



UNIVERSITY OF CENTRAL FLORIDA

Procurement Services

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ADDENDUM

IMPORTANT DOCUMENT – INVITATION TO NEGOTIATION ADDENDUM

ITN NUMBER: 2024-09CCSA

ITN TITLE: Public Relations and Marketing Services for UCF RESTORES

OPENING DATE & TIME: **April 11, 2025 3:00PM EDT (please note the revised Date)**

ADDENDUM DATE: March 31, 2025

ADDENDUM NUMBER: 01

The purpose of this addendum is to answer questions asked during the open Question/Answer period.

PLEASE ACKNOWLEDGE RECEIPT OF THIS ADDENDUM AND RETURN IT WITH YOUR PROPOSAL.
FAILURE TO SIGN AND RETURN WITH YOUR PROPOSAL COULD RESULT IN REJECTION OF YOUR PROPOSAL.

PROPOSER'S SIGNATURE

PRINT OR TYPE PROPOSER'S NAME

COMPANY NAME

EMAIL ADDRESS

ITN 2024-09CCSA Questions and Answers

Question 1: Given that answers to these questions aren't anticipated to be released until March 28 with proposals due April 4, would UCF RESTORES consider extending the submission deadline to allow agencies adequate time to incorporate this valuable information into our proposals?

Answer 1: We would agree to a one-week extension. Proposals are now due **Friday, April 11, 2025 at 3:00pm EDT.**

Question 2: Can you share UCF RESTORES' strategic plan and/or describe the organization's strategic priorities for the next five years?

Answer 2: Our strategic priorities include becoming a nationally recognized leader in the prevention, mitigation, and treatment of trauma and PTSD in high-risk populations including veterans, active-duty military personnel, first responders and survivors of mass violence and mass casualties.

This includes expanding our training efforts past peer support training and mental health awareness training to include resilience and team resilience, expanding our efforts to mitigate operational stress during and in the immediate aftermath of traumatic events, and expanding our intervention efforts to further improve treatment outcomes. All this work will be grounded in rigorous research to document their efficacy.

A second priority is to secure, through philanthropic endowments, a financial base capable of supporting the clinic's ability to provide high quality treatment at no cost to the groups described above.

Question 3: With the recent merger of UCF RESTORES and the 2nd Alarm Project, how do you envision the long-term branding strategy evolving? Will the two brands continue to maintain distinct identities, or is there a plan to unify them under a single brand presence?

Answer 3: On July 1, 2025, the merger with the 2nd Alarm Project will be complete. The 2nd Alarm Project will cease to be an independent entity and becomes a component of UCF RESTORES. Brand strategy will focus on UCF RESTORES as a whole, with components such as the 2nd Alarm Project, the Rosengren Trauma Clinic, or research projects tied into overall strategy. All media outreach will be coordinated by a single agency, who will represent all aspects of UCF RESTORES.

Question 4: Why does UCF RESTORES want to hire an agency partner?

Answer 4: We have had agency partners for at least the last 6 years. University and state procedures require that these contracts are a fixed length and then the opportunity must again be put out for bid.

Our original decision to hire an outside agency was based on advice from UCF that an external agency would help us communicate our programs and research to a larger audience.

Question 5: Is UCF RESTORES or 2nd Alarm Project working with an agency partner currently, and if not, how has PR, marketing and communications been managed internally?

Answer 5: UCF RESTORES works with multiple marketing, communications, and graphics agencies on numerous projects and components. We are searching for an overall agency. On July 1, 2025, the 2nd Alarm Project will become a component of UCF RESTORES, thus falling under the overall agency strategy.

Question 6: This ITN requests the agency to develop a podcast, however, it appears the 2nd Alarm Project already manages a podcast called “2nd Alarm Project Radio.” Are there plans in place or are you open to merging these initiatives?

Answer 6: On July 1, 2025, the 2nd Alarm Project will become a component of UCF RESTORES, thus falling under the overall UCF RESTORES public relations strategy. There are no plans to merge podcasts.

