



ADDENDUM #1

TO: POTENTIAL RESPONDING SUPPLIERS

FROM: Joel Johnson, MBA
Procurement Specialist

DATE: December 13, 2024

SUBJECT: NC State University RFP #63-JDJ1062226
NCCETC Video & Radio Advertisement Production

Option 1 Return:

This addendum is issued as a result of questions raised on the above referenced request for proposal. This addendum is part of the bid process and **must** be returned with your proposal response. Failure to include this addendum with your response **will** cause your proposal to not be considered for award.

Please see below for questions and answers.

Please sign, date and return this addendum with your proposal response. **Failure to return this addendum will cause your response to not be considered for award.**

Company Name:	
Acknowledge by Signature:	
Acknowledge by Full Name (printed):	
Date:	

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Question #	Reference Sectin	Question	University Response
1	General	Could you please confirm if there is an incumbent currently providing these services? If so, who is the incumbent?	This is a new project. There is no incumbent for these services.
2	General	May we request the contract number associated with the current or previous agreement, if applicable?	Please see answer to Question #1.
3	General	Could you share the total value of the contract awarded for similar services in the past, if available?	Please see answer to Question #1.
4	General	Do you take out of state bids?	Yes, there are no geographic exclusions for bidders.
5	Section 7	On the cost proposal, looks like it's a general split between the video, audio, and production portion? I have elaborated further in the actual bid but kept it general on the XLS file. Is this the correct format?	Submission instructions for the cost proposal may be found on the solicitation page on Bonfire.
6	Section 5	On the insurance, do you want us to add NC state to our policy at this time or just show proof of insurance?	We only ask for proof of insurance at this time. Only the awarded vendor must add NC State as additionally insured which shall be completed at the time of award.
7	Section 3.3.4	Do you need two separate commercials, one in English, one in Spanish orr just Spanish subtitles? Just wanted to see if we would be delivering (4) spots (2 commercials, 2 radio) or just 2 spots with subtitles.	Please see answer to Question #23.
8	Terms and Condtions #19	Many production firms choose to subcontract work to independent contractors instead of having employees. If all workers used in this production are contractors, does the company still need to provide workers compensation insurance?	Our Workers' Compensation requirement aligns with North Carolina law. If the firm has less than three (3) employees, Workers' Compensation coverage is not required.

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9	Section 7	<p>The cost proposal sheet states that every cell must contain a valid value.</p> <p>Cells B7, B8 AND B9 all contain missing value cells as downloaded from the site, is this ok to submit as is or will there be a new version sent?</p>	Cells B7-B9 are dependent on what is provided in cells F7-F9 and G7-G9. For further information, please consult the submission instructions on the solicitation page on Bonfire.
10	Section 3	Are electric cars provided by NCCETC or production company?	NCCETC will provide the electric vehicles.
11	Section 3	Are the outdoor charging stations determined by NCCETC or the production company?	NCCETC will suggest outdoor charging locations to the production company and we will mutually agree on the site.
11	General	Is there a template for the Vendor Proposal document?	No. All submissions shall be on vendor's own template.
12	Section 3.2	<p>Filming for the ads will take place in the Triangle region, on sites that are yet to be determined.</p> <p>Who is determining those sites?</p>	NCCETC will determine these sites in consultation with the production company.
13	Section 3	How many actors should be in the PSA? Is there an age range and ethnicity request?	We are open to different numbers of actors based on the creative vision. We would like a diverse cast.
14	Section 1	Is there a preferred vendor that has performed similar work already for the university?	Please see answer to Question 1
15	Section 1	If you have used other vendors in the past to provide these services, what was the catalyst for changing providers?	Please see answer to Question 1
16	Section 1	Do you have an internal video and/or audio team that is currently producing content for the university?	There is a University Communications team but they are not involved with this project

