

## ADDENDUM ONE QUESTIONS and ANSWERS

Date: March 18, 2022

To: All Bidders

From: Annette Walton, Procurement Contract Officer  
AS Materiel State Purchasing Bureau (SPB)

RE: Addendum for Request for Proposal Number 6671 Z1 to be opened April 7, 2022, at 2:00 p.m. Central Time

### Questions and Answers

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. It is the Bidder's responsibility to check the State Purchasing Bureau website for all addenda or amendments.

Question Number	RFP Section Reference	RFP Page Number	Question	State Response
1.	n/a		Based on current efforts, what do you see as the most successful and least successful PR and social media initiatives in your current marketing plan?	Most successful was proactive pitching and media hosting. Least successful, Gimmick-y mailers.
2.	E. Scope of Work	26	With relation to influencer programs, if influencers require payment, will that be planned and managed by your media buying vendor or your PR agency?	Any involvement with "Influencers" is handled through the Contractor.
3.	E. Scope of Work	26	For influencer outreach, how will that work in conjunction with social media outreach and editorial planning that is included in the Content RFP?	As stated in the RFPs we require contractors to work with our other contractors under our direction.

4.	E. Scope of Work	26	For PR reporting efforts, are there any requirements or preferences for specific software or reporting tools?	No. We like seeing the data sourced from a variety of reporting software. Currently, Tourism uses Critical Mention.
5.	E. Scope of Work	26	Is social media listening, monitoring, responding and reporting required as a part of this PR scope of work, or is that to be included within the Content and Publishing RFP?	This is outside the scope of the RFP.  Social media is primarily done by Tourism staff.
6.	n/a		Considering how successful the current marketing campaign is, what is the largest challenge you are facing today regarding your PR and social media efforts?	Oversaturation of self-proclaimed influencers.
7.			Do you have a good relationship with your current agency?	This is outside of the scope of the RFP.
8.			Are you open to partnering with a new agency?	The RFP is open to all bidders.
9.			The RFP title mentions social media, but there is no further information in the rest of the document. What social media components does the NTC want from this RFP?	The Services being solicited in this RFP is amended to the following:  The State of Nebraska (State), Department of Administrative Services (DAS), Materiel Division, State Purchasing Bureau (SPB), is issuing this Request for Proposal (RFP) Number 6671 Z1 for the purpose of selecting a qualified bidder to provide Public Relations.
10.			Do any hard costs necessary for the influencer campaigns reside outside of the stated budget within the RFP?	All costs are included in the budget given on the cost proposal of the RFP.
11.			Are there any plans to change/evolve the strategic plan from where it stands today?	Yes. All Strategic Plans should be living, dynamic documents.
12.			Could you please explain what you like best about your	Our current contractor has been able to source quality writers that work with top publications through pitching and hosted visits.

			current public relations plans and implementation?	
13.			Could you please explain what you like to most improve about your current public relations plans and implementation?	Overall, our current PR plan is working. There may be potential to add in angles we haven't been pitching in recent years, like golf.
14.			What key areas of interest have you seen the most success?  The least amount of success?	The Sandhill Cranes are always very successful when it comes to PR.  This is unknown.
15.			What does success look like for an agency partner?  What traits are you most seeking in a new relationship?	Results- impressions, communication on projects, current trends, new ideas/angles.  Client-focused; category experience; creative in all aspects; budget-conscious; and responsive to name a few.
16.			Who is your current PR and Social firm?	Turner PR.
17.			Will they be participating the RFP bidding process?	See Question # 8.
18.			Have you had an integrated PR and Social Media agency partner in the past?	Yes. Please also see Question #9.
19.			What were the 2019-2021 annual budgets for PR services?	Approximately \$250,000/yr
20.			What were the 2019-2021 total PR impressions generated?	1,753,465,914
21.			How many full-time internal positions are dedicated to PR?	For Tourism, 2- Both roles work with the contractors in different ways
22.			Does Nebraska operate a co-op program offering PR grants to its local/regional CVBs and partners as other states do?	Please see the grant programs described in the Partners section on VisitNebraska.com.  Please note: there are currently no PR Grants available.
23.			What states (neighboring or otherwise) do you consider competitors	We generally compare ourselves to Midwest neighboring states.

			in the PR and social space?	
24.			Can resumes for proposed account personnel be provided in the format of a bio?	Yes.
25.			Is this a mandatory rebid?	This is outside of the scope of the RFP.
26.			With regard to your current program, what are you hoping to see new or added to the program?	Please provide a response that best meets the requirements of the RFP.
27.			Can you share the expenses budget available for media hosting/press trips, deskside meetings, events, etc.?	The bidder should provide a response that best meets the requirements of the RFP.
28.			What three talking points would you want to ensure are in every piece of media coverage?	Please provide a response that best meets the requirements of the RFP.
29.			What additional tourism product (hotels, tours, flight routes, attractions) are launching in 2022 or 2023?	Potential accreditations in the next year that will help Tourism promote Nebraska's dark skies and quiet parks.
30.			Can you please share more information about your current visitor profile as well as your target traveler?	Everything available as background was either reviewed in the Pre-Proposal Zoom conference or is available in the <b>Industry</b> section of VisitNebraska.com.  <a href="https://www.dropbox.com/sh/maz8f61nec04qhm/AAmPpowY8HTynLqYA69m__Ka?dl=0">https://www.dropbox.com/sh/maz8f61nec04qhm/AAmPpowY8HTynLqYA69m__Ka?dl=0</a>
31.			Can you please list your top 5 feeder markets?	DesMoines KansasCity Denver Minneapolis Chicago
32.			Besides COVID, what are your PR pain points?	Everyone today is an "influencer".
33.			Besides traditional media outlets, are you interested in the inclusion of influencers?	Yes, but only if it results in good numbers.
34.			In addition to traditional media	Yes.

			relations, are you interested in and have resources for integrations, creative programming and strategic partnerships?	
35.			What is your desired ratio of in-state media coverage vs. out of state media coverage?	In-state media coverage is generally handled in-house
36.			What is your current/average annual number of group press trips and individual media visits?	Group 2-4 Individual 5-10
37.			Will you share your current measurement and evaluation system for both quantitative and qualitative metrics?	Please see the annual reports. See Question # 30.
38.			Please share any current brand partnerships.	None.
39.			Which markets do you want to target in 2022-2023 for media blitzes?	Target markets listed above. See Question 31.
40.			How would you define success through this partnership across your agency for PR and social media services?	Keeping Nebraska as a destination relevant through media efforts including print, digital and social influencers.
41.			Do you consider paid social and paid influencer marketing as part of this agreement?	Influencer hosting, yes.
42.			Do you require the responses to be formatted in the corresponding text boxes, or can we submit a deck with our responses?	Yes, as long as formatting and order of items remain the same.
43.			We have some creative that we would like to share	Creative files may be shared as separate uploaded files.

			in our RFP - should those be separate attachments from technical response/bidder requirements?	
44.			Could you confirm that nothing needs to be physically printed and mailed for submission?	The State is only accepting electronic submissions.
45.			Is the RFP deadline the time on the Proposal Opening day? Or some time the day before?	Bidder responses must be received before the bid opening date and time listed on the Schedule of Events.

This addendum will become part of the Request for Proposal and should be acknowledged with the Request for Proposal response.