ADDENDUM ONE TO ALL FIRMS:

Reference: Request for Proposal (RFP) #LP041913

Commodity: Media Relations Training

Dated: April 19, 2013

Proposal Due: May 16, 2013

Please reference the following for clarifications to the RFP #LP041913 issued on April 19, 2013 for Media Relations Training:

1. Does the University need message development services in addition to message delivery training? No, the University does not need message development services.
2. Does the University need any written project deliverables in addition to the media training sessions? No.
3. Does the University have a set number of media training sessions in mind that would take place over the year or a particular sequencing in mind for them? No, the University desires each training session to take place on one day.
4. Does the University envision holding the media trainings on Grounds in Charlottesville? Yes.
5. Are fee schedules acceptable in which certain portions of the costs are billed as phases of the project are completed? (Examples are fees breaking down into staff time, travel, development of materials and expenses.) Cost phasing will be accepted as long as detailed schedules and breakdowns are provided in advance.
6. What is the University’s estimated budget for the media training project? Not known at this time.
7. How many individuals will require training? What is the likely title of the participants: Professor? Administrator? Media Relations team? Approximately 25, to include senior executives and members of the Board of Visitors, the University’s governing body.
8. Does the University want the price breakdown for full-day vs. half-day trainings? Should travel costs to be included in the training? Yes, a breakdown of half-and full-day sessions; yes, include travel costs up front.
9. How many participants will be expected in a half day training session? How many participants will be expected in a full day? One group of 10, a second group of 15.
10. Will the University have equipment available to play the recorded interviews back for review or will the firm be responsible? The University will provide technology.
11. What is the experience level of the participants? Advanced? Beginner? All participants are seasoned veterans of higher education, but should be considered inexperienced with media.
12. Will there be someone from the University who can give insight on the most pressing communication needs prior to the training sessions? Yes.
13. Will the firm be able to send participants (or a contact person to pass along to the participants) a pre-training survey so participants in each session can do a self-assessment? Will the firm be able to adjust the content slightly to meet the participants “where they are” from a skills perspective? Yes.
14. Will the University consider the winning firm for crisis communication work, should circumstances warrant such after contract award? No.
15. Would the University be seeking information/tools/tips on how to use social media to compliment or supplement traditional media interviews? *Social Media should be included, but is not a primary emphasis.*
16. Will participants need an introduction to the primary social media, what they are, how they can be used, and pitfalls to avoid or will all participants have basic experience and simply be looking for advanced tools and strategies? *Yes, a basic primer will suffice.*
17. Is the University looking for training alone -- or an on-going consulting relationship for advice during real-world situations? *Preference for one-on-one and small group training.*
18. Has similar training been provided in the past and, if so, when and by whom? *Yes, training was conducted in 2008 by the Communications Center, Washington, DC. However, there is different leadership and Board of Visitors currently in place today.*
19. Have any of the participants done media training before? At the University or elsewhere? Has the University media relations trained its leadership before? *Yes, but the University desires the firm to start from the beginning with all.*
20. Are there any priorities, for example, message development, crisis communications, priority media outlets? *Please see the scope of work in the RFP.*
21. Are these training sessions to be tied to major events such as Board of Visitors meetings? *Possibly.*
22. Would it be acceptable to price the trainings on a per-session basis, understanding that the number of needed sessions in a given year could fluctuate (i.e., if a crisis situation arises, you may want to do a quick training)? *Yes.*
23. If crisis communications support is desired, will that be billed on a separate schedule? *Crisis communications is not a part of this RFP.*
24. Is it appropriate to include a schedule of additional services and the associated fees that go beyond the services described in the statement of work? (For example, mock interviews with actual journalists, mock press conferences, and engagement sessions with police and law enforcement.) *Yes.*
25. Does the University envision this training being conducted on an ongoing, year-round basis, with sessions scheduled periodically, or one large session annually? *Not ongoing; one day only, annually if needed.*
26. Is there currently an existing set of “core messages” that will be used in training, or will the University want the selected firm to work with the University on developing or reviewing/assessing those messages? *Yes, the University will provide core messages.*
27. Does the University want the selected firm to also provide a “train the trainers” process so that members of the University’s media relations/public relations staff can handle training in the future? *No.*
28. Is the University open to considering an approach that combines group training, followed by one-on-one interview practice? May an approach that also includes personalized, follow-up “day of interview” media refresher/coaching be included? *No.*
29. Is the training to include preparation for both standard, non-hostile media interviews, as well as hostile interviews? *Yes.*
If you have any questions concerning this Addendum or the RFP, please contact me at (434) 924-4216. Thank you for your participation in this RFP process. I look forward to receiving your firm's proposal.

Sincerely,

Lori Ponton
Senior Buyer

Please sign below, acknowledging receipt of this Addendum and return this document with your response to the RFP.

Signature ___________________________________________ Name of Firm _______________________________________

Please Print Name of Person Signing Above ___________________________________________ Date ___________________