

**INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER**

RFTOP# **155**

TITLE: *Film History: Fifty Years of Organ Transplantation HRSA*
(No. **03-OSP-116756-CC**)

PART I – REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Carolyn Cunningham 03-OSP-116756-CC

Phone- (301) 443-6508

Fax- **(301) 443-6038**

Proposal Address:

Department of Health and Human Services
Health Resources and Services Administration
Division of Procurement Management
5600 Fishers Lane, Room 13A-19
Rockville, MD 20857
ATTN: Carolyn Cunningham 03-OSP-116756-CC

Billing Address:

Will be specified by the POC at a later time.

B. PROPOSED PERIOD OF PERFORMANCE:

The period of performance is five (5) months from award of contract until January 19, 2004.

C. PRICING METHOD - Firm Fixed Price

D. PROPOSAL INSTRUCTIONS: The Contracting Officer **must** receive **one (1) original and (1) copy** of your proposal. Contractors are invited to clarify with the POC if electronic proposals are acceptable. Please enter in the subject line the following text, "RFTOP# **155**–Proposal from {insert your firm's name}."

E. RESPONSE DUE DATE: **September 10, 2003 no later than 2:00 P.M. local prevailing time**

F. TASK DESCRIPTION:

REFERENCE: 03-OSP-116756-CC

Dear Sir or Madam:

You are invited to submit a proposal in accordance with the requirements of a fixed-price purchase order under FAR Part 13 and the request for quote (RFQ) No. **03-OSP-116756-CC** entitled *Film History: Fifty Years of Organ Transplantation*. The purpose of this procurement is to obtain the services of a professional filmmaker to identify and film landmarks and highlights of the 50 years of modern day organ transplantation from 1954-2004.

The Contracting Officer **must** receive **one (1) original and (1) copy** of your proposal on **September 10, 2003 no later than 2:00 P.M. local prevailing time** at the following address:

Department of Health and Human Services
Health Resources and Services Administration
Division of Procurement Management
5600 Fishers Lane, Room 13A-19
Rockville, MD 20857
ATTN: Carolyn Cunningham 03-OSP-116756-CC

Or you may fax your proposal to (301) 443-6038 or e-mail to ccunningham@hrsa.gov

Your proposal shall be prepared in accordance with the Sections entitled "Instructions, Conditions, and Notices to Offerors," and the "Statement of Work." This RFQ does not commit the Government to pay any costs for the preparation and submission of a proposal.

It is also brought to your attention that the Contracting Officer is the **only** individual who can legally commit the Government to expenditure of public funds in connection with this proposed acquisition.

Your proposal must provide a contact name and number, your company name and complete address, including street, city, county, state, zip code, e-mail address, Tax Identification Number (TIN), and Dun & Bradstreet Number (DUNS). Please note that FAR 52.204-6 Contractor Identification Number Data Universal System (DUNS Number) requires you to submit a DUNS number for your company along with your offer. If you do not have a DUNS number, you are requested to contact Dun and Bradstreet Information Services at 1-800-333-0505 to obtain one. Please include this information on the first page of your quotation and on the first page of the Standard Form 18. If the address is different from the address to which payments are mailed, you must also include the complete payment address.

Requests for any information concerning this RFQ should be referred only to Carolyn Cunningham, Contract Specialist, who may be reached at ccunningham@hrsa.gov or (301) 443-6508. Discussion with any other individual outside of the Contracts Branch may result in rejection of a potential offeror's proposal.

NOTICE: ACCESS TO PARKLAWN BUILDING

The Parklawn Building is a controlled access building; therefore you should allow ample time for visitor access. It is your responsibility to ensure that proposals are delivered by the due date and time, and specific place (Room 13A-19) required in the solicitation. Please be advised that late proposals will not be excused. Due to increased security measures, offerors delivering boxes of proposals must use the delivery entrance located on the loading dock, which is accessible from Parklawn Drive. All packages will be x-rayed by a security guard. Visitors will be required to provide photo identification and provide a name and telephone number of the individual being visited (in this case, Carolyn Cunningham at 301-443-6508, 301-443-2750 or 301-443-2730). You will then need to personally bring

the boxes to Room 13A-19 (13th Floor, A-Wing, Room 19). **Boxes of proposals should not be left on the loading dock.**

