



**LITTLE LAKE CITY SCHOOL
DISTRICT**

ADDENDUM #1

RFP No. 21-22-007

Public Relations Services

1. Clarifications/Responses to RFIs:

Question A: Can you share the yearly budget?

ANSWER: \$ 58,353,960

Question B: Would you like a fee base or hourly based working relationship?

ANSWER: Either, however, there should be a total estimated cost for the services from September 1, 2022-June 30, 2023.

Question C: Do you anticipate all communications in English? Or, do you anticipate any other languages - if yes, which are the primary languages??

ANSWER: No; English and Spanish.

Question D: Demographics

- a. What is the diversity level in the school District?
- b. What percentage of students are under privileged and what programs does the district have to serve these students?

ANSWER: a. 89.2% Hispanic or Latino.

b. Academic interventions during and after school, food bank, mental health services, and afterschool programs

Question E: Noteworthy Information

- a. Will you share information regarding school rankings and awards received?
- b. What are the unique selling propositions of your district and schools?

ANSWER: a. Please see Superintendent's message for the latest information

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on awards.

b. High academic achievement, experienced faculty, and close connections to the communities that we serve.

Question F: Content

- a. What are the most emerging issues/ activities/ programs the District wishes to address/promote in 2022/23?
- b. Would the topics of the monthly newsletter come from the client side?
- c. For media outreach / content production- is there a calendar of events that can be handed to the agency in advance for planning purposes?

ANSWER: a. Student activities and achievements, school achievements and G.O. Bond activities.

b. Topics would be a shared responsibility.

c. Yes.

Question G: Whether companies from Outside USA can apply for this?
(like,from India or Canada)?

ANSWER: Yes.

Question H: Whether we need to come over there for meetings?

ANSWER: Yes.

Question I: Can we perform the tasks (related to RFP) outside USA?
(like, from India or Canada)?

ANSWER: No.

Question J: Can we submit the proposals via email?

ANSWER: Yes

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END OF ADDENDUM