



KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM

REQUEST FOR PROPOSAL ADDENDUM

SOLICITAION NO.: RFP-0326
ADDENDUM NO.: 1
RFP ISSUE DATE: March 27, 2025
ADDENDUM DATE: April 8, 2025
OPENING DATE: April 23, 2025, 4:00PM EST

The following information is being provided in response to questions received for this RFP:

- 1) On average, how many shoots would you need per month?
a) ECTC estimates about one or two shoots per month, eight months out of the year. ECTC typically does not have video needs over the summer months or in January. This information may change based on the needs of ECTC through the year; however, this is an estimation.
- 2) Would you be willing to commit to a regular bank of hours per month?
a) This is unlikely as ECTC's needs will change from month to month, but it is possible if there is a clear understanding of the number of hours each type of video will require.
- 3) Would travel from Louisville be considered a reimbursable expense?
a) Travel costs would need to be included in the total fee.
- 4) Is there an annual budget for this partnership that you are providing to inform the submissions?
a) This information is not available.
- 5) On average, how many video projects do you anticipate per this contract?
a) ECTC estimates about one or two shoots per month, eight months out of the year. ECTC typically does not have video needs over the summer months or in January. This information may change based on the needs of ECTC through the year; however, this is an estimation.
- 6) How often do you presume the agency would need to be on location to capture content?
a) ECTC presumes being on location will be necessary for each video.
- 7) In your experience, is production typically batched per QTR, or is on-site production a frequent occurrence?
a) On-site production (recording) is not typically batched.
- 8) On average, how many annual events would this scope need to consider?
a) The number of annual events is uncertain, but in recent years, ECTC has had 3-4 on average.
- 8) The RFP requires a detailed plan and schedule for Implementation - how are we to do this without having an understanding of the specific video needs for the contract? Would a general "per video" implementation timeline work here?
a) Yes, a general "per video" implementation timeline would work.
- 9) Is there an incumbent agency participating in this process?
a) KCTCS invites everyone in the public marketplace to respond to this Request for Proposal. KCTCS has no way of knowing what companies will respond. This is a sealed solicitation process.
- 10) We are a Nashville-based agency. Is preference being given to in-state agencies?
a) ECTC may have events that require immediate attention on site; however, all agencies are welcome to respond to this solicitation request.

- 11) Does the college work with another outside vendor for marketing and PR services?
 - a) Yes. KCTCS has current contracts with both full-service marketing agencies and PR agencies.
- 12) Who is the team we would be working with?
 - a) The successful Offeror would be contracted with Elizabethtown Community & Technical College and would work with the assigned college staff.
- 13) How would approvals and decisions be routed through your team?
 - a) This would be discussed with the successful Offeror.
- 14) Can you provide us with insights on your team's in-house capabilities regarding this scope of work, if any?
 - a) Elizabethtown Community and Technical College does not have in-house technical capabilities for this scope of work.
- 15) Are links to showcase work samples allowed in our response? (i.e. a link to a video hosted on our Vimeo channel)
 - a) Per RFP section 15, proposals should not contain imbedded links for additional documentation. However, ECTC would allow links in the proposal documents to view work examples for this RFP.
- 16) What is the approximate budget or budget range expected for video production awarded under this?
 - a) This information is not available.
- 17) Can you provide an idea of the approximate amount of video content to be produced under this contract?
 - a) ECTC estimates about one or two shoots per month, eight months out of the year. ECTC typically does not have video needs over the summer months or in January. This information may change based on the needs of ECTC through the year; however, this is an estimation.
- 18) For comparison, in the past how much was spent annually on video productions of this kind?
 - a) This information is not available.
- 19) Is there an incumbent vendor for video production and/or video marketing?
 - a) ECTC has worked with suppliers in the past for custom video production; however, this solicitation is open to all providers in the marketplace.
- 20) If there is an incumbent please provide the current incumbent name, contract number, and contract amount.
 - a) ECTC has not had a direct awarded contract for this type of work in place prior to this Request for Proposal.
- 21) Can you please confirm that an out of state company may submit a proposal for this RFP?
 - a) This solicitation is open to all agencies in the public marketplace.
- 22) If we are an out of state company, may we register with the State of Kentucky after an award has been made, if we do so prior to finalizing a contract?
 - a) The successful Offeror may register with the Secretary of State before a contract is finalized and executed.
- 23) The RFP states that no links to other documents may be included in our proposals. What about links to video samples so you can see our past work? Are links to videos okay?
 - a) Per RFP section 15, proposals should not contain imbedded links for additional documentation. However, ECTC would allow links in the proposal documents to view work examples for this RFP.
- 24) Can you describe what types of projects would need to be turned around in under 12 hours?
 - a) ECTC expects to need one or two shoots per month, eight months out of the year. ECTC typically does not have video needs over the summer months or in January.
- 25) Can you please provide more details about the E&O insurance required? What coverage specifically would be needed?
 - a) Errors and Omissions coverage is a professional liability insurance designed to protect your business against claims that professional advice or services you provided caused a customer financial harm due to actual or alleged mistakes or a failure to perform a service.
- 26) The RFP states that one or more contracts will be awarded. Are you looking to create a bench of approved video production vendors? If you are looking to create a bench, can you please describe how individual projects will be awarded? Will companies on a "bench" all be given the opportunity to bid on specific projects as they come up?
 - a) The RFP states that KCTCS reserves the right to award multiple contracts; however, the intent of this solicitation would be one (1) award.

