

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

RFTOP# 235

TITLE: WRITING/EDITOR FOR ORGAN SYSTEMS BRANCH, NATIONAL CANCER INSTITUTE

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Jorge Gomez
Phone: 301.496.8528 Fax: 301.402.5319

Proposal Address:
6116 Executive Blvd., Suite 7013
Rockville, MD 20852

Billing Address:
Accounts Payable, OFM, NIH
Bldg 31, Room B1B39
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: 365 days from date of award, with 4 option years after first award

C. PRICING METHOD: Cost plus fixed fee (reimbursement).

Estimation of Labor Hours on an Annual Basis

LABOR CATEGORY	ESTIMATED HOURS
Project Manager	225
Senior Scientific Writer	450
Senior Scientific Editor	250
Health Medical Writer	150
Copyeditor	75
Proofreader	100
Graphic Designer	300
Graphic Artist	300
Productions Artist	250
Word Processor	75
Web Developer	50
Web Page Designer	50
Total	2275

Due to the fact that exact requirements are not known at this time, offerors should use Uniform Cost Assumptions for other direct costs in the amount of \$15,000.

The grand total estimated cost is \$125,000.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to the above POC. Five hard copies of the proposals should be submitted and should not exceed 20 pages (excluding resumes, references, and writing samples). Offerors should submit 6 samples or fewer.

E. RESPONSE DUE DATE: January 7, 2005

F. NOTE: THIS RFTOP IS SET ASIDE FOR SMALL BUSINESS

G. TASK DESCRIPTION:

The Organ Systems Branch (OSB) is located in the Office of the Director, Office of Centers, Training and Resources of the National Cancer Institute (NCI). The Specialized Programs of Research Excellence (SPORE) Program is managed in the Organ Systems Branch and is the premier translational research program at the NCI. This unique program represents 14 organ site specific cancers (e.g. Breast, Prostate, Lung) and distributed among 59 grantees. The SPORE program utilizes the P50 grant mechanism to further translational research in a highly interactive and collaborative environment. This unique environment fosters strategic opportunities among the various scientific disciplines, institutions and NCI networks. Primary among the responsibilities for this program is OSB's ability to develop a wide range of written scientific and analytic materials to report activities to various lay, scientific and government audiences; the OSB is also responsible for producing written summaries of selected OSB-sponsored meetings which have scientific and/or science-policy focus. In addition, the OSB is required to generate an annual report on scientific advances, SPORE achievements, collaborations with NCI networks or other institutions, as well as ongoing research of the Specialized Programs of Research Excellence (SPOREs).

Publication Development

Requesting a mid-to-high level professional service to assist the OSB in developing, designing, writing, editing, and producing documents such as:

- **SPORE Annual Report:** The contractor's functions will include (1) gathering information from various sources as directed by OSB staff; (2) graphic design, (3) scientific editing and writing, (4) conducting interviews with grantees, researchers and other government officials to include in the report; (5) collating information from various sources; (6) attending meetings with OSB staff to plan, determine the scope, and develop the report. The scope, length, and emphasis of the annual report will be determined by OSB staff and will vary annually. The Annual Report will be between 75-100 pages in length.
- **SPORE Meeting and Review Summaries:** The contractor's functions will include (1) attending specific meetings when requested, (2) producing first draft summaries of each meeting within three weeks of when the meeting was held, (3) editing of OSB Staff's first draft, and (4) producing subsequent iterations of the summaries until they are acceptable as final draft to the OSB staff member. When necessary or as requested, an audio transcript and a written transcript of each meeting will be made available for verifying information; however, the written transcript will be prepared phonetically by the transcriber and factual

details (names, dates, etc.) will need to be verified by the contractor using primary information sources such as internet web sites. At minimum, there will be two SPORE Meeting or Review summary reports expected each year.

- **Informational Materials** – The contractor’s function is to collate information, write/edit, create graphic designs, and produce materials for dissemination/distribution to various audiences. These materials are in the format of brochures, SPORE information fact sheets and other public relations documents.
- **Promotional materials and posters** – The contractor’s function is to collate information (all sources), utilize public relations and marketing skills to design/package promotional materials and posters for audience.

Design and Production

Over the course of this contract, the contractor may assist in layout and design for any and/or all of the publications described above. The contractor will make sure that all design/illustrations are NCI property, available in both high and low resolution, and with permission granted for these images to be available to the NCI for use on the NCI’s public web site, intranet, and/or public presentations by NCI-OSB staff. The project officer will review and approve all design plans on a case by case basis prior to the start of the specific publication design process.

H. EVALUATION FACTORS:

Evaluation Criteria

1. Qualifications and capabilities of proposed individual(s). The contractor should provide writing samples that demonstrate the ability of the individual(s) to produce the kind of work required.
2. Expert knowledge of scientific research and technology.
3. Corporate knowledge of the NCI and SPECIFIC familiarity, as well as good working knowledge, of the OSB and the SPORE program.
4. Experience in producing documents such as those described above for NCI or other components of the NIH or other Federal agencies.
5. Price: price is not a weighted evaluation factor. A basic analysis of the proposed cost or price of the work will be performed to determine the relative merits of the offeror’s proposal and in selecting the offeror whose proposal is considered to present the best value for the proposed cost or price. These elements will include (but not fully inclusive), as applicable, direct labor, fringe benefits, travel, materials, subcontracts, purchased parts, shipping, indirect costs and rate, fee, and profit.

Deliverables

The contract shall deliver all materials (including written text and graphic designs), first draft, subsequent refined drafts, and final versions.

RFTOP#235 TITLE:
PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____ TO #
NICS-_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST: Pricing Method
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