaign success metrics? (Page 9, Section F).	Specific preferences for KPIs and data visualization formats for TSET review and reporting can be discussed during onboarding. For the purpose of the proposal, bidders are encouraged to present data clearly and concisely, focusing on demonstrating campaign successes and behavior-change outcomes. The use of visual formats that effectively highlight key insights and audience engagement metrics is recommended.
59	Q59 Which metrics are prioritized for measuring the success of social media campaigns (e.g., engagement rates, impressions, or reach)? (Page 11, Section G).	Section G prioritizes engagement rates, reach, and behavior-change outcomes.
60	Q60 Should budget reallocation opportunities arise mid-campaign, what is the process for gaining approval for adjustments?	Budget adjustments require TSET approval. Proposals should outline potential scenarios and processes for reallocation. Budget adjustments may also require approval from the TSET Board of Directors.
61	Q61 If we leverage assets from existing campaigns, what level of adaptation (e.g., messaging tweaks, visual refreshes) would meet TSET's expectations? (Page 8, Section G).	Section G specifies that adaptations must align with TSET branding and public health goals.
62	Q62 For required on-site presence, are there anticipated events or key milestones where agency attendance will be critical? (Page 12, Section E).	Section E indicates agency presence may be required for key meetings and milestones. Furthermore, during the operational phase the Senior Account Executive(s) will be available by telephone within one (1) hour and on-site at TSET within 48 hours upon request by TSET through the life of the project at no additional cost to TSET. Weekly and monthly collaboration meetings with TSET will need to be attended. Specific meetings and events will be determined post-award.

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63	Q63 How open is TSET to incorporating youth-led or trend-based activities, such as viral challenges or gamified content, into campaign strategies? (Page 11, Section G encourages innovation).	Section G encourages innovation, including youth-led and trend-based strategies, provided they align with campaign goals and state rules and regulations.
64	Q64 Are there innovative services or campaign elements not mentioned in the RFP that TSET would value?	TSET welcomes innovative ideas that enhance campaign impact, particularly those that leverage technology or emerging trends.
65	Q65 What if any earned media and/or media relations services has the incumbent provided to the TSET internal staff in the context of reaching youth? Is this a tactic you are hoping to see represented in the proposal? (Item G, number 6, page 10).	Earned media and media relations are valuable tactics for youth engagement and may be included in proposals as part of an integrated strategy.
66	Q66 What if any restrictions does TSET have in place when working with influencers? Are paid influencer partnerships permissible? (Item G, number 6, page 10).	Section G.6 allows for paid influencer partnerships, provided they adhere to public health guidelines and align with campaign objectives.
67	Q67 Are there any restrictions or preferences regarding partnerships with subcontractors? (Page 12, Section K).	Section K of the RFP specifies that subcontractors must be disclosed and approved by TSET. Partnerships should align with the campaign's goals and be effectively managed by the awarded bidder to ensure seamless execution.
68	Q68 Are there specific repositories, vendors, or organizations that TSET recommends or has worked with previously for evidence-based licensed campaign materials?	TSET has historically worked with Rescue Agency for licensed materials under the Healthy Youth Initiative. While no specific repositories or vendors are required, bidders are encouraged to propose partnerships or sources that align with campaign objectives.
69	Q69 What is the expected scope of customization for licensed materials, such as adapting branding, language, or visuals to align with the Swap Up initiative and Oklahoma-specific needs? Are there specific restrictions we should be aware of? (Page 11, Section G).	Per Section G of the RFP, customization should ensure materials align with TSET's public health goals and Oklahoma-specific needs. Branding, visuals, and language must reflect the initiative and resonate with the target audience. Restrictions include maintaining evidence-based messaging and adhering to public health guidelines.
70	Q70 Beyond licensing materials for use in Oklahoma, are there specific requirements regarding exclusivity, usage duration, or media channels (e.g., digital, traditional, community events) that we need to account for? (Page 12, Section G).	Section G highlights that licensing applies to Oklahoma only. Usage duration and media channels should align with the campaign's strategy and timeline. Exclusive rights are not mentioned, but bidders should propose terms that ensure effective implementation. All materials developed for TSET under this contract become property of TSET.