

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
TASK ORDER for NIH

RFTOP# 162 TITLE: Program Brochure - NHGRI

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Anthony Revenis

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Proposal Address:

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B. PROPOSED PERIOD OF PERFORMANCE: 12 weeks from date of award.

C. PRICING METHOD: Fixed Price or Time and Material.

Currently available funding is limited to approximately \$15,000. If, in the opinion of your firm, this is not a sufficient amount to do a thorough job, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the evaluation. If available funds are more than necessary, a lower proposed price will be reflected in the evaluation scores.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail. Electronically attached samples are acceptable and encouraged. Please enter in the subject line the following text, "RFTOP#162 – Proposal from {insert your firm's name}." A signed task order form may be submitted electronically or will later be requested from the successful bidder.

E. RESPONSE DUE DATE: 11/17/03 at 11:00 AM local NIH time.

F. TASK DESCRIPTION:

The NHGRI Division of Intramural Research (DIR) seeks to publish an updated brochure that overviews and highlights the major elements of its Intramural Research Program. This publication is primarily intended as a marketing tool to recruit staff and trainees to the DIR, although it is also a vital source of information for a wide range of visitors and others interesting in learning about NHGRI's various research programs. The brochure is intended provide an overview of DIR's scientific mission and then bring that mission to life by using text, scientific figures, graphics, and photos to showcase its various research and clinical endeavors.

Requirements

The brochure currently in use is significantly out of date. We are seeking expertise in performing a needs assessment and in the development of a project plan (production timeline) for the updated brochure.

Overall goals of the redesign include giving the brochure a more current look, integrating updated text, scientific illustration, and photographs into the new design. The project plan should provide direction regarding appropriate contractors that can undertake the various parts of this project (*e.g.*, scientific writers, copyeditors, graphic design, and printing).

Deliverables

The contractor conduct a needs assessment, then develop and submit a project plan by a proposed date (approx 1/15/04?).

The contractor will submit a production timeline for both editorial and graphics content. The proposed timeline will include target dates for submission of updated text and submission of final review galleys to the Scientific Director/Deputy Scientific Director, as well as target date(s) for NHGRI's delivery of photos and graphics to the graphic designers.

As part of its proposal, the contractor is encouraged to propose new strategies for organizing and/or presenting editorial content to maximize the brochure's effectiveness as a tool for recruiting scientific staff and trainees. The contractor is also strongly encouraged to propose creative solutions to help minimize printing/binding costs.

G. EVALUATION FACTORS-

1. Work plan and experience of primary contractor personnel
2. Samples of previous similar contractor produced work
3. Price