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17	Section 2 & 3.3.3	Section 2 states that filming and production of the ads is to be completed no later than March 31, 2025, but section 3.3.3 states that filming and production of the ads is to be completed no later than March 15, 2025. Is it safe to assume that the earlier date is the most accurate deadline?	We need the final invoice by March 31, which is a hard deadline. In order to have time for invoicing, we set the deadline for production 2 weeks earlier. The March 15 deadline is a soft deadline.
18	Section 2	What is your typical review process like? How many stakeholders will be involved? How long does it typically take to receive feedback on scripts, casting recommendations, draft videos, etc.?	Three staff people from the Center will review and provide feedback. We can turn around feedback in less than a week.
19	Section 2	Are there any anticipated delays that we need to be aware of? (example: planned vacations)	The Transportation Program Director will be out January 5-9 and January 25 through 29 and will not be able to provide feedback during those dates.
20	Section 3.2	How many locations do you anticipate featuring per video? Do you already have a list of predetermined locations at which you'd like to film?	We were assuming that there would be 1 location per video. We will reach out to site hosts who we have worked with in the past to see if they will give permission for shooting again but do not have a set location right now.
21	Section 3.2	Do you have preexisting relationships with these filming locations, or will we be starting from scratch with any filming coordination conversations?	There are multiple sites where we have filmed before and where we believe we will be able to shoot again.
22	Section 3.2	Should we anticipate any parking fees when filming at any of these locations?	NCCETC shall pay the parking fees directly, if any.

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23	Section 3	<p>Please confirm if the following deliverable count is accurate:</p> <p>1) English TV ad attributed to NCCETC</p> <p>2) Spanish TV ad attributed to NCCETC</p> <p>3) English TV ad attributed to North Carolina Association of Broadcasters</p> <p>4) Spanish TV ad attributed to North Carolina Association of Broadcasters</p> <p>5) English Radio ad attributed to NCCETC</p> <p>6) Spanish Radio ad attributed to NCCETC</p> <p>7) English Radio ad attributed to North Carolina Association of Broadcasters</p> <p>8) Spanish Radio ad attributed to North Carolina Association of Broadcasters</p> <p>9) All Working Project Files</p>	<p>See list of deliverables below (we assume most of the footage will be used throughout all the PSAs):</p> <p>1) English TV ad attributed to NCCETC</p> <p>2) Spanish TV ad attributed to NCCETC</p> <p>3) English TV ad attributed to North Carolina Association of Broadcasters and NCCETC</p> <p>4) Spanish TV ad attributed to North Carolina Association of Broadcasters and NCCETC</p> <p>7) English Radio ad attributed to North Carolina Association of Broadcasters and NCCETC</p> <p>8) Spanish Radio ad attributed to North Carolina Association of Broadcasters and NCCETC</p> <p>9) All Working Project Files"</p>
24	Section 3	Do you anticipate needing captions for the hearing impaired?	Yes, that would be good.
25	Section 3	Do you anticipate needing an audio description for the visually impaired?	Yes, that would be good.
26	Section 3	Do you have any specific requests regarding frame rates, aspect ratios, and/or final file format?	timebase: 30.00 frames/second; frame size: 1920 by 1080 vertical 16:9 (scale motion effects proportionally when changing frame size); Pixel aspect ratio: square pixels (1.0); Display format: 30 fps Timecode; MP4
27	Section 3.2	In addition to TV and radio broadcast, will the usage and distribution include streaming and/or paid social media? (This will impact talent prices)	NCCETC will be posting the videos on YouTube and they will be shown at college football games.

