

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

ADDENDUM

Addendum Number:	<u>3</u>	Dated:	<u>September 10, 2026</u>
Solicitation Number:	<u>802-27-80098</u>		
Solicitation Title:	<u>Media Monitoring Services</u>		
Due Date/Deadline:	<u>September 23, 2026; 2:00 PM C.T.</u>		
Purchaser:	<u>Vanessa Contreras, CTCD, CTCM</u>		

PURPOSE OF ADDENDUM: 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.

This addendum is to provide the lists mentioned in Addendum # 2 of the answer to Question 25. The lists are attached as specified below.

25. Question: Will TPWD provide the current keyword and search-term architecture used for its media monitoring, or a representative list of the entities, programs, and topics it monitors? Access to the existing configuration would allow respondents to scope coverage more accurately and reduce onboarding time for the successful respondent.

Answer:

Wildlife keywords: Meltwater Wildlife Keywords.docx **(Attachment A)**

Fishing keywords: Meltwater Fishing Keywords.docx **(Attachment B)**

General English/Spanish Keywords: TPWD General Keywords **(Attachment C)**

State Park keywords: State Park Keywords **(Attachment D)**

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

Attachment A – Meltwater Wildlife Keywords

Hunting Seasons

- Alligator season
- Pronghorn antelope season
- Dove season
- Early teal season
- Goose season
- Mule deer season
- Javelina season
- Squirrel season
- Pheasant season
- Quail season
- Rio Grande turkey season
- Eastern turkey season
- Chachalaca season
- Rabbit and hare season
- Texas hunting
- White-tailed deer season
- Duck season
- Turkey season
- Song bird migration

Species

- Alligator
- Pronghorn antelope
- Dove
- Early teal
- Canada goose
- Goose
- Mule deer
- Javelina
- Squirrel
- Pheasant
- Quail

- Rio Grande turkey
- Eastern turkey
- Chachalaca
- Duck
- White-tailed deer
- Sandhill crane
- Exotic deer
- White-fronted goose
- Speckled belly goose
- Ross Goose

Wildlife Management Area

- Wildlife Management Area
- Alabama Creek Wildlife Management Area
- Alazan Bayou Wildlife Management Area
- Angelina-Neches/Dam B Wildlife Management Area
- Atkinson Island Wildlife Management Area
- Bannister Wildlife Management Area
- Big Lake Bottom Wildlife Management Area
- Black Gap Wildlife Management Area
- Caddo Lake Wildlife Management Area
- Caddo National Grasslands Wildlife Management Area
- Candy Cain Abshier Wildlife Management Area
- Cedar Creek Islands Wildlife Management Area
- Chaparral Wildlife Management Area
- Cooper Wildlife Management Area
- D.R. Wintermann Wildlife Management Area
- Elephant Mountain Wildlife Management Area
- Gene Howe Wildlife Management Area
- Granger Wildlife Management Area
- Guadalupe Delta Wildlife Management Area
- Gus Engeling Wildlife Management Area
- J.D. Murphree Wildlife Management Area
- James E. Daughtrey Wildlife Management Area
- Justin Hurst Wildlife Management Area

- Keechi Creek Wildlife Management Area
- Kerr Wildlife Management Area
- Las Palomas Wildlife Management Area
- Lower Neches Wildlife Management Area
- M.O. Neasloney Wildlife Management Area
- Mad Island Wildlife Management Area
- Mason Mountain Wildlife Management Area
- Matador Wildlife Management Area
- Matagorda Island Wildlife Management Area
- Moore Plantation Wildlife Management Area
- Muse Wildlife Management Area
- Nannie M. Stringfellow Wildlife Management Area
- North Toledo Bend Wildlife Management Area
- Old Sabine Bottom Wildlife Management Area
- Pat Mayse Wildlife Management Area
- Playa Lakes Wildlife Management Area
- Powderhorn Wildlife Management Area
- Redhead Pond Wildlife Management Area
- Richland Creek Wildlife Management Area
- Sam Houston National Forest Wildlife Management Area
- Sierra Diablo Wildlife Management Area
- Somerville Wildlife Management Area
- Tawakoni Wildlife Management Area
- Tony Houseman Wildlife Management Area
- Walter Buck Wildlife Management Area
- Welder Flats Wildlife Management Area
- White Oak Creek Wildlife Management Area
- Winterman Wildlife Management Area

