

Invitation to Bid
Online Orientation ITB 13-2019/2020



ADDENDUM #2

QUESTION: What is the anticipated shoot date and final deliverable date?

ANSWER: ASAP! The original goal was to shoot in late April and early May to have the updates ready by June 1. Because it has been extended due to the bid process, I would anticipate that we would want to work on this in late June and early July with a deliverable date of August.

QUESTION: Will PSC provide subject matter experts to advise on scripting?

ANSWER: Yes

QUESTION: Will PSC provide the on-camera talent / spokespeople or will the producer need to source the talent?

ANSWER: We may have to lean on the companies talent with the exception of the president's shoot.

QUESTION: Will PSC provide photos or virtual walk-through of possible shoot locations or is an in-person location scout possible?

ANSWER: Both. We can provide photos, campus shots, and talent but we prefer the company to come and do some actual footage using drones and video shoots.

QUESTION: Reference: ITB Section 1. "Online Orientation: Video Production"
Is the product intended to facilitate "orientation" to "online" (distant learning) students, or as an "online" alternative to traditional orientation for all new PSC students?

ANSWER: This product will facilitate all new PSC students and will be in lieu of face to face orientations.

QUESTION: Reference: ITB Section 2. "Video Post-production Editing"
Are videos segments intended to run concurrently, therefore, packaged as one (1) integrated production? Or do you envision the welcome messages and the five segments to be independent videos with their own opening and closing?

ANSWER: One integrated product housing different modules with various focus on topics.

QUESTION: Reference: ITB Section 4. "Video Script Writing"

Does PSC have desired/expected length of the finished project? is there a minimum/maximum run time for Segments and subsections?

ANSWER: Expected finish project should run no more than one hour. Maximum run time for segments average 45 minutes. More complex modules (My Academic Plan) might run one full hour.

QUESTION: For the optional script writing, the SOW refers to an approved draft & script outline from which the script will be written. Can we get a copy of that draft & outlines for each of the 29 segments?
We do not have a draft script.

ANSWER: They would have to refer to current online orientation for scripting.
<https://pensacolastate.goorientation.com/> They can create an account to view the current online orientation.

QUESTION: Can you provide any examples of existing videos (even if from a different college/institution) that are similar in scope & style to what you envision for PSC?

ANSWER: See link to current online orientation in #1.

QUESTION: From reading of the SOW, it appears that the base SOW is for interview and/or spokesperson only content. Whereas b-roll (supporting scenes) appears to be an optional item to be quoted as a separate element. If the b-roll option is not part of the award, do you envision the finished product to not include supporting scenes (b-roll)? Or do you anticipate providing the award winner with the necessary footage for inclusion into the finished product?

ANSWER: We have limited b-roll so this would only be an enhancement. Therefore, the quote for b-roll should be a separate line item.

QUESTION: Since b-roll is listed as an optional item, is it reasonable to assume that shooting of b-roll is NOT included in the 2-day production estimate?

ANSWER: Please provide a quote to do b-roll shooting in the 2-day production estimate.

QUESTION: Since script writing, talent casting, music and b-roll is listed as optional items, is it reasonable to expect that PSC should opt out of any of these options that the college will assume and fulfill these roles?

ANSWER: No.

QUESTION: For b-roll options, will PSC help coordinate scenarios and events that depict student lift, events and on-campus activities?

ANSWER: Yes.

QUESTION: What do they envision for the quiz videos? Are they supposed to be interactive in some way? Is interactive programming part of this SOW?

ANSWER: No, we will provide any quizzes.

QUESTION: Are the Quiz related videos graphics only?, or will there be on camera talent for that?

ANSWER: Either. We have the quizzes or could create additional ones.

QUESTION: For the Quiz videos, it is listed for correct and incorrect answers. Varied. True, False and multiple choice. Will we be delivering clips to a programmer?

ANSWER: No. Will they need to be edited in any way? A specific file format can be uploaded into the current platform.

QUESTION: For on screen `spokespeople` are they using talent from the school or do we need to hire actors?

ANSWER: Both.

QUESTION: Will a Marketing/Brand Manager and/or Liaison from PSC be onsite with crew during shoot?

ANSWER: Yes

QUESTION: Will Campus Security be available and assigned to us for the shoot days?

ANSWER: Yes

QUESTION: When would pre-existing footage (b-roll) be available to review to see if it's usable or if new footage needs to be shot?

ANSWER: Prior to campus visit we have very limited b-roll.

QUESTION: The platform being used to deliver is not clear if it's a pre-existing platform that PSC has or if it's a platform. PSC needs? If it does exist what platform is being used and what version? If not. does PSC have IT specifications that needs to be met?

ANSWER: We have an outside platform "pensacolastate.goorientation.com to view current Online orientation.

QUESTION: To bring the Campus Experience to life. is PSC available to provide talent "extras" or are you needing vendor to supply extras?

ANSWER: Both

QUESTION: Will script bullet points be provided by PSC as a general outline of the Online Orientation?

ANSWER: Yes

QUESTION: Are the quiz questions being written by PSC?

ANSWER: Yes

QUESTION: To provide the best pre-production planning, we would rather do an in-person site visit. Is that possible?

ANSWER: Yes