HBEX 29:

Photography Services

Final Response to Questions

7/10/2013

No.	Question	Response
1	What specifically are you looking for a photographer to cover? Portrait, architectural, photojournalistic? I have read section 3.3 "Project Tasks"but it is completely vague in its description of work.	We are looking for a combination of environmental portraiture, photojournalism, press conferences and stock photography. The photographer will cover events around the state, including on weekends, where Covered California representatives will be educating and enrolling people, such as county fairs and community events. We will be telling stories of uninsured and newly insured people, requiring environmental portraiture and candids. We will be shooting some “California-themed” stock photography for print brochures and web use.
2	3.3 A. Where are the "California's locations"?	The California locations will be in places that reflect the people and diversity of the state in recognizable spots such as the state Capitol, the Golden Gate bridge, a southern California beach,
3	3.3 B. What are the "actions"?	By “actions” we mean for a photographer to be able to shoot in a photojournalistic style. For example, Certified Educators and Enrollment Counselors will be out in communities at events
4	3.3 D. What are "ask the expert" pictures?	“Ask the Expert” pictures would portraits of the people who are “experts of the month” for promotion of live social media events. These will usually be based in Sacramento.
5	3.3 E What are the possible locations of the "conferences"?	Press conferences could be held anywhere in the state that is significant to warrant an event or announcement. Not all press conferences will need to be covered.
6	3.8.3 Where will the Covered California staff meetings be held?	Covered California staff meetings are held at our office at 560 J St. The contract photographer does not need to attend these meetings.