Attachment B – Meltwater Fishing Keywords

Inland:

- Fishing
- Largemouth bass
- Bass
- Fish
- Fish kill
- Neighborhood fishing
- Neighborhood fishin
- Catfish
- Trout
- Kills and spills
- A.E. Wood Fish Hatchery
- Dundee Fish Hatchery
- Fish Health and Genetics Laboratory
- Heart of the Hills Fisheries Science Center
- Jasper Fish Hatchery
- John D. Parker East Texas Fish Hatchery
- Possum Kingdom Fish Hatchery
- Texas Freshwater Fisheries Center
- Guadalupe Bass
- Fish stocking
- Record Fish
- Angler Recognition Program
- Habitat and Angler Access Program (HAAP)
- ShareLunker
- Toyota ShareLunker
- White Bass
- Alligator Gar
- Aquatic Invasive Species
- Zebra Mussels
- Giant Salvinia
- Hydrilla

- Australian Redclaw Crayfish
- Fish Habitat
- River Access and Conservation Areas (RACA)
- Paddling Trails
- Sand and Gravel Permits
- Fish Art Contest
- Texas Freshwater Fishing Hall of Fame
- R3
- Fishing Report
- Rivers and Streams
- Fishing Regulations

Coastal:

- Saltwater fishing
- Fishing
- CCA-CPL Marine Development Center
- CCA Marine Development Center
- P.R. Bass Marine Hatchery
- P.R. Bass Marine Fisheries Research Center
- Sea Center Texas
- Fish Stocking
- Flounder
- Red Snapper
- Oysters
- Red Drum
- Black drum
- Shrimp
- Seatrout
- Sea Trout
- Spotted Sea Trout
- Spotted Seatrout
- Speckled Trout

Attachment C – TPWD General Keywords

TPWD General Keywords- English

("texas parks and wildlife" OR "texas parks & wildlife" OR "texas parks and wildlife department" OR "TPWD" OR "TPW") near/20 ("texas")

("Becoming an Outdoors Woman" OR "Big Time Texas Hunts" OR "Fly Fish Texas" OR "Free Fishing in State Parks" OR "Hunt Texas Online Connection" OR "Invasive Species" OR "Life's Better Outside" OR "Neighborhood Fishin" OR "Nobody's Waterproof" OR "Project WILD" OR "Project WILD Aquatic" OR "Public Hunting Program" OR "ShareLunker" OR "Sport Fish Restoration" OR "Texas Artificial Reef Program" OR "Texas Master Naturalist Program" OR "Texas Nature Trackers" OR "Texas Outdoor Family" OR "Texas Wildscapes" OR "Zebra Mussels" OR "Giant Salvinia" OR "Conservation License Plate" OR "Neighborhood Fishing" OR "Birding Classic" OR "Pollinator Bioblitz") near/20 ("texas")

Texas Game Warden

TPWD General Keywords- Spanish

All of these: Tejas

At least one:

- Pesca
- Pescar
- Pescado
- Robalo
- Lobina
- Corvina
- Sábalo
- Bagre
- Trucha
- Catán
- Tiburón
- Nuda
- Enganchar
- Muelle
- Bahía
- Agua salada
- Dormilona
- Señuelo
- Camarón
- Cangrejo
- Ostiones

- Ostras
- Mejillón
- Almeja
- Siembra
- Sembrar
- Lancha
- Canoa
- Remo
- Navegar
- Orilla
- Embarcación
- Nave
- Parques
- Recreo
- Sendero
- Caminatas
- Bicicleta
- Campamento
- Tiena de campaña
- Histórico
- Caza
- Caceria
- Venado
- Pavo
- Guajolote
- Cuerno
- Carnada
- Animales
- Salvajes
- Silvestres
- Hábitat
- Pájaro
- Tortuga
- Murciélago

- Aves
- Especies
- Parques y vida salvaje
- Departamento de recursos naturales
- Departamento de parques y vida silvestre de Tejas
- Parques de Texas
- Parques de Tejas
- Departamento de Caza y Pesca
- Parques y Vida Silvestre de Texas
- Paloma

None of these:

- Migrante
- Migrantes
- Patrulla
- Frontera
- Fronterizo
- Fronteriza
- Gas
- Crudo
- Vigilantes
- Rangers
- Health
- Sendero
- Manejo
- Matrimonio
- Dave Bote
- Beisbol
- Agua dulce
- bote