Sincerely,

/s/

Alexandra B. Garcia

STATEMENT OF WORK

PROJECT TITLE: **FILM HISTORY: FIFTY YEARS OF ORGAN TRANSPLANTATION**

BACKGROUND

The Department of Health and Human Services (HHS) oversees, with Congressional authorization, the Nation's organ donation, procurement, allocation, and transplantation system through the Organ Procurement and Transplantation Network (OPTN), created in 1984. In 2004, the transplantation community plans to raise awareness of the need for increased donation with celebrations of the 50th anniversary of the first organ transplant—a kidney transplant which took place in the United States in 1954. The theme of the 2004 U.S. Transplant Games which traditionally has more than 8,000 attendees is 50 Years of Transplantation. HHS should lead the Nation in recognition of this landmark. An inherent and on-going part of Secretary Thompson's national Gift of Life Donation Initiative to increase organ, tissue, marrow, and blood donation which he launched in April of 2001 is his intention to make all Americans aware of the life-saving and enhancing potential of donation and transplantation. Through the creation of a film featuring landmarks and highlights of the past 50 years of transplantation, Health Resources and Services Administration (HRSA)/Division of Organ Transplantation (DoT) will provide not just an historical record of the half century of transplantation but also illustrate the enormous changes which have taken place in medical technology, patient care, organ allocation, donor management, and donor and donor family aftercare.

The film will include interviews with key individuals involved in transplantation policy and transplantation medicine as well as with patients, recipients, donors, and donor families who have experienced the hope and the heartbreak of transplantation. Government officials, leaders in the fields of transplantation technology and medicine, surgeons, donors, recipients, and donor families will be included in telling the story.

Currently, the waiting list for organs exceeds 82,000. In 2002, there were 6,185 deceased donors. The gap between the number waiting for transplants and the number of organs available for transplant resulted in the death of at least 6,101 patients on the waiting list in 2002. In addition, a particular concern is the disproportionate need, especially for kidney transplants, in minority communities. For example, while African Americans donate in proportion to their representative number in the population, approximately 12 %, they are 35-36% of those on the national waiting list for a kidney transplant. The need for genetic matching in some transplants creates a critical need to increase donation among minority populations.

HRSA's DoT seeks to record history, to tell a story, and to deliver a message to the Nation with this film.

SCOPE OF WORK

The purpose of this procurement is to obtain services and talent to develop a 60-minute documentary film on the history and highlights of transplantation and donation over the past 50 years, since the first modern day organ transplant in 1954 until 2004. The goal is to have the film broadcast on national television, available for celebrations

of the 50th anniversary of transplantation, and used by organizations, groups, and individuals in their efforts to educate about and promote organ and tissue donation. The film shall include highlights and landmarks of organ transplantation and the procedures and policies surrounding transplantation in the United States. The film shall be highly accurate and informational, while presenting material in a way that will have appeal for diverse audiences from transplant professionals to secondary school students. It shall have a focus that is relevant to an audience with a broad range of ethnicity, age, and socio-economic status. The Contractor shall:

develop a script,
film interviews, *and*
gather footage illustrative of the historical medical, scientific, and policy landmarks in transplantation as well as the emotional issues that affect donor families, patients and their families, and living donors and their families.

The development of the film shall include editing the footage shot and acquired into a professionally produced film including narration and background music. The Contractor shall focus on the:

incredible advancements made over the past 50 years of transplantation,
gift that transplantation is to recipients and donors and donor families, *and*
urgent need for donation.

The Contractor shall further ensure that film principals are diversified in terms of ethnicity, gender, age, geography, and types of organ transplants presented. The Government's role in oversight of transplantation and the Secretary's Gift of Life Donation Initiative also shall be included.

The scope of work shall include developing a script, filming interviews, gathering b-roll footage, *and* editing the footage into a professionally produced film. The first fine-cut of the film shall be 90 minutes. After review of this version by DoT/HRSA, the Contractor shall present to the Government for approval a report and recommendation as to edits to the final version of the film to cut it to 60 minutes. The Government shall determine the length of the final film and the edits.

PERIOD OF PERFORMANCE

The period of performance is five (5) months from award of contract until January 19, 2004.