Question 7: The 2nd Alarm Project lists Capt. Mike Bellamy as director of communications and marketing; how would UCF RESTORES’ agency partner be expected to engage with Capt. Bellamy?

Answer 7: See response in question 6.

Question 8: How do most treatment participants learn about UCF RESTORES? Does this differ from how they learn about the 2nd Alarm Project?

Answer 8: Patients learn about UCF RESTORES through outreach coordinators, past participants, first responder agencies, social media, and other forms of media. The 2nd Alarm Project does not treat patients. Research participants learn about our projects through targeted ads and social media.

Question 9: What challenges have you faced in reaching treatment participants? By how much does UCF RESTORES seek to increase the number of treatment participants served in the next five years?

Answer 9: See response in question 8. We do not face challenges finding patients and increasing patients is not a goal of our media relations strategy.

Question 10: Are there any misconceptions about UCF RESTORES' brand or services that need to be addressed?

Answer 10: Not to our knowledge. It is more a matter of expanding the universe of people who are aware of what we do rather than correcting misconceptions.

Question 11: What percentage of UCF RESTORES' funding comes from individual philanthropy, foundations, and corporations? By how much does UCF RESTORES seek to increase this funding in the next five years?

Answer 11: About 20-25% of our funding comes through philanthropic avenues. Ideally, we would like to double that percentage.

Question 12: Are any major events or initiatives planned for the year ahead that may require agency support?

Answer 12: Yes, we would like to plan a national conference that would be science/research based addressing the behavioral health of first responders. We are only in the very initial stages of thinking about this, and I would anticipate that it would take at least 18 months to plan something of this scope.

Question 13: In reference to the Scope of Services, the ITN states, "The proposer will need to complete a comprehensive action plan for how your firm would approach each of the categories below." Should proposers include a comprehensive action plan in the response to this ITN, or simply describe their approach to developing a comprehensive action plan if selected as the agency of record?

Answer 13: A comprehensive action plan should be included in the response to this ITN.

Question 14: Who are the priority audiences for UCF RESTORES? How are they ranked in importance?

Answer 14: There are four categories (listed in order of importance but all are considered important):

- A. Individuals who access our treatment and training services: First responders, active-duty military personnel, veterans, and victims of mass casualties and disasters, and clinicians who we train to provide services for first responders.
- B. Philanthropic groups or individual donors.
- C. State of Florida Legislature.
- D. Agencies: First responder agencies, insurance companies, state and federal agencies seeking advice/consultation.

Question 15: Are there specific geographic regions of focus (Florida-only, Southeast, national)?

Answer 15: Currently, it is Florida, but we want it to be national.

Question 16: What are the current priority segments (veterans, first responders, clinicians, donors, legislators)?

Answer 16: See response in question 14.

Question 17: What marketing/PR efforts are currently in place and what results have they generated?

Answer 17: See response in question 5.

Question 18: What specific pain points are you trying to address with this new contract?

Answer 18: The merger of the 2nd Alarm Project will be complete on July 1, 2025. However, integrating initiatives and personnel and working as one unit will continue to evolve. Not really a pain point but something that will require focus and attention in the coming year.

Also, establishing the permanence of the treatment clinic through achieving an endowment that will produce at least \$500,000 in spendable income.

Question 19: What existing materials, brand guidelines, and assets can be leveraged?

Answer 19: UCF brand guidelines must be followed. Websites, social channels, printed collateral. Examples: <https://ucfrestores.com/news/media-resources/>

Question 20: Is there a current incumbent agency providing these services? If so, why are you exploring new partnerships at this time?

Answer 20: See response in question 5. As noted, all contracts at UCF have a set length of performance after which time they must again be put out for bid.

Question 21: Who are the key stakeholders that will be involved in the approval process of our deliverables?

Answer 21: The Director and the Chief-of-Staff.

Question 22: Are there any specific UCF partners or stakeholders who should be spotlighted in our media and podcast efforts?