- 27) Can E&O insurance be obtained once a contract is awarded? Most E&O insurance is production specific so would not be able to be supplied at time of RFP submission. Instead of including proof of E&O with our proposal could this instead be obtained as a deliverable at the time work is done?
- a) Insurance may be discussed with the successful Offeror prior to contract award.
- 28) Will proposals without current E&O insurance coverage be deemed unresponsive? How many points will be deducted if proof of current E&O insurance is not provided?
- a) E&O insurance is not required as part of the proposal evaluation process. E&O insurance may be discussed with the successful Offeror prior to contract award.
- 29) The insurance requirements listed in section 32 do not list E&O insurance. Is that correct?
- a) If applicable, the successful Offeror may be required to add KCTCS to a certificate of liability to ensure protection of KCTCS property from negligence and damage.
- 30) Can you please provide more detail about the video examples listed on the Cost Worksheet?
- a) ECTC provided scenarios of situations that could occur to help create a cost that could be evaluated for award.
- 31) In the Cost Worksheet Custom Video Scenario #1 you list a 3 minute video highlighting an academic program that includes 4 interviews? Will b-roll also be needed for this video? What about portions of classes, lab work being done, or other related elements for that academic program?
- a) Yes, b-roll will be needed. Shots from classes and labs may be used as b-roll.
- 32) Would Custom Video Scenario 1 need graphics? If so, what graphics need to be created?
- a) Graphics may include lower thirds, opening and closing branded graphics and callouts that emphasize key talking points are the most needed graphics.
- 33) Are you looking for a formal interview set up for the 4 interviews of Scenario #1?
- a) These do not need to be formal interviews.
- 34) Are you picturing all 4 interviews in Scenario #1 being filmed with the same exact set up?
- a) Some changes to the set up (locations, background or angle) between interviews is typical.
- 35) Custom Video Scenario #1, how long do you anticipate each of the 4 interviews to be?
- a) Typically, interviews are 5-10 minutes depending on the speaker.
- 36) For Custom Video Scenario #2, what time would this potential event take place?
- a) In most cases, hypothetical newsworthy events happen during business hours. Occasionally, such an event will happen between 6 and 9 p.m. Eastern.
- 37) What graphics would be needed for Custom Video Scenario #2?
- a) Graphics may include lower thirds, opening and closing branded graphics and callouts that emphasize key talking points are the most needed graphics.
- 38) Custom Video Scenario #2, how many hours following the event do you consider "same day delivery"?
- a) The exact delivery times can be arranged individually, but we sometimes need delivery 3-4 hours after an event, if that event happens during business hours.
- 39) Custom Video Scenario #2, how much advance warning would the video production company be given that a same-day delivery event is coming up?
- a) In most cases, a minimum of a few weeks' notice is provided.
- 40) Custom Video Scenario #2, how long do you anticipate each of the 3 interviews to be?
- a) Typically, interviews are 3-5 minutes depending on the speaker.
- 41) Are the interviews in Custom Video Scenario #2 formal sit down interviews with 3 point lighting or something more "on the fly" at or around the event location?
- a) These are typically conducted at or around the event location.
- 42) For Custom Video Scenario #3, how long would the social media "shorts" need to be?
- a) Depending on the quality of the soundbite, these are most likely to be 45 to 120 seconds.

