REQUEST FOR PROPOSALS - COMMUNICATIONS SERVICES

Questions & Answers / Addendum No. 1

Hampton Roads Workforce Council (HRWC)

RFP Number	CS-PY26-1
RSP Title	Communications Services
Issue Date	May 5, 2026
Proposals Due	June 2nd, 2026 by 5:00 PM ET
Questions Deadline	May 21st, 2026 by 5:00 PM ET
Addendum #1 Responses Issued	May 14th, 2026

The following questions were submitted by prospective respondents regarding the Hampton Roads Workforce Council (HRWC) Request for Proposals (RFP) for Communications Services.

Responses below are provided for clarification purposes and shall be considered part of the official RFP procurement record.

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Questions regarding this RFP should be directed to:
Andrew Nissman, Hampton Roads Workforce Council
marketing@theworkforcecouncil.org

Question 1

- *Does media engagement (press releases, media alerts, media inquiries, crisis communications, etc.) fall under General Communications Support?*

Response:

- *Yes. Media engagement activities that support HRWC's overall organizational communications efforts, including press releases, media alerts, media inquiries, and crisis communications support, may be included under* ***Core Service Area #5:*** **General Communications Support**, *as outlined on pages 8–9 of the RFP.*
- *Additionally, respondents may also reference media engagement and promotional strategies related specifically to HRWC-hosted events under* ***Core Service Area #1:*** **Event Promotion and Logistics Support** *on page 8 of the RFP, if applicable.*

Question 2

- *Will the Workforce Innovation Awards videos fall under the Video Production portion of the RFP, or are they billed separately?*

Response:

- *Yes. Production of videos supporting annual HRWC events, such as the Workforce Innovation Awards, should be addressed under* ***Core Service Area #2:*** **Video Production & Technical Media Services**, *as outlined on page 8 of the RFP. Respondents are encouraged to propose general video production rate structures and service packages that the HRWC may utilize on an ongoing basis throughout the contract period. These may include flat-fee pricing for common deliverables such as promotional or event-related videos, or, alternatively, hourly rates, half-day/full-day filming rates, and/or editing rates.*
    - *For the Workforce Innovation Awards specifically, this would include videos recognizing award recipients as well as videos highlighting HRWC programs, services, and regional impact. Video production needs associated with other events, programs, or initiatives throughout the contract period may vary based on organizational priorities and event-specific needs.*
- *Additionally, video production, promotional content, and dissemination strategies specifically related to HRWC-hosted events such as the Workforce Innovation Awards may also be referenced under* ***Core Service Area #1:*** **Event Promotion and Logistics Support** *on page 8 of the RFP, where applicable.*

Important Notice:

Except as expressly clarified or modified herein, all terms, conditions, requirements, deadlines, and specifications of the original RFP remain unchanged.

All responses and addenda related to this RFP will be posted publicly on the HRWC website in accordance with the requirements outlined in Section III. Key Details of the RFP.

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