Answer 22: The Director and faculty members.

Question 23: Are there specific UCF faculty members who should be positioned as media spokespersons?

Answer 23: See response in question 22.

Question 24: What specific metrics define success for each of the three service components?

Answer 24: Clinical – the number of patients seeking treatment. Research – acquisition of external funding (50% of grants submitted should be funded). Education – graduate students complete the program successfully and have access to participants to conduct their theses and dissertations as needed.

Question 25: How is UCF RESTORES currently measuring its marketing/PR performance?

Answer 25: Website traffic, social medial engagement, patients or agencies who indicate that they were referred by someone or a brochure that they saw at their place of work.

Question 26: Are there specific goal increases in awareness, donations, or patient inquiries?

Answer 26: As noted, increasing the endowment to support the operation of the clinic. Increase in national media coverage.

Question 27: Who do you consider your main competitors in this space?

Answer 27: None. Other states are trying to replicate what we do.

Question 28: What makes UCF RESTORES unique compared to other trauma treatment centers?

Answer 28: Our use of evidence-based treatments including virtual reality to produce superior treatment outcomes. Our development and use of an intensive outpatient treatment program. Our long and continued history of external (federal and state) funding. Our training programs for peer support, resiliency and clinician awareness of the occupational stressors common among first responders.

Question 29: What aspects of UCF RESTORES' approach or results should be emphasized in messaging?

Answer 29: See response in questions 15 and 28.

Question 30: Is there a specific budget range for this contract?

Answer 30: \$68,000 annually.

Question 31: How has historical spending been allocated across media relations, digital media, and branding?

Answer 31: This depends on needs that change throughout the year based on current activities.

Question 32: Are there specific funding sources or grants that support this work?

Answer 32: No, agency support comes from multiple sources throughout the year.

Question 33: What is the review and approval process for content?

Answer 33: The Director approves final content.

Question 34: Who will provide subject matter expertise for technical content about trauma treatment?

Answer 34: The Director and faculty.

Question 35: Are there any compliance requirements (HIPAA, etc.) that affect marketing content?

Answer 35: Yes, as we are a treatment clinic, we are mandated by HIPAA. No PHI is shared through content unless a past patient specifically requests to be involved in marketing and interviews.

Question 36: What is the expected volume of work for each service component?

Answer 36: See response in question 31.

Question 37: Are there peak periods or specific events that require increased support?

Answer 37: See response in question 31. Of course, projects with specific deadlines – such as a conference – will require increased support.

Question 38: How many faculty members will need media training and support?

Answer 38: None will need media training. Most media requests (and thus need for support) are handled by the Director unless there is a specific request related to a grant or project where other faculty may play a lead role.

Question 39: What systems are currently in place for website updates and social media management?

Answer 39: Website content will be suggested and created by the Agency and processed through internal UCF staff. Websites are part of the University of Central Florida and exist on UCF platforms or clouds. Social media content is created by our social media coordinator in partnership with the Agency and UCF staff and processed by the social media coordinator and UCF staff.

Question 40: Who will own the podcast and associated digital assets created through this contract?

Answer 40: UCF RESTORES and the University of Central Florida.

Question 41: What metrics and analytics are currently being tracked?

Answer 41: Patient informational calls, training participation, outreach event contacts, social media reach, traffic and views to websites, and media reach.

Question 42: What social platforms does UCF RESTORES use?

Answer 42: Facebook, LinkedIn, Instagram.

Question 43: Have you run paid social advertising or just organic social media?

Answer 43: Both.

Question 44: If you have run paid social advertising, can you share results?

Answer 44: Our most recent paid ad on Facebook, Florida-wide, spent \$2,000 over 14 days and received 62,514 views, 3,869 link clicks, and reached 231K. Our most recent boost on Facebook, Central Florida-wide, spent \$1,000 over 21 days and received 163.4K views, 2,401 link clicks, and reached 95,541.

Question 45: Are there any social platforms that we should avoid?

