Addendum Number One to Solicitation #91377 – Video Production Services

To: All potential proposers

From: Sharon Barry, Director of Procurement

Re: Responses to questions

The following are the responses to questions submitted as a result of above-captioned solicitation. No further questions will be accepted at this time.

Firms submitting proposals will be informed whether or not the committee has recommended that the firm has advanced to the second stage of the evaluation process. Thank you for your interest in doing business with UMUC.

1. Given that the “Moments” vignettes (on YouTube) already have a look and feel and GFX Package:
   - Is the UMUC looking for a new “look and feel”/branding?
   - Is the UMUC looking for a new Graphics Package?

   **UMUC is looking for a new look and graphic treatment that will follow the style guidelines provided by UMUC.**

2. What will be the duration of the video (TRT)?

   The final video will be one or more 30-second broadcast commercials. Please budget for one 30-second commercial.

3. What is the most meaningful in terms of value to UMUC?

   We presume by value, you mean the value UMUC offers its students. UMUC offers students an opportunity to study on-line or on-site at 140+ locations worldwide and 20+ locations in the DC/Baltimore area. Our students can choose from more than 90 innovative online degrees, certificates and specializations in today’s top fields. UMUC offers an affordable degree from a regionally accredited state University. Students can transfer up to 90 credits for prior training and experience. You can learn more about UMUC at [www.umuc.edu](http://www.umuc.edu)

4. What are your “must haves”? (Hot Buttons, priorities, immediate needs, overriding issues, etc.)

   The awardee must have the capability of producing a 30-second commercial similar to the concept presented in the RFP on time and within budget.

5. Does UMUC have a grading tool for evaluating the RFP? If so, what is it like/what is on it?

   UMUC does not employ a "grading tool" for evaluating proposals. Please refer to Section III, Article 4, Sub-section 2 for an explanation of the ranking and selection process.
6. You have been working these executions with a producer, are you absolutely changing or adding providers?

*We are looking for a video production company that will team with our in-house production unit to produce one or more 30-second commercials.*

7. What would you need to see in a response for us to gain an opportunity to work with you?

*We want to know that you are capable of producing a spot based on the concept provided.*

8. It’s very difficult to generate a cost proposal (budget) without script, or treatment or an outline. In order to develop a schedule and cost estimate, please let us know:

- Will the final spot script have a similar or approximate amount of talent, location and scenes?

*The final script has not been selected but it will be similar to scope of the sample concept presented in the SOW.*

- Or, could we schedule a meeting/conference call to discuss the project before the deadline for submitting the Price/Technical Proposal?

*An "in person" interview will be scheduled with "short-listed" firms. Please refer to Section III, Article 2, Paragraph 3.1.*

- Or, could you make available an outline of the actual script?

*The final script has not been selected.*

9. Does the spot need to be filmed in the University facilities? Can it be done outside of Maryland?

*We do not intend to film at the University. If you intend to use locations outside of Maryland or the DC metropolitan area, please include travel costs in your price proposal.*

10. Regarding cast: do they need to be real students, professors and or real members of the University? Or cast talent?

*We prefer to use union talent.*

11. In the event of cast talent, do they need to be SAG / union members?

*We prefer to use union talent.*

12. For budgeting the Brand Spot sample concept, will UMUC provide the shoot locations or should we plan on securing and paying for them?

*The production company is responsibility for finding, securing and paying for all shoot locations.*

13. For budgeting the Brand Spot sample concept, will UMUC provide the final script or just the concept?

*We will not provide the final script. We would like you to base your budget on the concept.*

14. For budgeting the Brand Spot sample concept, will UMUC provide any non-
professional talent, and if so, how will they be paid.

_The production company is responsibility for securing and paying for union talent._

15. Are we required to budget using union talent, rather than non-union?

_We prefer to use union talent. The awardee is responsible for paying union talent._

16. For budgeting the Brand Spot sample concept, how many shooting days do you anticipate?

_We want to know how many shooting days you recommend for the sample concept._

17. Can you provide the forms in Appendices A, B and C as separate Word or PDF documents?

_No. However, you may re-create your pricing sheet(s) as long as the information is presented in a format similar to the one in the solicitation._

18. Do you require a hard copy of our relevant work samples on CD or DVD in addition to a link in the hard copy and electronic versions of the proposal?

_We prefer links in the electronic version of the proposal._

19. Please specify the length (TRT) of the time-lapse mentioned on page 11 of 62 in section “C” of 2.1 Mandatory Requirements that will be be incorporated into our Technical Proposal and Price Proposal in regards to the SAMPLE BRAND SPOT SCRIPT in Appendix A on page 19 of 62. Also, will the time-lapse be featured in all four scenes of the spot? And will there by sync sound as part of the time-lapse?

_The time lapse special effect is not part of the sample brand spot and therefore does not need to be part of the budget or narrative requested in 2.3: Technical Approach._

20. In 2.3 of the Mandatory Requirements on Page 11 of 62 (“Proposed Key Personnel Qualifications”), should we only include information for full time regular staff? We work very closely with freelance and contractors for several of our crew positions including (not not limited to) location scout, production manager, director of photography, Assistant Camera and casting agent. Given that we don’t know the date of the shoot, these crew members could change based on availability and final creative direction as we carefully choose our crews based on the concept.

_You can submit resumes for freelance and contractors as long as they have agreed to work on this project._

21. Will we have access to UMUC locations free of charge for filming (namely for Scenes 2 and Scene 3 from the Sample script)?

_Please budget for non-UMUC locations._

22. Does UMUC have a contract with a music licensing library? If not, what are the media terms for the brand spot?

_UMUC has a contract with a music library._

23. Does UMUC have a contract with a voice over talent? If not, what are the media terms for the brand spot?
We do not have a contract with a voice over talent. Please budget for union talent. The spots air regionally in Baltimore, Washington, DC and Norfolk, VA.

24. Please confirm that UMUC is okay to use non union talent (voice over and actors).

We prefer to use union talent.

25. Is the Brand Spot sample for a :30 or :60 second spot?

The new Brand spot will be a 30-second spot.


The unit is days, but the rate is hourly. Multiplying these two items will not give you an accurate total. Should we change days to hours?

Also, some items such as location fees are not based on hours. How should they be accounted for?

You can change the column heading to Rates and indicate whether the line item is hours, days or a flat rate.

27. We looked at the examples of the #UMUC Moments commercials that were provided. We noticed some are 1 minute in length, some are 30 seconds in length. What is the anticipated length of the sample brand spot script that was provided in RFP? Do you envision multiple versions of the same creative, i.e. a 1 minute and a 30 second cut down of the same spot?

The anticipated length of the sample brand spot concept is 30 seconds.

28. Can we transcribe the text on the provided forms like the Bid Proposal in Appendix A, to a Word Document or should we ONLY print and sign the provided PDF document you provided on the original RFP?

Please print and sign the original forms.