



Addendum Number: 1

IFB Number: 21-01: Digital Media Production Services

NOTICE TO BIDDERS: THIS ADDENDUM SHALL BECOME PART OF THE IFB, AND BIDDERS SHALL ACKNOWLEDGE, IN WRITING, RECEIPT AND INCORPORATION OF ALL ADDENDA AND CLARIFICATIONS IN THEIR RESPONSE. FAILURE OF THE BIDDER TO RECEIVE ADDENDA SHALL NOT RELIEVE THE BIDDER FROM ANY OBLIGATION UNDER ITS BID AS SUBMITTED. THE BIDDER SHALL IDENTIFY AND LIST IN ITS BID ALL ADDENDA RECEIVED AND INCLUDED IN ITS BID; FAILURE TO DO SO MAY BE ASSERTED BY THE DISTRICT AS A BASIS FOR DETERMINING THE BID NON-RESPONSIVE.

NOTE: WEBSITE NOTIFICATION OF IFB 21-01 reads in Section IV page 13, *“LACCD and the colleges anticipate the successful company will be expected to provide upon request some or all of the following skilled digital video production and support services including, but not necessarily limited to, the following:”*

IT IS CORRECTED TO INCLUDE ITEMS 1-27 WHICH SHALL FOLLOW THE ABOVE STATEMENT :

1. Provide consistent staffing to attend **frequent and recurring meetings** and work collaboratively with District and College personnel during the entire length of the projects to establish concepts, storyboarding, scripts, receive input, feedback and make changes to align final products to meet the needs of the colleges, the District and the other specialty Virtual Recognition Ceremony committees. Frequent meetings are required with each of the eight colleges Virtual Recognition Ceremony committees and committees for the district-wide African American Virtual Recognition Ceremony event
2. Provide broadcast-quality 1080i digital video production services using all appropriate hardware and software, including but not limited, multi-cam recording in 4K (minimum) or 8K via RED camera, ARRI camera systems, Blackmagic or other high-end systems
3. Provide high resolution 300 dpi and/or TIFF 35mm digital photography services and images
4. Provide full service multi-cam editing bay work using Adobe Premier Suite, or similar standards, for graphics, backgrounds, transitions, animations, lower thirds and other needs
5. Support all LACCD and colleges’ social media platforms with technical support, equipment and personnel and the appropriately sized/scaled completed videos for the streaming of said videos with simultaneous and/or overlapping broadcast schedules
6. Provide final files compatible to PC formats that are also scalable for use in a variety of social media platforms and for websites
7. Provide all encoders and decoders as needed and the technical support of web and social media streaming interfaces
8. Provide video production services, detailed instructions, coaching, and support through Zoom for all on-camera talent



9. Provide all personnel expert in using an array of digital video and photographic hardware and software including cameras, lighting, audio, music, software production and editing for multiple simultaneous or concurrent projects
10. Provide creative and technical writing staff to create clear script, staging and operational instruction in writing for LACCD personnel and students about self-recording both onsite and through Zoom, including, but not limited to attire, compatibility for Apple and Android devices, lighting, sound/audio settings and what to say
11. Provide all editing for any existing video, b-roll or photographs that could be included within productions
12. Provide all post-production services, including editing for video, audio, music, closed captions, lower thirds, graphics, transitions, animations and scaling for different platforms from the original 1080i
13. Provide additional graphic designs or other production services as needed for guest speakers, the Board of Trustees, the Chancellor, College Presidents or others
14. Provide all pre-recorded music selections, including any copyright licensing or fees as needed per social media platform, website or other distribution method to be determined
15. Provide all sound engineering and equipment as needed by key participants to be identified during pre-production phase
16. Provide closed captioning services, including, as needed in multiple languages identified in pre-production
17. Create video slide templates and ensure consistency in use of student information, digital pictures, quotes, graduate degrees or certificates and other information as needed for virtual and in-person ceremonies
18. Create similar templates and consistency for slides, presentations, and videos to introduce the organizations, and transitions within and at the end of videos to brand the organizations
19. Provide marketing and public relations support and strategy for use of videos to the colleges and the District, including sizzle reels, promos, live event and post-ceremony editing
20. Create slides with student information, pictures, quotes, graduate degrees, and other information as needed for virtual and in-person ceremonies
21. Create introduction slides, presentations, and videos to introduce the organizations, and transitions within and at the end of videos to brand the organizations
22. Work collaboratively with the college committees to create timelines and project schedules
23. Provide all staffing at all levels of work for all services listed above, including industry union workers and standards such as Screen Actors Guild (SAG), American Federation of Television and Radio Artists (AFTRA) or others
24. Provide drones and appropriate FAA approvals for high-resolution aerial drone video and photography
25. Provide casting services and/or other production assistance as needed, including, but not limited to, talent recruitment, coaching, script development, directing, hair and makeup services, props, wardrobe, backgrounds, craft services and sets
26. Provide prop management and set design
27. Provide live streaming services including the coordination of multiple recorded and live video feeds seamlessly broadcasted together