

## ADDENDUM ONE

Date: May 19, 2014

To: All Bidders

From: Lori Cole, Buyer  
Nebraska Department of Economic Development

RE: Questions and Answers for Request for Proposal Number RFP 4691 Z1  
to be opened June 5, 2014 at 2:00 p.m..

Following are the questions submitted and answers provided for the above mentioned Request for Proposal. The questions and answers are to be considered as part of the Request for Proposal.

Questions	Answers
1. If we can provide only the monitoring and measurement section should we participate or are you only looking for a vendor that can provide all services?	The Department will consider all proposals submitted in light of the requirements of the project as set forth in this RFP.
2. Is it also a possibility to partner with a firm if the RFP allows for a subcontracting partnership?	The Department will consider all proposals submitted in light of the requirements of the project as set forth in this RFP.
3. Can you give us an idea of the existing media spend on digital/social advertising?	Approximately \$48,000.
4. Is there an existing YouTube channel for the business? If so, what is the URL?	No, not at this time, but the RFP provides that the contractor will create and/or maintain all professional site pages and blogs (Facebook, Twitter, Pinterest LinkedIn, YouTube, etc.), and provide daily engagement on such pages and blogs.
5. Would video content need to be produced for the channel? Or would the contractor just upload already-produced content?	No, not at this time, but the RFP provides that the contractor will create and/or maintain all professional site pages and blogs (Facebook, Twitter, Pinterest LinkedIn, YouTube, etc.), and provide daily engagement on such pages and blogs.
6. Would blog content need to be generated or would Jon Frank continue supplying the copy?	Blog content would need to be researched and generated by the vendor.
7. Is the target audience statewide, Nebraska only?	The target audience is Nebraska students, parents, educators, and manufacturers.