Attachment D – State Park Keywords

"Abilene State Park" OR "Albert & Bessie Kronkosky State Natural Area" OR "Atlanta State Park" OR "Balmorhea State Park" OR "Barrington Living History Farm" OR "Barton Warnock Environmental Education Center" OR "Bastrop State Park" OR "Battleship TEXAS" OR "Bentsen-Rio Grande Valley State Park" OR "Big Bend Ranch State Park" OR "Big Spring State Park" OR "Blanco State Park" OR "Bonham State Park" OR "Brazos Bend State Park" OR "Buescher State Park" OR "Caddo Lake State Park" OR "Caprock Canyons State Park" OR "Caprock Canyons Trailway" OR "Cedar Hill State Park" OR "Choke Canyon State Park – Calliham Unit" OR "Choke Canyon State Park – South Shore Unit" OR "Cleburne State Park" OR "Colorado Bend State Park" OR "Cooper Lake State Park – Doctors Creek Unit" OR "Cooper Lake State Park – South Sulphur Unit" OR "Copper Breaks State Park" OR "Daingerfield State Park" OR "Davis Mountains State Park" OR "Devil's Sinkhole State Natural Area" OR "Devils River State Natural Area – Dan Allen Hughes Unit" OR "Devils River State Natural Area – Big Satan Unit" OR "Dinosaur Valley State Park" OR "Eisenhower State Park" OR "Enchanted Rock State Natural Area" OR "Estero Llano Grande State Park" OR "Fairfield Lake State Park" OR "Falcon State Park" OR "Fort Boggy State Park" OR "Fort Leaton State Historic Site" OR "Fort Parker State Park" OR "Fort Richardson State Park and Historic Site" OR "Franklin Mountains State Park" OR "Galveston Island State Park" OR "Garner State Park" OR "Goliad State Park and Historic Site" OR "Goose Island State Park" OR "Government Canyon State Natural Area" OR "Guadalupe River State Park" OR "Hill Country State Natural Area" OR "Honey Creek State Natural Area" OR "Hueco Tanks State Park and Historic Site" OR "Huntsville State Park" OR "Inks Lake State Park" OR "Kickapoo Cavern State Park" OR "Lake Arrowhead State Park" OR "Lake Bob Sandlin State Park" OR "Lake Brownwood State Park" OR "Lake Casa Blanca International State Park" OR "Lake Colorado City State Park" OR "Lake Corpus Christi State Park" OR "Lake Livingston State Park" OR "Lake Mineral Wells State Park" OR "Lake Mineral Wells Trailway" OR "Lake Somerville State Park – Birch Unit" OR "Lake Somerville State Park – Nails Creek" OR "Lake Tawakoni State Park" OR "Lake Texana State Park" OR "Lake Whitney State Park" OR "Lockhart State Park" OR "Longhorn Cavern State Park" OR "Lost Maples State Natural Area" OR "Lyndon B. Johnson State Park and Historic Site" OR "Martin Creek Lake State Park" OR "Martin Dies, Jr. State Park" OR "McKinney Falls State Park" OR "Meridian State Park" OR "Mission Rosario State Historic Site" OR "Mission Tejas State Park" OR "Monahans Sandhills State Park" OR "Mother Neff State Park" OR "Mustang Island State Park" OR "Old Tunnel State Park" OR "Palmetto State Park" OR "Palo Duro Canyon State Park" OR "Palo Pinto Mountains State Park" OR "Pedernales Falls State Park" OR "Possum Kingdom State Park" OR "Purtis Creek State Park" OR "Ray Roberts Lake State Park – Isle du Bois Unit" OR "Ray Roberts Lake State Park – Johnson Branch Unit" OR "Ray Roberts Lake State Park – Greenbelt Unit" OR "Resaca de la Palma State Park" OR "San Angelo State Park" OR "Sauer-Beckmann Farm" OR "Sea Rim State Park" OR "Sebastopol House State Historic Site" OR "Seminole Canyon State Park" OR "Sheldon Lake State Park" OR "South Llano River State Park" OR "Stephen F. Austin State Park" OR "Tyler State Park" OR "Village Creek State Park" OR "World Birding Center" OR "Wyler Aerial Tramway" OR "Zaragoza Birthplace State Historic Site" OR "Texas state park" OR "Texas state parks" NOT "Amazon Editors" NOT "Victor Emanuel"