Answer 45: Twitter/X.

Question 46: Do you have an existing newsletter in place or is this tactic new?

Answer 46: Newsletters are submitted through a UCF managed Emma platform, but we have not been consistent in creating or sending out.

Question 47: If you do, what email service provider do you use?

Answer 47: See response in question 46.

Question 48: What is the audience composition of your list?

Answer 48: Subscribers who sign up through our website.

Question 49: Can you provide more details on print materials? Are they traditional collateral materials (i.e., one-pagers, brochures, rack cards)? Or are they more content heavy like booklets and reports?

Answer 49: We use tri-fold brochures for patient and training offerings, booklets for the annual reports, and palm-cards for short informational dissemination.

Question 50: For the podcast, are you looking for strategy, branding and post-production support? Or are you looking for coordination and production, as well?

Answer 50: Yes to all.

Question 51: You mentioned a print material to educate audiences on the work of UCF RESTORES. Is there an openness to creating a video instead or in addition to [print material]?

Answer 51: Yes, based on the availability of funds allocated through specific projects.

Question 52: What are some of the barriers to growing your audience or promoting your brand?

Answer 52: Periodically refreshing and creating new content maintains our brand. Growing it requires time that the current Director and faculty do not have.

Question 53: Has research already been conducted to support the development of a podcast?

Answer 53: No.

Question 54: What is driving the desire to publish a podcast vs. other options for getting your message out?

Answer 54: Podcasting as a medium has grown significantly in numbers and in listenership. First responders use podcasts as an important way of getting information. As methods to provide communication and education about behavioral health topics change, we are interested in pushing out educational messages through this medium.

Question 55: Is there a budget to promote the podcast via paid media?

Answer 55: We would allocate some additional funding for this initiative although not knowing much about what it would cost, we do not have a specific number in mind at this time. See also response in question 57.

Question 56: Can you confirm whether there is a defined budget for this contract?

Answer 56: See response in question 30.

Question 57: Should anticipated media spending (e.g., paid social, podcast distribution, advertising) be included in the total project budget or is ad spend separate from marketing services?

Answer 57: Separate.

Question 58: Is there a preferred contract start date, and what is the expected duration of the engagement?

Answer 58: UCF desires for any contract resulting from this ITN to commence on or around July 1, 2025. The initial term will run for five years from 7/1/2025 – 6/30/2030. See ITN 2.21 Term of Contract.

Question 59: Will there be an option for contract renewal, and if so, under what conditions?

Answer 59: The University may renew/extend a resultant contract, as mutually agreed to by both parties. Renewals may not exceed 5 years or twice the term of the original contract, whichever is longer. An extension may not exceed 12 months or until completion of the competitive solicitation and award or protest, whichever is longer.

Question 60: Does UCF RESTORES have existing brand guidelines, messaging frameworks, or past campaign research that vendors should use as a foundation?

Answer 60: Research can be done through our website and social media sites. Examples: <https://ucfrestores.com/news/media-resources/>. UCF has a brand guideline that must be followed: <https://www.ucf.edu/brand/>.

Question 61: What key performance indicators (KPIs) will be used to evaluate campaign success (e.g., awareness, engagement, donor conversion, media placements)?

Answer 61: We believe that 20% increase in requests from national media in Year 01 and 10% increase in each subsequent year. Same percentages for donor conversion.

Question 62: Has UCF RESTORES previously implemented PR, marketing, or social media campaigns? If so, are there insights from past initiatives that should inform this engagement?

Answer 62: Yes, we have continuously implemented campaigns. We look to continue but as noted, we feel the time is right to begin marketing at the national level. See also response in questions 44 61.

Question 63: Are there preferred reporting formats, tools, or benchmarks vendors should be aligned with for tracking campaign performance?

Answer 63: Time management and tasks should be tracked monthly and submitted with monthly invoice. There is no preferred format.

Question 64: Should the podcast be an independent initiative, or should it be integrated into existing marketing efforts (e.g., donor engagement, events, social media campaigns)?

