



KENTUCKY COMMUNITY AND TECHNICAL COLLEGE SYSTEM

REQUEST FOR PROPOSAL ADDENDUM

SOLICITAION NO.: RFP-0338
ADDENDUM NO.: 1
RFP ISSUE DATE: August 12, 2025
ADDENDUM DATE: August 22, 2025
OPENING DATE: September 10, 2025 @ 4:00PM EST

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

- 1) Proposal Instructions: Section C, Strategic plan and strategies for assisting KCTCS. Include examples/exhibits of any reporting that would be available. Can you elaborate?
 - a) Please read section 2 and section 3 of the RFP and submit a written proposal of how your company/firm/organization can provide the services requested by KCTCS. If you have examples of any reporting that your firm provides as part of your solution, feel free to include those as part of your response. The evaluation team is interested in understanding the proposed services and platforms as comprehensively as possible.
- 2) Proposal Instructions: Section E, Staffing. Include training opportunities for KCTCS personnel. Can you elaborate?
 - a) Some proposed services and/or platforms require training to KCTCS staffing in order to function. If this is not applicable, your firm does not need to elaborate on any training opportunities needed.
- 3) Proposal Instruction: Section G, Fees. Provide cost of any training options for KCTCS personnel. Can you give an example of a training option?
 - a) This section is rewritten as follows:
 - G. Fees – submitted on Financial Cost Worksheet (Separate Attachment)
 - Please fill out the cost worksheet according to the information requested in the worksheet. This will be the financial proposal submitted with the written technical proposal.
- 4) In scenario #1, on-site assistance for a press conference. Can you further detail the timing/logistics of the press conference, and how long the videographer and photographer would be filming?
 - a) The press conference will last between 30 – 60 minutes, this includes time for Q&A after the official program. The expectation is to have vendor arrive early, set up, film the entire event, as well as shoot interviews and b roll following the event. Additionally, the vendor will prepare a press conference video package that can be shared on social media, YouTube and other owned media outlets, preferably two to four hours post-conference.
- 5) Do you expect a flat fee for the items listed under Scope? For example – Pre Production includes meetings, project prep and producer time, writing, casting and scheduling with KCTCS personnel. Do you see this as one fee for the term of the contract or a per project fee?
 - a) KCTCS is using scenarios to gain a level approach to potential cost per project as part of the evaluation process. The resulting contract will be open to all KCTCS colleges to utilize based on a per project fee. Each project may involve different costs depending upon the needs of the college for that project; however, the pricing for the quotes for potential future projects should be substantially understood from the financial response provided by the Offeror.
- 6) Does KCTCS do 50% upfront billing on production projects?
 - a) No. Per statute, KCTCS pays Net 30 days from invoice date as long as the college has received completed and satisfactory services and correct invoice and paperwork for submission of payment.
- 7) What is the volume of work? How many of each scenario does KCTCS plan to produce annually?
 - a) The volume of work will vary depending on institutional priorities, student needs, and available funding. While we cannot provide an exact count, KCTCS anticipates at least one system-wide photo/video shoot in this fiscal year to refresh and

update creative assets. Additional projects may be produced throughout the year to support enrollment campaigns, special initiatives, and college-specific marketing needs. Flexibility and scalability in services will be essential to meeting these evolving needs.

- 8) Is there an expected budget range or specific constraints we should be aware of when preparing our proposal?
 - a) KCTCS does not have a predetermined budget range to share at this time. As a community college system, we are mindful of cost and strive to maximize value and impact with the resources available.
- 9) Are you expecting to use real people or professional paid talent for on camera and voiceover? Do we need to include talent fees if professional talent is required?
 - a) For the scenarios included, professional paid talent will not be required. It is our preference to feature real students, faculty, staff, administration, and partners to authentically represent the KCTCS brand and community.
- 10) How much lead time do you anticipate for production requests?
 - a) Lead time will vary depending on the project. For press conference–related materials or time-sensitive needs, turnaround within 24 hours is ideal. For larger projects, such as programmatic photo shoots or b-roll production, we can provide greater flexibility and longer lead times.
- 11) What is your expectation for the organized gallery for photography and video images? Do you have an existing resource in mind or do you expect a proprietary system to be developed? Will you require access to this material in perpetuity?
 - a) KCTCS currently utilizes a Digital Asset Management (DAM) system and would expect the selected vendor to upload all final photo and video assets into this platform (a secure upload link can be provided). KCTCS requires ownership of all materials produced, with access to and use of these assets in perpetuity.
- 12) Will any video ever need to be finished in 4K or will they all be designed for web/digital delivery?
 - a) The majority of assets will be produced for web and digital delivery. However, KCTCS frequently utilizes still images for print materials and b-roll for television advertising or video boards. As such, we anticipate the need for production quality that supports both digital and broadcast/print applications.
- 13) Under Post-Production and Delivery – you mention the possibility of a 12-hour turnaround or less for stills and video. You specifically call out a graduation ceremony – would you anticipate more than one location needing those services? Would the video components be more “sizzle” reels? Would some content be strictly social media content? Do you expect color corrected, cropped and retouched stills within 12 hours of an event?
 - a) Colleges will engage the selected vendor on a first-come, first-served basis, so it isn't likely that there would be more than one location needing commencement services at the same time. Commencement requirements are considered a unique project and would be scoped individually. In some instances, a full ceremony may need to be captured; in others, the deliverable may be a condensed “sizzle” reel or social media–ready content. Turnaround expectations will vary based on the scope and complexity of the project. While a 12-hour turnaround may be ideal in certain cases, we recognize that flexibility will be required depending on the lift of the project.
- 14) Would you consider dividing this contract up based on rfp responses and location of vendors?
 - a) KCTCS is currently planning to award one contract; however, per the RFP terms, KCTCS may award multiple contracts if it is the best interest to do so. The expectation is that the successful Offeror(s) will be able to service the entire system across the state.
- 15) Can you specify the most immediate or priority projects you'd like us to focus on initially?
 - a) The most immediate priority is a system-wide photo and video shoot. During this project, each college will select the programs and students they wish to feature. The vendor will capture both still images and b-roll footage, along with a few brief testimonial recordings, to support KCTCS's marketing and communications initiatives.
- 16) Are there existing branding guidelines or examples of preferred style and tone for the videos and photography?
 - a) Yes. Vendors should refer to brand.kctcs.edu for KCTCS branding guidelines, as well as the KCTCS college websites for examples of preferred style, tone, and visual identity. Another example of video content is student success stories for our KCTCS online website: <https://online.kctcs.edu/success-stories.aspx>
- 17) What locations will we need access to, and are there any logistical or permission considerations?
 - a) Filming and photography may take place across all 16 KCTCS colleges statewide. Vendors should be aware that aerial permissions may be required for drone footage in certain areas, particularly near military bases and airports (e.g., Somerset Community College and Henderson Community College). KCTCS will work collaboratively with the vendor to address logistical needs and secure any necessary permissions.
- 18) How many review cycles do you anticipate, and what is your preferred process for providing feedback on drafts?

