



## Procurement Services

ITB 25-001 Athletic Broadcast Productions

### Q&A Responses

1. Using the 2023/24 Austin Peay ESPN+ schedule as an example, there appear to be several dates with two sports/venues in a single day (e.g. volleyball & women's basketball or football & volleyball).
  - a. Other than women's and men's basketball in the same facility, how have overlapping dates been handled historically and what are the expectations moving forward?
    - In the fall, Austin Peay Athletics tries to ensure that there is enough time between events to avoid overlapping. The fall schedules have been completely released and are available at LetsGoPeay.com. In the spring, overlapping games are occasionally unavoidable. In those situations (baseball/softball) it is permissible to run a two-camera setup for those games if necessary.
  - b. Is it the expectation that the vendor will be able to support multiple events at different venues on a single day?
    - Yes. These occasions are rare in the realm of 100-plus broadcasts.
  - c. Would it be permissible to propose a single-camera broadcast with graphics and replays for one of the overlapping events?
    - No. The standards outlined in Attachment A are the minimum required.
2. Is the ESPN assigned video encoder available for use by the winning bidder or does the winning bidder need to use a non-University owned ESPN encoder?
  - In addition to the ESPN assigned encoder, Austin Peay has two encoders available for use by the contractor. Given the need to coordinate with APSU's Office of Information Technology to provide access through those encoders, it is recommended to use those items for on-campus broadcast events.
3. Who is responsible for hiring, coordinating, and paying the Redhat / Timeout coordinator (University or Vendor?). We have seen it handled both ways before.
  - Austin Peay will provide a Red Hat/Timeout Coordinator for football and basketball events. We have not utilized a Red Hat/TOC at other events, but that can be utilized if needed after discussion with the contractor.
4. Some conferences have weekly Zoom meetings with their University's production crews and a representative from ESPN. If ASUN has such meetings, is it expected for the winning Vendor to be on those weekly calls?
  - The ASUN Conference has a weekly Broadcast Advisory Meeting. It is preferred that the contractor provide an individual to attend those meetings in order to quickly and properly respond to concerns.
5. For Beach Volleyball and Tennis, can you please provide a satellite map and/or describe the number and layout of courts we would need to cover?
  - The Austin Peay outdoor tennis courts and beach volleyball courts are located near the Winfield Dunn Center on campus (Corner of Marion Street and Drane Street). For tennis events, there are four courts on the main set that doubles are played on as well as the top four singles. For the beach courts, there are only three courts and they are adjacent to one another.
6. Regarding page 24 of the bid, can you clarify the following for us?
  - a. Pg 24 Line 5 states "Any internet and/or bandwidth connection provided at venue (which is needed) for the live streaming capabilities." Does this indicate the University will

provide the Internet connection or is it implying that the winning Vendor needs to provide their own Internet connectivity not related to the University?

- [The University will provide proper internet connections at each facility. In addition, F&M Bank Arena \(basketball\) has all necessary connections as well.](#)

b. Line 6 states “Scaffolding, Risers, or lifts for the production/camera locations if necessary.” For clarity, if we initial on that line are we indicating that the University will provide those if necessary or are we indicating that the winning Vendor will provide those?

- [The University, coordinating with the contractor during a site visit, will provide appropriate scaffolding, risers, etc.](#)

c. Line 8 states “Internet/networking bandwidth (where our staff would have to come on on-game days to test an issue).” Can you please clarify what it means if we initial on that line? Does it mean that the winning Vendor would pay University IT staff for troubleshooting network issues on non-game days?

- [The University will provide University OIT staff to troubleshoot network issues.](#)

7. The bid document states “Alternate/multiple bids will not be considered unless specifically called for in the bid.” Typically we provide multiple “levels/quality” of productions for clients to choose from. So with only one bid price, we want to get as accurate to your expectations as possible so we can submit a competitive bid.

a. What is the precedent and expectation for production crew experience? Have you used or do you expect student-level freelancers (lower cost and potentially reduced production quality) or professional freelancers (higher cost but predictable professional quality)?

- [In 2023-24, the Athletics Department hired a staff of 12 part-time individuals for its production crew, which included some students from the Austin Peay communications department. The University does have a sports broadcasting program and that unit previously staffed football events. However, that is not the expectation going forward unless it can be done without impacting production quality.](#)

b. Attachment A specifies 5 cameras for Football, 2 cameras for Soccer, and so on. Other than camera operators, is there a precedent or expectation for overall number of crew members per sport? For example, for a college football game we typically provide anywhere from 10 to 25 crew members based on the client’s expectations. Without providing multiple bids, how do you suggest we gauge your expectations? If those answers aren’t known, should we use our best judgment to provide a good quality broadcast with baseline crew numbers in order to submit a single, lower cost competitive bid?

- [The university is seeking a quality broadcast product in the most economical manner possible. Each contractor should use their own best judgment based on their experience with ESPN+ production requirements and the minimum needs outlined in Attachment A. Contractors are invited to provide additional documentation outlining how they will meet the university’s, ASUN Conference’s and ESPN+ requirements. In addition, if there are service levels beyond what are provided for in Attachment B, they are welcome to add those additional levels.](#)

c. Using last year’s schedules as a guide, we noticed several days with Softball doubleheaders and Baseball doubleheaders. For our other collegiate ESPN+ clients we have a discounted price for same-sport doubleheaders. Without submitting multiple bids, is there a way you would like us to notate a price discount for same-sport doubleheaders?