Answer 64: Integrated into existing marketing efforts.

Question 65: Are there preferred podcast distribution platforms that UCF RESTORES would like to focus on?

Answer 65: No.

Question 66: Will internal experts or preferred guest speakers be provided for the podcast, or should vendors develop an outreach strategy for securing talent?

Answer 66: Initially, the Director will identify preferred guest speakers, although we are always open to suggestions by the agency. At this time, we do not need the vendor to develop an outreach strategy.

Question 67: Would UCF RESTORES be open to cross-promotion partnerships with media organizations for extended reach?

Answer 67: This would be dependent on specific project funding, but the Agency should be able to successfully maintain a media presence without the need for paid advertising/placements.

Question 68: The campaign mentions more than 200 agencies have been trained by UCF Restores. What is the geographic area of the agencies? Do they spread across the Southeastern United States or are they dispersed throughout the United States?

Answer 68: If you are referring to our REACT training program, the majority of agencies trained are spread throughout Florida, however, we are regularly also invited to train throughout the United States.

Question 69: There is a merger with the UCF Restores and 2nd Alarm Podcast. Will UCF Restores be taking over the 2nd Alarm website and social media accounts too? And, will the goal be to take over both social accounts?

Answer 69: The merger is between UCF RESTORES and the entire 2nd Alarm Project. Online content will also be merged on July 1, 2025, and all content will be hosted by UCF RESTORES.

Question 70: In Respondent/Offer Submittal Sections, the ITN asks for a “measurement plan” in two places – #4 in Section C and in Section E. Could you please clarify if this requirement was duplicated in error? If not, could you please share more detail on what UCF RESTORES would like to see in each section?

Answer 70: We would like to hear about your measurement plans. What would you use as your overall metrics of managing the UCF RESTORES marketing and communications strategy, and separately, metrics on media coverage, website traffic and engagement tactics.

Question 71: Section 1.1 (Statement of Objective) describes UCF RESTORES’ mission and desired outcomes. Are there specific upcoming initiatives, events, or programs that the selected firm should prioritize in its strategic planning?

Answer 71: See response in question 12.

Question 72: Section 3.2.E mentions the proposer detailing specific metrics to measure success. Does UCF have any preferred metrics they would like to see in the proposer’s response?

Answer 72: No, but see also response in question 70.

Question 73: Section 4.0 mentions “Web and Interactive Media” services. Will the selected firm be expected to maintain UCF RESTORES’ website, or does UCF have a separate contractor for that?

Answer 73: The website is managed internally by UCF staff.

Question 74: Section 4.0 “Web and Interactive Media” also mentions videos and social media. Will the selected contractor be expected to produce graphics, video content, and other designs, or does UCF already have a separate contractor for content generation?

Answer 74: You will be developing wording. UCF RESTORES uses a social media coordinator for social graphics and a graphic designer for graphics.

Question 75: Section 4.0 “Reputation and Branding” mentions the creation of a podcast. Does UCF currently have a podcast production company they would like the Contractor to manage, or will the Contractor/Subcontractor be required to produce the podcast?

Answer 75: We do not have a podcast company but would be open to working with the contractor to identify and work with one. It is not mandatory that the contractor produces the podcast.

Question 76: Section 4.0 “Reputation and Branding” mentions “print material.” Does UCF have any current preferences for print material in mind (e.g. a comprehensive white paper, a one-pager, a brochure, etc.)?

Answer 76: UCF has a brand guideline that should be followed: <https://www.ucf.edu/brand/>. We use tri-fold brochures for patient and training offerings, booklets for the annual reports, and palm-cards for short informational dissemination.

Question 77: Is there a maximum budget for the services outlined in the Scope of Services? If so, does this budget include room for paid media opportunities?

Answer 77: Paid media opportunities that are consistent with the scope of UCF RESTORES services would be external to the budget.

