

**University of Massachusetts, Amherst
RFB# AA12-RH-4485**

**Contract: TV Advertising and Web-Video Production
Addendum # 1 – Dated 1-19-2012**

Below is a listing of vendor questions that were submitted prior to the deadline on RFB # AA12-RH-4485 –
Contract: TV Advertising and Web-video Production

Due to the nature of these questions the bid opening date will remain as originally scheduled:
Wednesday, January 25, 2012 @ 1:00 EST.

Question # 1: Approximately how many alumni would you anticipate you will be interviewing? This will help to establish how many days we will need for filming.

Answer # 1: Four. One (1) alumni per spot/web video.

Question # 2: All alumni filming will be at UMass Amherst, correct?

**Answer # 2: No. Filming will take place at alumni's places of business or homes.
Filming will be done at UMass only if alumni's offices/homes are not available.**

Question # 3: It does not appear that the hired vendor will need to be doing any B-Roll filming. Would you like us to budget any time for this? If so, how much would you anticipate needing?

Answer # 3: B-roll of on-campus locations can be drawn from University Relations' extensive B-roll library. B-roll of alumni at work will need to be shot.

Question # 4: Will UMass Marketing and New Business Development pre-determine filming locations? Will some locations be off-campus? If so, will any be out-of-state?

Answer # 4: Locations will be determined in the process of selecting alumni to appear in the spots (which will be done by UMass Amherst Marketing and New Business Development).

Locations may be out of state.

All locations will within such a distance from Amherst, Massachusetts that a crew leaving from campus will be able to travel to the location, conduct a shoot and return within a single work day.

Question # 5: Is there a specific budget for this project?

Answer # 5: The budget range is between \$25,000 to \$30,000.

Note: Due to budget restraints, all items may not be ordered.