TASKS

All tasks shall be submitted in draft copy and revised copy according to the Project Officer's comments. The Contractor shall perform the following tasks:

- 1. MEET WITH PROJECT OFFICER AND TRANSPLANT STEERING COMMITTEE TO IDENTIFY INDIVIDUALS AND ISSUES TO BE INCLUDED IN THE FILM.**
- 2. DEVELOP MESSAGE POINTS AND A BASIC STORYLINE FOR THE FILM THAT SHALL INCLUDE HISTORICAL LANDMARKS IN TRANSPLANTATION, PROVIDE DETAILS ABOUT THE BROAD ISSUES OF TRANSPLANTATION TO BE INCORPORATED IN THE FINAL PRODUCTION, AND RAISE AWARENESS OF THE ADVANCES IN TRANSPLANTATION. MESSAGE POINTS MUST INCLUDE ACKNOWLEDGMENT OF THE GROWING GAP BETWEEN THOSE WAITING FOR**

ORGANS AND ORGANS AVAILABLE FOR TRANSPLANT WHILE MOTIVATING VIEWERS TO BECOME DONORS.

- 3. MAKE PRE-PRODUCTION ARRANGEMENTS AND RESEARCH FOR THE FILM, INCLUDING SUBJECTS TO BE INTERVIEWED AND FILMING LOCATIONS TO BE MUTUALLY AGREED UPON BY THE CONTRACTOR AND HRSA.**
- 4. CONTRACT BOTH WITH PRIMARY AND LOCAL PRODUCERS AND PRODUCTION CREWS FOR PRINCIPAL PHOTOGRAPHY, AND DEVELOP TIMELINE FOR SHOOTING PRINCIPAL PHOTOGRAPHY.**
- 5. SHOOT PRINCIPAL PHOTOGRAPHY (4 SITES).**
- 6. LOG AND ORGANIZE ALL FOOTAGE TO ENABLE IDENTIFICATION OF THE BEST FOOTAGE TO INCLUDE IN THE FINAL PRODUCTION.**
- 7. DEVELOP EDIT SEQUENCE, INCLUDING SCRIPT.**
- 8. DEVELOP A FIRST ROUGH-CUT VERSION OF THE FILM.**
- 9. DEVELOP SECOND ROUGH-CUT VERSION OF THE FILM, INCLUDING NARRATION.**
- 10. DEVELOP FINE-CUT 90-MINUTE VERSION OF THE FILM.**
- 11. DELIVER AND SHOW 90-MINUTE FINE-CUT VERSION TO DOT/HRSA STAFF FOR OVERALL REVIEW AND CONSIDERATION OF EDITS.**
- 12. DEVELOP REPORT PRESENTING A RECOMMENDATION FOR FINAL FILM EDITS AND SUMMARIZE COMMENTS AND PREFERENCES OF DOT/HRSA STAFF.**
- 13. REVISE FINE-CUT VERSION OF FILM IF REQUIRED BY THE PROJECT OFFICER.**
- 14. DELIVER AND SHOW REVISED FINE-CUT VERSION OF FILM TO DOT/ HRSA STAFF.**
- 15. DEVELOP FINAL EDITED DIGI BETA MASTER OF THE FILM.**
- 16. CONDUCT BRIEFING FOR HRSA STAFF AND TRANSPLANT COMMUNITY AT NATIONAL MEETING.**
- 17. PREPARE FINAL REPORT AND REVISED FINAL REPORT, IF NECESSARY.**

SCHEDULE OF DELIVERABLES

Item	Deliverable	Quantity	Due Date
1	Meet with PO	–	1 week from EDOC
2	Draft of message points and storyline for review and approval (<i>Task 2</i>)	2	2 weeks from EDOC
3	Draft report on pre-production arrangements (including proposed	2	2 weeks from EDOC

	filming site recommendations) and research for review and approval (<i>Task 3</i>)		
4	Revised message and historical points and storyline incorporating PO's comments (<i>Task 2</i>)	2	3 weeks from EDOC
5	Report on finalized arrangements with production team (<i>Task 4</i>)	2	4 weeks from EDOC