Question 78: Will the proposer need to submit a separate, “Confidential” proposal, or will marking sections confidential (with the relevant statute citation) on the original proposal be sufficient?

Answer 78: Proposals must conform to the requirements cited in Section 3.0 Required Offer Format. All proposals, papers, documents, letters, or other materials submitted to UCF in response to this ITN are subject to the provisions of Chapter 119, Florida Statutes. See paragraphs 2.27 Public Records and 2.28 Public Record, Service Contracts, Compliance with Section 119.0701, F.S.

Question 79: Confirming that the length of the contract (Section 2.21) will be five years. Additionally, should the proposed work schedule (Section 3.2.C.3) be for the full five-year duration?

Answer 79: The Contract duration will be 5 years. See Answer #58. The proposed work schedule can, and probably will need to be, drawn up on an annual basis as grant funding and other opportunities emerge.

Question 80: Is there an expectation that the Contractor attends regular meetings with UCF in person, or will regular virtual meetings be accepted?

Answer 80: Regular meetings are held virtually.

Question 81: Is there an expectation for on-site presence at UCF RESTORES’ events, media opportunities, or meetings? If so, how frequently should the selected firm anticipate being on-site?

Answer 81: Your presence may be requested at large-scale events if media are invited. This may happen once or twice per year. Regular meetings are held virtually.

Question 82: Section 1.2 “Contract Terms” states “The Contract will also incorporate any clarifications and, if negotiations are conducted, any additional terms and conditions that are

negotiated.” Section 4.0 asks that any concern be offered during the question and answer period. Given this discrepancy, will selected respondents be able to negotiate certain terms and conditions upon notification of an intent to award?

Answer 82: Yes. Per section 1.2E, UCF reserves the right to conduct negotiations with the proposer(s) whose offer(s) may be deemed in the best interest of the university.

Question 83: Could you share any examples or additional details about the type of print materials you're envisioning (e.g., size, length, format)? We understand these can vary significantly, from one-page flyers to 100+ page documents, and we'd love to understand your expectations more clearly.

Answer 83: We use tri-fold brochures for patient and training offerings, booklets for the annual reports, and palm-cards for short informational dissemination. Examples: <https://ucfrestores.com/news/media-resources/> Our annual report is a standard brochure typically between 8-12 pages in length. Copies can be found on the website.

Question 84: Regarding the podcast deliverable, is there any further context you could share? For example, are you expecting a full creative team (producer, director, editor, etc.), and do you have a target format, length, or publishing cadence in mind?

Answer 84: See numerous answers above, and in particular, Answer #75.

Question 85: Are you currently running any social media campaigns?

Answer 85: No current ads or specific campaigns are running but we maintain a consistent presence on Facebook, Instagram and LinkedIn.

Question 86: Which platforms are you most interested in focusing on (e.g., Facebook, Instagram, TikTok, LinkedIn, X/Twitter)?

Answer 86: Facebook, Instagram, LinkedIn. Not X/Twitter.

Question 87: Do you have a predefined budget per platform, or would you like us to propose a recommended spending and allocation?

Answer 87: No. If you are referring to ad budgets on social media platforms, this is dependent on what research projects and studies are happening at that moment.

Question 88: Bonfire Portal Access. I understand that all proposals must be submitted via the Bonfire portal. I've registered for an account but have not yet received instructions for creating a login or proceeding with next steps. Additionally, I haven't seen any addenda added to the ITN's Bonfire page. Could you confirm whether my lack of login access may have caused me to miss any updates?

Answer 88: All Addenda are posted to the UCF Procurement webpage, not to Bonfire. [Solicitations | UCF Procurement Services.](#)

If you are experiencing issues establishing your Bonfire account, please contact Bonfire at Support@GoBonfire.com for technical questions related to your submission. You can also visit their help forum at <https://vendorsupport.gobonfire.com/hc/en-us>

Question 89: Since our business is registered outside of Florida, we would like to confirm whether it will be necessary to file for a Florida Certificate of Authority or meet any additional requirements to ensure compliance.