- a) In most cases, KCTCS anticipates one to two revision cycles. Feedback may be provided via email or, when helpful, through a quick video conference to ensure clarity and efficiency in the review process.
- 19) What specific file formats, quality standards, or platforms will the final content need to adhere to?
- a) KCTCS requires delivery in standard, widely compatible file formats (e.g., JPG for photography, MP4 for video). Assets should be provided in high-resolution quality suitable for both digital and print applications. Additional versions or sizes may be requested as needed for web, social media, broadcast, or large-format display.
- 20) Will the selected vendor also work on creative ideation/scripting for content, specifically for scenarios 2 and 3, or will KCTCS or an agency partner provide creative that production partner will execute?
- a) For testimonial videos, KCTCS will provide creative direction, including ideation and outlines/scripts. The selected vendor is welcome to provide feedback and recommendations to enhance the final product, but primary scripting responsibilities will remain with KCTCS.
- 21) Will production partner do all the interviewing or will KCTCS or an agency partner conduct interviews?
- a) In most cases, interviews will be conducted by KCTCS or an agency partner. The production partner may be asked to facilitate or conduct interviews on occasion, but only if specifically noted in advance.
- 22) Custom Video Scenario # 1 – Event Coverage. Will a KCTCS representative or the production team conduct the interviews? Will KCTCS or the production team identify and coordinate the interviewees?
- a) KCTCS will identify, coordinate interviewees as well as conduct the interviews.
- 23) Custom Video Scenario # 2 – Campus/Program Marketing Shoot. For the purpose of budgeting, are we editing three total videos (one for each academic program), or a single, all encompassing video? Is the expectation that this video will be supported with music and motion graphics or do you foresee a more scripted piece with narration, music and motion graphics? Can you provide samples of previous work similar to your expectations?
- a) KCTCS anticipates a single, all-encompassing highlight video (1–2 minutes) covering the college and its three featured academic programs. Extended b-roll footage and still photography should be captured for each program, but edited/produced videos are not expected for individual programs—continuous roll footage will suffice. The highlight video will primarily showcase the college and program offerings, with minimal animation. KCTCS can provide a script if needed. Examples of preferred style and expectations can be found on KCTCS college websites and in previous student success stories: <https://online.kctcs.edu/success-stories.aspx>
- 24) Custom Video Scenario # 3? – Multi-Location Branding Capture. Can you provide samples of previous work similar to your expectations? Do scripted interviews require a teleprompter?
- a) Examples of preferred style, tone, and visual identity can be found on KCTCS college websites. Additional examples of video content include the student success stories featured on our KCTCS Online website: <https://online.kctcs.edu/success-stories.aspx>. Scripted interviews do not require the use of a teleprompter.
- 25) Is the expectation that the production team has the capability to support shoots at multiple schools across the state on the same day?
- a) This is not normally expected. In most cases, shoots will be scheduled individually. The need to cover multiple colleges on the same day would be a rare occurrence.
- 26) Is there a need for still photography-only shoots or will photo shoots always coincide with a video component?
- a) More often than not, still photography will be captured in conjunction with video production to maximize efficiency and take advantage of existing setups. However, there may be occasional instances where a still photography-only shoot is needed.

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-0338
Title: Video/Photo Marketing Services

Name of Firm: _____

Authorized Signature: _____