Item	Deliverable	Quantity	Due Date
6	Report on timeline for shooting principal photography for review and approval <i>(Task 4)</i>	2	4 weeks from EDOC
7	Revised shooting timeline report incorporating DoT's comments <i>(Task 4)</i>	2	4weeks from EDOC
8	Progress report on principal photography shooting <i>(Task 5)</i>	2	5 weeks from EDOC
9	Report on outcome of principal photography <i>(Task 5)</i>	2	7 weeks from EDOC
10	Report on review and initial logging of footage <i>(Task 6)</i>	2	9 weeks from EDOC
11	Draft of proposed edit sequence, including script for review and approval <i>(Task 7)</i>	2	10 weeks from EDOC
12	Revised draft of edit sequence incorporating PO's comments <i>(Task 7)</i>	2	11 weeks from EDOC
13	1 st rough-cut of film for review and approval <i>(Task 8)</i>	1	13 weeks from EDOC
14	2 nd rough-cut of film incorporating PO's comments <i>(Task 9)</i>	1	14 weeks from EDOC
15	Fine-cut of 90-minute film for review and approval <i>(Tasks 10 &11)</i>	1	15 weeks from EDOC
16	Recommendations for final film edits <i>(Task 12)</i>	1	17 weeks from EDOC
17	Revise fine-cut version of film <i>(Task 13)</i>	1	18 weeks from EDOC
18	Deliver and show revised fine-cut version of film <i>(Task 14)</i>	1	19 weeks for EDOC
19	Final edited master for completed film incorporating PO's comments <i>(Task 15)</i>	1	20 weeks from EDOC
20	Deliver final draft project report <i>(Task 17)</i>	2	20 weeks from EDOC
21	Liaison to HRSA and DoT <i>(Task 16)</i>	-	20 weeks from EDOC
22	Deliver final revised project report <i>(Task 17)</i>	2	20 weeks from EDOC

Note: *The final film and all footage are obtained for this film is the property of Health Resources and Services Administration, U.S. Department of Health and Human Services. How the film is used and distributed is the option of the federal Government.*

PAYMENT SCHEDULE

The Contractor shall be paid upon receipt and approval of invoice(s) by the PO.

SPECIAL REQUIREMENTS

A. Printing and Duplicating

The printing of government documents must be accomplished through the Government Printing Office or its field printing plants, unless otherwise approved by the congressional Joint Committee on Printing (JCP). Contractors and grantees are not intended to be the prime or substantial sources of printing for government agencies. Contractors may prepare copy, illustrative material (forms, etc.) and/or camera-ready copy for the purpose of producing publications.

Unless otherwise specified in this contract, the Contractor shall not engage in, nor subcontract for, any printing (as that term is defined in Title I of the Government Printing and Binding Regulations in effect on the effective date of this contract) in connection with the performance of work under this contract; except that performance of a requirement under this contract involving the reproduction of less than 5,000 production units of any one page, or less than 25,000 production units in the aggregate of multiple pages will not be deemed to be printing. A production unit is defined as one sheet, size 8.5 by 11 inches, one side only, and one color.

Regarding the use of private funds for printing, the regulations state that when appropriated funds are to be used to create information for publication, the printing of that information cannot be made available to a private publisher for publication without prior approval of the JCP.

B. Clearance/Production of Information Products/Services

The Department of Health and Human Services Office of the Assistant Secretary for Public Affairs requires clearance for any external publication, audiovisual, exhibit, or public affairs service produced for or by HRSA through this contract as a deliverable -An external publication is one of which 50 copies or more are to be distributed outside HHS-. This clearance, which takes approximately 4 weeks, is obtained by the project officer through HRSA's Office of Communications.

It is the policy of DHHS that DHHS must be prominently and dominantly identified as the primary publisher/producer, to include use of the DHHS logo, on all communication materials, including those produced by contractors. This requirement may be satisfied by displaying the DHHS logo on the back cover of a publication. The Health Resources and Services Administration (HRSA) must be displayed in a position of prominence second only to DHHS as the identifier on all communication materials produced on behalf of HRSA, whether by Agency staff, contractors, or other entities. Communication materials are any and all documents and presentations intended for audiences outside the Agency, including but not limited to:

- fact sheets, newsletters, brochures, flyers
- press releases, advisories, other media materials
- exhibits, posters
- summaries, monographs, proceedings

- slides, overhead transparencies, posters
- audio and videotapes, films
- Internet publications

Internal publications (not more than 50 copies are to be distributed outside HHS) are exempted from this requirement. Where appropriate, the words Division of ...,Office..., Bureau..., shall be included below the HRSA logo. **Only the Agency Administrator may grant an exception to the policy.**

Title 44 of the U.S. Code requires that the printing of any publication developed under this contract shall be done by the Government Printing Office, unless otherwise approved by the congressional Joint Committee on Printing (JCP). Printing shall be coordinated through the Project Officer.

OMB clearance must be obtained if you intend to survey or interview more than 9 people outside of HRSA and/or the Department, including grantees.