Answer 89: UCF requires suppliers to have all appropriate licenses to conduct business in the State of Florida and Orange County at or prior to the award of a contract resulting from a competitive solicitation. We cannot provide legal advice, though, so if you have specific questions about what actions are necessary to conduct business in Florida, we recommend consulting with your own legal counsel and/or the Florida Secretary of State's Office.

Question 90: Since our firm anticipates a first-year budget exceeding \$50,000, we believe the following applies:

1. Certificate of Non-Segregated Facilities (Appendix II): Required with the submission.
2. EEO-1 Form: Not required, as our business has fewer than 50 employees.
3. Written Affirmative Action Program: Not required, for the same above reason.
4. Background checks for any staff member required to work on-site or whose work involves direct interaction with UCF personnel.
5. For any subcontractors we may engage, background checks would only be required if they are performing similar duties.
6. Completed background check certifications should be submitted before any on-site work begins.

Answer 90: For bullet points 1-3, the answer is Yes. See Paragraph 2.36 Equal Opportunity Statement. Regarding background checks, see Paragraph 2.57 Employee Background Checks. Subcontractors are held to the same standards as direct employees assigned to work at UCF.

Question 91: Is proof of General Liability Insurance (with UCF Board of Trustees as Additional Insured) required within 15 days of the tentative award date?

Answer 91: UCF requires a binder within 15 days of the tentative award date. The binder is to be replaced with a certificate of insurance within 30 days.

Question 92: Is Auto Liability Insurance required if our firm does not maintain any company vehicles?

Answer 92: Coverage would not be required. Coverage is required if the Contractor operates a vehicle on campus for commercial use in the performance of a contract with UCF.

Question 93: For Workers' Compensation Insurance, we understand that Florida law exempts sole proprietors without employees from this requirement.

Answer 93: That is correct.

Question 94: Is there an incumbent for this contract? If there is an incumbent, are they eligible to bid on this procurement?

Answer 94: UCF RESTORES works with multiple marketing, communications, and graphics agencies on numerous projects and components. We are searching for an overall agency. Any prior companies we have worked with are welcome and eligible to apply.

Question 95: Is there a target audience already identified for the podcast and media? Is there an existing channel/platform to promote and host the podcast?

Answer 95: First responders, active-duty military personnel, veterans, and victims of mass casualties and disasters. No existing platform.

Question 96: Are there any requirements for reporting analytics or KPIs that we need to be aware of (platform, format, etc.)?

Answer 96: See response in question 61.

Question 97: Is there a need for crisis communication and reputation management strategies and tactics? Does UCF currently use a PR firm (or have one on retainer) that a vendor needs to coordinate with?

Answer 97: No to part 1 as we would use the UCF resources for crisis communication purposes. The agency selected would coordinate with the overall UCF Marketing and Communications personnel for any coordination of messaging.

Question 98: Does the UCF Restores program have a communication team or staff that will be engaged in this project?

Answer 98: See response in question 97. UCF staff will also be involved.

Question 99: Can UCF provide the budget that is available for this program?

Answer 99: See response in question 30.

Question 100: Does UCF have an anticipated level of effort for this contract?

Answer 100: The effort needed to support the SOW.

Question 101: What percentage of the total budget should be allocated to media promotion and PR dissemination?

Answer 101: We are open to suggestions.

Question 102: What is prompting the search for an agency partner?

Answer 102: See response in question 4.

Question 103: What KPIs or performance benchmarks has UCF RESTORES used in the past to measure success in media relations and digital outreach?

Answer 103: See response in question 61.

Answer 104: Are there any specific geographic, demographic, or audience segments the campaign should prioritize?

Answer 104: See response in question 95.

Question 105: Will the selected firm be responsible for crisis communications or only proactive media outreach?

Answer 105: Proactive media outreach.

Question 106: Will the selected firm be responsible for Thought Leadership for the RESTORES Executive Team and researchers?

Answer 106: Yes.

