

**Texas Parks and Wildlife Department  
4200 Smith School Road  
Austin, Texas 78744**

**ADDENDUM**

Addendum Number:	<u>1</u>	Dated:	<u>June 13, 2025</u>
Solicitation Number:	<u>802-26-61660</u>		
Solicitation Title:	<u>Online News Coverage Monitoring Services</u>		
Due Date/Deadline:	<u><b>NEW: June 24, 2025; 2:00 PM C.T.</b></u>		
Purchaser:	<u><b>Vanessa Contreras, CTCD, CTCM</b></u>		

**PURPOSE OF ADDENDUM: EXTENSION OF BID DUE DATE /QUESTIONS AND ANSWERS**

Except as provided herein, all terms and conditions of the document referenced herein, remain unchanged and in full force and effect. The following are specifications to this solicitation. This Addendum may be attached to and form a part of the referenced solicitation document and any resulting awarded contract and may be considered in your response.

**EXTENSION OF BID DUE DATE**

The bid due date for this solicitation is being extended as follows:

**NEW: JUNE 24, 2025; 2:00 PM C.T.**

**QUESTIONS & ANSWERS**

1. Question: Is the expectation strictly access to the platform (a self-service model), or are vendor-generated reports and media analysis (e.g., daily/weekly/issue-specific reports) also required as part of the base services?  
**Answer: The need for this platform would be for both. Self-service would be utilized to distribute to the media and run analytics reports. We would also need a vendor-generated report emailed to us daily with media mentions using TPWD-selected keywords.**
2. Question: If reports are required: What is the expected frequency (daily, weekly, monthly, ad hoc)? Level of detail (summaries, metrics, visuals, narrative analysis)? Are reports standardized or tailored to specific issues?  
**Answer: A daily media monitoring report would be needed with selections of stories where TPWD-selected keywords are mentioned. Reports would be standardized.**

3. Question: Is the contractor expected to assist with creation, editing, or review of press releases, or simply provide the platform for TPWD staff to distribute their own content? **Answer: The contractor would simply provide the platform for TPWD staff to use to distribute content to the media.**
4. Question: Will the contractor distribute email communications on TPWD's behalf, or is it strictly self-service? **Answer: The platform would be self-service.**
5. Question: Is the contractor expected to curate, maintain, and proactively update TPWD's media lists, or simply provide a platform for TPWD to manage their own lists? **Answer: TPWD would have need of both. The expectation is that the contractor would remove bounce backs and keep up to date lists.**
6. Question: Are there specific lists or target audiences (e.g., environmental reporters, state legislative reporters) that the contractor must maintain? **Answer: General news but be searchable by beat and location.**
7. Question: Previously, what platforms (Cision, Muckrack, Meltwater, etc.) has TPWD leveraged for similar work? **Answer: Meltwater, Cision/Vocus and Critical Mention**
8. Question: Does TPWD expect the system to provide real-time alerts for specific keywords or topics, or is this optional? **Answer: This would be optional.**
9. Question: Does Texas Parks and Wildlife Department require any AI or genAI capabilities? Consider AI-assisted Boolean search development, social media post generation, media contact list creation; Microsoft Teams-enabled chat assistant that helps identify media trends, build media lists, retrieve media contact information when not in the monitoring platform. **Answer: No, TPWD does not need any AI or gen AI capabilities.**
10. Question: Does Texas Parks and Wildlife Department require that the monitoring platform include a Mobile App for on-the-go use by staff? **Answer: No, TPWD does not require mobile app use.**
11. Question: Does Texas Parks and Wildlife Department require a Single Sign-On (SSO) solution where capabilities are housed in an all-in-one location? **Answer: No, a single sign-on solution is not required.**
12. Question: This paragraph requires internal communications via email. Kindly describe the likely scenarios that require internal email communication. Does this capability include sharing news articles internally? Does it include producing and sending newsletters? Does it include press release distribution to internal staff? **Answer: Yes, this would include sharing the news articles internally (not a requirement) and press release distribution to internal staff.**
13. Question: Social media listening and posting can refer to a wide array of platforms. Please clarify if the following platforms are required for listening: X (formerly Twitter), Meta (Facebook, Instagram), Reddit, YouTube, Twitch. Then, please clarify any platforms required for posting. **Answer: Platforms for listening include X and Meta. Post capabilities are not required but are welcome for future use.**

14. **Question:** How many owned social media profiles does TPWD plan to post from within this platform? **Answer:** This will not be the only vehicle used to post. This is not a requirement.
15. **Question:** The items listed on the pricing form do not reflect the entirety of the scope of work. Will there be a new pricing form released, or are we to assume that the pricing form is for all items listed in the Scope of Work? **Answer:** The pricing form is for services identified in the scope of work.

**Respondents are to acknowledge receipt of this Addendum. Return a signed copy of this notice with your response submission.**

**I acknowledge receipt of this addendum.**

\_\_\_\_\_  
Respondent Company Name

\_\_\_\_\_  
Respondent's Authorized Signature

\_\_\_\_\_  
Date