

ADDENDUM No. 1 TO #18-MDSV-0226
Request for Proposal – Media Services
Due Date: Wednesday, December 10, 2025 @ 2:00PM CST

ADDENDUM NO. 1 – DATE ISSUED: 11/21/2025

To all Potential Vendors:

In RFP #18-MDSV-0226, issued November 10, 2025, Clarifications/Additional Information/Changes to the Original Bid Package below. IDEA Public Schools is providing clarification to questions received in the pre-proposal meeting and received via email. See responses in [blue](#).

1. Is there an estimated budget for this RFP ?
 1. Nutrition: [\\$35,000](#), Operations: [\\$10,000](#)
2. Is there a current vendor working on this Media services project or a similar project ?
 1. [No](#)
3. Is there a preference for a local or in-state vendor?
 1. [Preferred local vendor \(RGV region\) as we film monthly videos. Travel may be required.](#)
4. By "captions," referenced in the Deliverables, do you mean closed-captions, which must be coded into the video (generally for broadcast use, to be turned on/off by the end user), or subtitles, which are simply lower-third supers visible on each screen?
 1. [Embedded preferred, ensuring subtitles match the spoken word in English and Spanish](#)
5. Can you confirm if a food stylist will be required for any of the videos?
 1. [No food stylist required](#)
6. Should a makeup artist be included for video and/or photography?
 1. [No makeup artist needed](#)
7. What are the production quality expectations? Higher end production involves crew, lighting package, etc. (i.e. :30 commercials). However, if videos are primarily for social distribution, a more cost-effective approach may be preferred, using ambient lighting, no makeup, etc. -- i.e. more of a real-life documentary feel.
 1. [Lighting and multiple camera angles required](#)
8. Will all videos utilize voice on camera (VOC) or will a voice over talent be required (i.e. a narrator)?
 1. [Both](#)

9. Will any on camera talent be required, other than the students, faculty, and staff provided by CNP?
 1. No
10. If so, will casting be necessary?
 1. No
11. Vendors asked if the videos will be used for broadcast (television), social media, internal use, or across multiple platforms.
 1. Operations - videos will not be broadcasted.
 2. Nutrition – across multiple platforms
12. Vendors asked whether sample videos (specific to Nutrition videos) are available for reference and, if so, whether we can provide a link.
13. Vendors asked if a sample of the Healthy Kids Cookbook can be shared. If available, it can be linked or added to the addendum.
 1. Cookbook: [24-25-Cook-Book-COMBINED .pdf](#)
 2. HOM Video: [Pumpkin November HOM - English_1 on Vimeo](#)
 3. HiH Video: [HiH October](#)
 4. Recipe Video: [New Spring Recipes 2024 - ENGLISH](#)
14. Vendors wanted clarity on where filming will occur within Texas.
 1. Operations - filming can occur on any campus in Texas
 2. Nutrition –in TX, on campus, in cafeteria kitchen, in traditional kitchen
15. Vendors asked how portfolios will be viewed.
 1. Confirmed they will be reviewed on a PC.
16. Vendors asked if they could provide a link for easier viewing;
 1. Advised that links may be included on the documents stored in the required flash drive, but we cannot accept emailed links since all proposals must be mailed in.