NOTE: *Failure on the part of the contractor to comply with the printing and duplicating, and publication clearance requirements stated above will be deemed unauthorized services and reimbursement will be denied.*

C. Acceptance

All reports, processes and product deliverables are subject to approval by the Project Officer. If any of the services performed do not conform to contract requirements, the Government may require the Contractor to perform the services again in conformity with contract requirements, for no additional fee. When the defects in services cannot be corrected by performance, the Government may (1) require the Contractor to take necessary action to ensure that future performance conforms to contract requirements and (2) reduce any fee payable under the contract to reflect the reduced value of the services performed.

D. Equipment

HRSA does not intend to provide funds for the purchase or lease of any equipment.

E. Food

Federal Employees

In accordance with 5 U.S.C. 5536, Federal employees cannot be fed under a contract; unless the purpose of the contract is for (1) Training in accordance with the Government Employee Training Act (5 U.S.C. 4109); (2) Employee awards ceremony in accordance with Government Employees Incentive Awards Act (5 U.S.C. 4502); (3) EEO sponsored ethnic celebration in accordance with 60 com. Gen 303 (1981 & 1982).

Federal employees attending meetings that are at least 50 miles from the work site and from employee's home are considered on travel status and must use his/her per diem allocation to purchase meals/snacks. If group meals are provided, the federal

employees must reduce his/her per diem vouchers according to Federal Travel Regulations.

Federal employees attending meeting that are not on travel status may partake of light refreshments if at least 51% of the federal employees attending are on travel orders. (Light refreshments include coffee, tea, milk, juice, soft drinks, donuts, muffins, bagels, fruit, cookie, chips or similar items of nominal value. It DOES NOT include meals or hot food. Continental breakfasts or receptions are not breaks and may not be provided)

Private Parties

In accordance with 31 U.S.C. 1345 if specific legislation exists, DHHS may use appropriated funds to pay for the travel, transportation, and subsistence of private parties to attend an agency meeting (conference, conventions, seminar, symposium, and/or workshop). The purpose of the meeting must be directly connected to the functions or activities for which the appropriation was made, or the meeting contributes to the improved management, supervision or conduct of those functions or activities. If providing group meals, reduce per diem allowance

If the meeting is deemed necessary, but no funds are available to pay travel, transportation & subsistence, a registration fee should be collected to cover the cost of meals.

In order to be able to provide lunch or what some program refers to working lunch, the lunch must be an integral part of the meeting. The meal must be incidental (not the main reason for) the meeting and the attendance must be necessary to fully participate in the business of the meeting or to receive important information.

INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

A. General Instructions

To simplify the evaluation of the proposal, the offeror must submit one original and one copy of its materials in two separate volumes entitled: (1) Technical Proposal and (2) Price for Quotation.

1. Technical Proposal Instructions

To facilitate proposal evaluations, the offeror shall submit as a part of the proposal, a **separate enclosure entitled "Technical Proposal."** Under no circumstances is any cost to be shown in the Technical Proposal; however, unpriced details of labor hours and other direct costs shall be included. Specifically, the data and information in the technical proposal should be organized according to the following:

a. Statement and Understanding of the Project Purpose

The proposal shall provide a statement of the purpose, scope, and the problems of the project in the offeror's own words to demonstrate his/her complete understanding of the intent, requirements, and difficulty of the project. The offeror shall provide written evidence of previous successful development of similar projects.

b. **Technical Approach**

The proposal shall fully describe the proposed technical approach to meet each of the requirements specified under the scope of work and tasks as follows:

A detailed description of the content of each task to be performed to achieve the project objectives. Relevant questions and variables stemming from the scope of work should be discussed.

A discussion of the methodology to be used for individual tasks.

c. **Personnel**

The proposal shall specify the types of professionals who will perform the contract activities, including their education, experience with organ donation education and awareness, and specific technical accomplishments essential to the performance of the project. Resumes or biographical sketches shall be provided and shall indicate the positions which the persons within the organization will occupy for this project and their key functions.

The names, vitae or biographical sketches, proposed responsibilities and time commitment to the project, of any consultants or subcontractor employees that may be used in the completion of the project should be specified.

d. **Management Plan**

The Offeror shall:

Describe the organization proposed for carrying out the project.

Designate the person who would serve as the day-to-day project director.

Identify each project staff member and his/her responsibilities and time commitment on the project.