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28	Section 3.2	Do you have an ad buy planned for a certain amount of time and/or specific regions? (This will impact talent prices)	The ads will show for a minimum of 12 months within North Carolina. They could show for up to 36 months.
29	Section 3.3.2	Do you have an idea of how many hired actors you would like to see in these PSAs? Is it important to see the same actors in each PSA, or would you rather see different actors in each? And in terms of budgetary priorities, would you place a higher priority on having a larger amount of paid actors and a lower level of production complexity, or a higher level of production complexity and fewer paid actors?	NCCETC was assuming that the same actor(s) would be in all the PSAs. We essentially want one PSA that will be redone in different languages for both tv and radio. See answer to question 23.
30	Section 7	Should our cost proposal include any advertising and distribution fees, or will you be managing that phase of the process?	NCCETC will handle that.
31	Section 7	Are there any "Must Haves" (For example - a stakeholder who needs to be featured in the video)?	No. We will provide an electric vehicle and find a location with a charging station.
32	Section 7	Do you anticipate needing animation or visual effects?	That is not a requirement.
33	Section 7	Can you provide examples of either a video style you like, so that we can better understand the level of desired creative complexity?	You can check out our YouTube channel for past PSAs. https://www.youtube.com/c/NCCleanEnergyTechnologyCenter
34	Section 7	If you have done similar videos in the past, what did you like or would want to do differently this time?	Please see answer to Question #1.

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35	General Information on Submitting Proposals #5	How long does it typically take for a PO#to be generated, if one is required?	Depends. If the awarded vendor is already registered in the University's supplier management system PaymentWorks the PO will be generated on the day of award. Otherwise, the PO will be generated following completion of PaymentWorks onboarding.
36	NC State University General Contract Terms & Conditions #11	We typically follow a payment schedule of a 50% deposit, 25% due after filming, and the remaining 25% due at delivery of final files. Are you able to accommodate this billing schedule?	State funding guidelines do not typically allow prepayments or deposits for goods or services. In the event of services such as this RFP, some form of services must be rendered before invoicing. We will be paying for this with a grant paid for with CMAQ funds provided through NCDOT.
37	NC State University General Contract Terms & Conditions #11	Has the university ever been unable to pay a vendor due to a lack of available funds?	Every department is different with their funding source but historically no.
38	General Information on Submitting Proposals #19	Is registering on www.state.nc.us/pandc/ a prerequisite to using Bonfire to submit our proposal?	Bonfire and the electronic Vendor Portal (eVP) are two separate entities. All bids must be submitted on Bonfire but registration on both sites are required.
39	NC State University General Contract Terms & Conditions #31	Is this required for all applicants, or only only the selected vendor?	This is required only for the awarded vendor
40	Section 3.2	Are you looking for two (2) 30-second video ads, and two (2) 30-second radio ads? (4-deliverables in total) Or, one (1) video ad and (1) radio ad? (making it 2-in total)	Please see answer to Question #23.
41	Section 3.3.1	"The footage from the production shoot will be used to create one television PSA and one radio PSA attributed to NCCETC and the North Carolina Association of Broadcasters" - Want to clarify if we're doing one PSA or two?	Please see answer to Question #23.

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42	Section 7	Can we use our agency's blended hourly rate (this would cover standard rates of filming, hourly labor of all personnel, etc) vs. itemizing?	Either method is acceptable
43	Section 7	For equipment list, can we show what we propose and note it may change based on the final concept?	This is acceptable as long as changes are reviewed in advance and approved by University
44	Section 3	How many days do you anticipate we will be shooting in the field, one day, a day and a half, two full days, or more?	One day.
45	Section 3	Do you anticipate actors or talent to be included in the video production? If you have people in the video do you procure them or do we?	1-3 actors. The awarded vendor shall hire the talent.
46	Section 3	We we create professional voice talent, or will we create the content with interview style voice over with a subject matter expert?	The awarded vendor shall hire professional voice talent.
47	Section 3	If we are to use studio voice over will you want a local talent or national voice over talent obtained by the vendor?	Vendor must hire the talent. We would prefer that the English language ads have a North Carolina accent.
48	Section 3	Will you need media buying services for both the radio and the TV ads? Is that part of the budget?	No, NCCETC will be buying and paying for the ad space separately.