



County of El Paso Purchasing Department
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ADDENDUM 2

To: All Interested Proposers
From: Linda Gonzalez, Inventory Bid Technician
Date: October 3, 2008
Subject: RFP # 08-146, Re-bid (RFP) Video News Releases Provider for Border Children's Health Collaborative

The Purchasing Department received questions relating to the above referenced proposal; the response to the following question:

1. What percentage and total number of spots will be produced as news story packages versus: 30 and: 60 PSA format?
This project is set up primarily to produce news stories. The PSA will be utilized for educational and fund raising purposes.

2. Will news packages require a consistent on-air personality and/or general on-air talent?
No

3. Will PSA's require a consistent on-air personality and/or general on-air talent?
No

4. Can you please verify that all spots will be shot on-location, thus not requiring a studio set?
They should be shot on location.

5. In regards to Section 2.3, Section G, "Proposed Implementation," what type of information is required?

Provide information on how you propose to implement this project in a creative and cost effective manner.