Question 107: Is UCF RESTORES currently engaged with any vendors or agencies for similar work? If so, will the selected firm be expected to collaborate with them or replace them?

Answer 107: See response in question 97.

Question 108: Are you able to share any upcoming initiatives or research that will be a priority for comms support?

Answer 108: See response in question 12.

Question 109: Can you share who you consider your competitors to be?

Answer 109: See response in question 27.

Question 109: Is there a priority focus among the different programs?

Answer 109: We do not need assistance in recruiting patients for our clinical services. The focus should be on the other priorities as set forth in the ITN.

Question 110: Is there an ability to work with some of the patients getting treatment for PR or social content?

Answer 110: Yes, some patients request to be part of media engagement after treatment.

Question 111: Can you prioritize your target audiences?

Answer 111: See response in question 95.

Question 112: Does UCF RESTORES have in-house communications or marketing staff, and what level of involvement should we anticipate from their team?

Answer 112: [See response in question 97.](#)

Question 113: Will access to internal data (e.g., New research, Google Analytics, social media insights, donor metrics) be provided to support campaign planning and evaluation?

Answer 113: Yes.

Question 114: Are there preferred platforms or systems for email marketing, podcast hosting, or website content management that we should plan to work within?

Answer 114: [See response in question 46 for email. Website platform is decided by UCF. No platform for podcast yet.](#)

Question 115: What existing brand assets (videos, testimonials, case studies, photography) will be available to use or repurpose, and are there any brand guidelines we must follow?

Answer 115: [Already created brand assets will be made available, including video testimonials. Stock images and photography will be provided through UCF managed platforms. See response in question 19.](#)

Question 116: For the podcast initiative, does the university envision a hosted series (by UCF faculty or others), and do they have a distribution strategy in mind (Spotify, Apple, university channels)? Do you have an idea of cadence frequency (i.e. once a week, once a month) Has this strategy been successful for you in the past?

Answer 116: [This is a new endeavor.](#)

Question 117: Can you provide a general budget range or cap for the total engagement or each of the three service areas (media, web/digital, branding)?

Answer 117: [See response in question 30.](#)

Question 118: Is there an out-of-pocket budget that can be used for podcast guests, paid social strategy, media visits, etc.?

Answer 118: [See response in question 55.](#)

Question 119: Will UCF RESTORES consider firms that propose subcontracted partners for specialized services (e.g., podcast production or VR video content)?

Answer 119: Yes

Question 120: Are there any specific areas where the university anticipates negotiation after submission, or should we assume that evaluation may lead directly to award?

Answer 120: [See Answer #82.](#)

Question 120: For clients that we have lost - is this specific to the industry? (Clinical research, mental health, etc.?)

Answer 120: No.

Question 121: Does the ITN document need to be included in the same proposal document or can it be uploaded separately?

Answer 121: You may submit a separate proposal document along with your completed ITN document. The ITN must be completed as noted in Section 3.0 and all Appendices completed and signed where required. The Respondent is encouraged to use sections and tabs that are clearly identified and number and label all parts, pages, figures, and tables in its proposal submittal/offer. Additional tabs may be appended which contain any other pertinent matters that the Respondent wishes UCF to take into consideration in reviewing the offer.

Question 122: Will evaluators have access to interactive materials (e.g., sample digital campaigns, portfolio microsites), or should all examples be embedded as static documents?

Answer 122: Due to public record requirements all materials should be embedded within your proposals.

Question 123: Is there a target number for the annual budget?

Answer 123: See response in question 30.

Question 124: The campaign mentions more than 200 agencies have been trained by UCF Restores. What is the geographic area of the agencies? Do they spread across the Southeastern United States or are they dispersed throughout the United States?

Answer 124: See response in question 68.

Question 125: There is a merger with the UCF Restores and 2nd Alarm Podcast. Will UCF Restores be taking over the 2nd Alarm website and social media accounts too? And, will the goal be to take over both social accounts?

Answer 125: See response in question 69.