- [Similar to the above, contractors may provide additional service options \(e.g. doubleheaders\) to help the university evaluate their bid proposal. In addition to the noted baseball and softball doubleheaders, there are occasional basketball double headers between the men’s and women’s teams.](#)

d. Historically and moving forward with a Vendor, what are the lens expectations? ESPN’s digital requirements are typically a minimum of 20x optical zoom. But have you historically used or do you expect the vendor to provide larger “sports box lenses” for events like football, baseball, softball, etc.? We would be interested in using our 70x or even 100x box lenses for football and other sports, but with those come increased costs. Attachment A is somewhat broad for interpretation. If you don’t have specific

requirements, should we use our best judgment to provide a good quality broadcast with baseline crew numbers in order to submit a single, lower cost competitive bid?

- As mentioned above, contractors may include additional service options or service details in addition to the table in Attachment B. For example, a vendor may quote a broadcast using the ESPN minimum requirement and then provide a table with additional options for camera, staffing, etc.
8. 6d: Line 11 refers to pre-game crew meals. Are you asking us to initial to indicate we ARE ABLE to provide a meal to our crew or are you also asking for an optional cost of HOW MUCH cost it would add to our per-game proposal? Just looking for clarification on the “initial here” lines.
- Initial here if the vendor WILL NOT provide a crew meal as part of its response. If the vendor is providing a crew meal and that cost is included in the bid, do not initial this line.
9. 6e: Line 14 refers to additional encoder costs. Can you elaborate if you're asking if we can do multiple simultaneous broadcasts from Austin Peay? Or please provide an example when an additional encoder might be utilized.
- As mentioned previously, Austin Peay has three encoders available – one provided by ESPN and two owned by the University.
10. 6f: Line 7 does initialing on the line indicate the successful bidder will provide any and all scaffolding/lifts at our cost – or are those provided by the University, if needed.
- As mentioned previously, Austin Peay will provide all scaffolding, risers, etc. reasonably requested by the contractor.
11. Will each venue have adequate power and parking for a mobile unit? 200 AMP 3-Phase Power. Truck Dimensions: 57'L x 8.5'W with 49'L x 5'W Expansion 78' Overall Length
- The Winfield Dunn Center (volleyball) and F&M Bank Arena (basketball) have the power and parking requested in this question available at the site. Fortera Stadium (football) has the parking available but in the past a generator has been necessary to supply the required power. All other facilities have parking but not power at this time. However, if this is the preferred method of providing broadcast services, the University will work to provide power necessary at its facilities either through hardwire or via a generator.
12. Are the venues at Austin Peay cabled? Triax? SMPTE? Or are we required to run all cable from the mobile unit to the venue?
- Contractors should expect to run all cable from their mobile unit to the venue. F&M Bank Arena (basketball) is in the process of providing those services, but those may not be available in 2024-25.
13. Do you make any provisions for additional labor costs due to weather delays and/or venue availability?
- Similar to the previous responses, contractors may provide additional documentation to outline additional costs related to event delays and cancellations caused by weather or other reasons. Contractors should outline a deadline for when those costs would be incurred by the University (e.g. same day, 24 hours, etc.)
14. How often do you anticipate 2 sports competing on the same day?
- During the recently completed 2023-24 season, there were seven instances of events occurring on the same day.
15. Who handles Commercial assignments for streaming and what current platform do they utilize for commercial placement?
- The Atlantic Sun Conference and ESPN dictate commercial assignments for streaming broadcasts.
16. Can they clearly define our role/involvement in streaming vs. what they Austin Peay provides?
- This question is not clear, and hopefully, answers to the other questions here have provided some clarity. If not please reply with a clearer inquiry.
17. Will Austin Peay provide all graphics, animations and music? Assuming most will come from ESPN but if you air on a different streaming network, do you expect the contractor to provide these?
- It is expected that all Austin Peay broadcasts will be streamed on ESPN+ and will utilize their graphics, animations, and music. In the rare situation that an event

cannot be broadcast on ESPN+, the conference's guideline is to present it as an ESPN+ broadcast through the University website, which is provided through SIDEARM sports.

18. We have a control room in Nashville are you open to a REMI Production model? Do you have adequate bandwidth to feed the cameras to the Nashville control room?
  - The University is open to the REMI Production model. The University currently utilizes a 1 TB line for its broadcasts and would provide the same to the Contractor.
19. Do any venues have an internal control room or broadcast area for in-venue presentation? What are the connections at each venue for this as it relates to us providing replay.
  - Fortera Stadium (football) would be the only facility where replay for in-venue presentation would be requested. There is not an internal control room there but the video board hardware is located at the facility and we would work with the contractor and Formetco to facilitate that option.
  - Regarding replay for official use, the university utilizes DVSports hardware and technology at football, basketball, and volleyball.
20. Do venue layouts also include current camera platform infrastructures to help us assess if additional scaffolding, scissor lifts, etc. are needed? Do these layouts also showcase where cameras have traditionally gone before?
  - Currently, none of Austin Peay's on-campus venues have permanent camera platforms in place. The University would work with the contractor to ensure that those elements are provided and placed in a way to promote a quality broadcast.
21. Do any venues currently have yellow jackets/cable ramp allocations that we could utilize? Same question for utility carts.
  - The University has a yellow jackets/cable ramps that may be utilized. However, we do not have utility carts.
22. Can we bring in outside catering to truck compounds and include catering in our estimates or does Austin Peay want to include us in their media catering at no charge?
  - Contractors may utilize outside catering services or contract with Austin Peay's dining contractor to provide those services.
23. Do all venues have easily accessible bathrooms for TV Crew or should we plan on porta johns at specific locations? Or should we just mark these as billback at cost where needed.
  - All venues have restroom facilities that will be accessible by the TV crew.
24. In the Contract Agreement C.4 States no T&E reimbursement - but there could be times where we have to travel folks in. Can we include travel contingency in our bids
  - Contractors may include a travel contingency in their bids if necessary and properly outlined in their response.