Identify all professional persons who would spend significant time on the contract.

Provide an organizational/staffing chart for the project.

Describe the involvement of consultants or subcontractors and specify arrangements to manage their roles.

Provide a timeline on staff activities and elements of the project to assure its completion on schedule.

e. **Organizational Experience and Expertise**

The Offeror shall include clear descriptions and sample work products of prior projects that are relevant to this project.

2. Price Quote Instructions

The offeror shall submit a Price Quote proposal, fully supported by cost and pricing data, in sufficient detail to allow for cost analysis that will be utilized to establish the reasonableness of the proposed costs.

The offeror's price Quote proposal shall consist of the following sections

a. Standard Form 18, Request for Quotations

The contractor **must** complete the following Blocks:

BLOCK 8 State the Name and Address of your organization.

BLOCK 11 Enter the organization's Tax ID Number or Federal Identification Number;

Enter the organization's DUNS (Digital Universal Numbering System) Number. This information can be obtained from your accounting office; however, if your organization does not have a DUNS number, please call Duns & Bradstreet at 1-800-333-0505 to obtain a DUNS number.

BLOCK 13 State the name and address of the individual providing the price quote.

BLOCK 14 Signature of the person authorized to commit your organization to the contract.

BLOCK 16 Print or type the name and title of the person authorized to commit your organization to the contract.

b. Supporting Documentation

The Contractor shall furnish a price breakdown in support of the statement of work and deliverables. The supporting documentation must include the following:

i. Copy of the organization's indirect cost rate agreement or supporting information for any quoted rates.

ii. Break out personnel (direct labor), fringe benefits, labor overhead; consultant fees, travel, other direct costs, G&A expense, and fee.

Direct Labor Costs: State the labor categories, estimated number of hours, and unburden wage rate of each category.

Fringe Benefits: Rate should be in accordance with the organization's cost rate agreement.

Labor Overhead: Rate should be in accordance with the organization's cost rate agreement.

Consultant Fees: State number of days and daily rate for each expertise required.

Travel: Provide breakdown of transportation charges, lodging, and per diem.

Other Direct Costs: Provide cost for materials, supplies, telephone, etc. **Keep in mind that HRSA does not intend to provide funds for the purchase or lease of any equipment.**

G&A: Rate should be in accordance with the organization's cost rate agreement.

FEE: **IF APPLICABLE, STATE RATE THAT IS OFFERED TO YOUR BEST VALUE CUSTOMER.**

EVALUATION FACTORS FOR AWARD

A. Award Criteria

The technical proposal will receive paramount consideration in the selection of the contractor for this acquisition. In the event that the technical evaluation reveals that two or more offers are approximately equal in technical ability, then the estimated cost of performance will become paramount; **however, the government reserves the right to make an award based on the best value for the Government, cost and technical factors considered.**

B. Selection of Offeror(s)

1. The acceptability or unacceptability of the technical portion of the contract proposal will be based upon a technical evaluation. Each proposal will be evaluated in strict conformity with the evaluation criteria of the RFQ, utilizing point scores and written critiques.
2. The Government reserves the right to make an award without further discussion of the proposals received. Therefore, it is important that your proposal be submitted initially on the most favorable terms from both the technical and cost standpoints.
3. The Government reserves the right to make a single award, multiple awards, or no award as a result of this RFQ. In addition, the RFQ may be amended if determined to be in the best interest of the Government.

C. Evaluation Criteria

The evaluation will be based on the demonstrated capabilities of the prospective contractor in relation to the needs of the project as set forth in the RFQ. The merits of the proposal will be evaluated carefully. The proposal will be evaluated using the following factors and weights:

FACTOR	WEIGHT
A. Statement and Understanding of the Project Purpose	15%
B. Technical Approach Clarity of material and presentation of tasks to be performed (10%) Description of methodologies to be used in conducting the work of the contract (10%)	20%
C. Personnel	20%
D. Management Plan	15%
E. Organizational Experience and Expertise	30%
Total	100%

Task Order # ICS- 155 TITLE: *Film History: Fifty Years of Organ Transplantation*
HRSA (No. **03-OSP-116756-CC**)

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

Contractor:
Points of Contact:
Phone- Fax-
Address:

TOTAL ESTIMATED COST: Pricing Method: FFP
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____
Appropriations Data: _____
(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED:

FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____
Signature – Anthony M. Revenis, J.D., NIH-PICS Coordinator Date