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ADDENDUM NO: 1

IFB/RFP No: RFP NKU-20-2022

Project /Commodity: Videographer

Date: 01/11/2022

Due Date: 01/20/2022 @ 2PM ET

**BIDDER/RESPONDER SHALL CONFORM TO THE FOLLOWING CHANGES AS SAME SHALL BECOME BINDING UPON THE CONTRACT TO BE ISSUED IN RESPONSE TO THIS INVITATION FOR BID.**

**Questions and Answers regarding RFP NKU-20-2022 – All answers are in RED.**

- 1) Will the recording of the student/faculty interviews be coordinated to be filmed on 1-2 days or over the course of multiple days? I.e. will production company need to plan to film potentially only one person at a time on site or will efforts and interviewees be made available to film as many at once at possible. This would greatly affect production time involved. If the interviews are to be done individually, what period of time will this cover? A matter or days/week or months? **We will need to schedule interviews over the course of multiple days. We will try to get as many interviews in the least amount of days possible. We would hope to have all interviews done within a max of 5 days over the course of a month.**
- 2) Is there a specific deadline for the project? Production to be completed? Post-Production drafts? Final versions? **We would work with the videographer on the order of videos. Videos can be completed individually and submitted for review/final. We would not want to wait to have all videos completed as a package.**
- 3) Will all videos be due at once or does NKU want them as they are ready? **see above.**
- 4) How many people (faculty/students) do you anticipate being recorded? **Estimated 45 faculty and students to be recorded.**

1. The RFP specifically notes that, “Each video will consist of 2-3 interview clips.” Does NKU plan to advise, coordinate, or otherwise be involved in the selection, scheduling, or interviewing process of each interview subject? We would typically have a producer on our team work with someone on your side to develop topics for the interview questions, but we’re open to alternative ways to approach this if you have something already in mind.  
**Yes, a NKU Haile College of Business representative will help coordinate and set up interviews. Faculty members will talk about the specific program, student interviews will give a testimonial.**

2. For each video being produced, would it be safe to assume we’ll need to schedule at least 1 day for filming b-roll? (supporting video footage related to the video content)  
**Yes, b-roll will be needed**

3. Who would you say is the target audience for these videos? New students, existing students, the community, donors, etc.?  
**Different groups have a different audience. Undergraduate/Graduate programs will be aimed to potential students. Other videos will be an overview of the Haile COB for students and community.**

4. Where will these videos be shown or displayed? Please note any and all potential placements.  
**These videos will be used in house to promote the Haile COB. They will be used on our webpages and social media platforms where necessary.**

5. Does NKU already have a music library or otherwise own the license to music for use in the videos? If not, should we include costs in our proposal for auditioning and licensing unique music tracks for each video?  
**We will need music for the videos, this will need to be included in the cost.**

6. Will multiple versions, formats, file types, resolutions, or run times of any individual video be requested?  
We will need file types for video to run on webpages, social media platforms, but do not expect any different resolutions.

7. Will previously created brand graphics or title animations be provided? For example, the motion graphics used for the ID graphics in the, "Thank You to the Haile Foundation" video seen here:

<https://www.youtube.com/watch?v=5o0BWEAkANc>

We currently do not have any branded graphics or title animations. The "Thank You" video was created by someone else and we were not give raw files.

8. Beyond any opening graphics, closing graphics, and ID graphics, what other motion graphics should we expect to need to include?

TBD

9. Do you have a budget in mind already, or even a target budget range for either each video or the proposal as a whole

Budget between \$10,000 - \$15,000

10. Do you currently have a video that best represents the style and format you're looking for that you can share via hyperlink for our analysis?

Other than the "Thank You" video we do not have any previous content.

Holly Vasquez 01/11/2022

End of Addendum