- 43) For Custom Video Scenario #2, Same-day delivery is mentioned. Is there a metric for what same-day delivery is? For instance, if an event takes place later in the day, say between 3-5, would a video be expected before 12 am that night, or is there a turnaround clock based on hours after the end of the event or event interviews?
- a) The exact delivery times can be arranged individually, but we sometimes need delivery 3-4 hours after an event, if that event happens during business hours. 3d in the Scope section of the RFP provides examples.
- 44) For Custom Video Scenario #2, Does KCTCS envision the final video for events as more of an event recap with highlights spoken to by the interviewees, utilizing the actual event footage in more of a b-roll style? Or will clean audio need to be captured so the event speakers can be cut into the interviews?
- a) Both approaches may be used depending on the circumstances of the event and participating speakers.
- 45) For Custom Video Scenario #3, is it correct to assume that we are only responsible for creating the 6 short social videos from the podcast and will not be responsible for any long-form podcast edits?
- a) Audio-only edits may be needed for the long-form podcast.
- 46) To confirm, this is a 1-year contract (from roughly June 2025-July 2025) as an approved vendor for KCTC, correct?
- a) KCTCS would establish a Personal Services Contract with the successful Offeror with estimated services from July 1, 2025 through June 30, 2026; contract renewals may be possible in the next biennium budget.
- 47) Is any preference given to Minority Business Enterprises (MBEs) in awarding the contract?
- a) KCTCS welcomes all suppliers to respond; however, no additional points are allotted for diverse suppliers in this solicitation.
- 48) Is it okay to exceed 3 references and is there a maximum number of references allowed?
- a) There is a minimum number of references requested. Proposals are allowed to contain more than three (3) references.
- 49) Can the oral presentations be done via Zoom or other video conferencing platforms?
- a) Please see Section 8 of the RFP for information on oral presentations to be held via Microsoft Teams with an invitation from KCTCS if the evaluation committee chooses to include oral presentations as part of the evaluation process. However, Oral presentations will **NOT** be recorded for reference by KCTCS should KCTCS choose to move forward with them.
- 50) If we aren't able to embed links to videos samples of our works, what is the best way to include that information in our proposal?
- a) Per RFP section 15, proposals should not contain imbedded links for additional documentation. However, ECTC would allow links in the proposal documents to view work examples for this RFP.
- 51) Are we required to sign the draft data sharing agreement or will a full version (no watermark) be available to sign?
- a) The data sharing agreement is an example of the terms and conditions that will be included in the contract to the successful Offeror.
- 52) For the financial worksheet, as we agree to the travel rates, do we need to include hypothetical travel costs with each of the scenarios? Or is it only the total for the associated production costs?
- a) Please include any travel fees as part of the total cost of the production scenario.
- 53) For the financial worksheet, is it okay to list line items of the costs or would you prefer just the total cost?
- a) For evaluation of this solicitation, please list the total cost.
- 54) Will the lead times and turnaround times be specified ahead of each project?
- a) Yes
- 55) Do you have a current style guide and branding guide that we will be able to use in the projects?
- a) Yes
- 56) Is there material from previous shoots that will be made accessible for b-roll or other purposes to help minimize costs?
- a) Some footage of general campus and academic programs will be available.
- 57) Regarding the use of drones for aerial footage, are there any specific regulations or restrictions at the campuses/centers that we should be aware of? Or would those be waived under the supervision of KCTCS staff?
- a) There are no specific regulations or restrictions.
- 58) What video resolutions and file formats are preferred for final deliverables to ensure compatibility with your web platforms?

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- a) MP4 files in full HD are preferred.

Bidders must acknowledge receipt of this and any addenda either with solicitation or by separate letter or email prior to award of contract. If by separate letter, the following information should be placed in the lower left-hand corner of the envelope:

RFP No.: RFP-0326
Title: Custom Video Marketing

Name of Firm: _____

Authorized Signature: _____