

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

RFTOP# 243

TITLE: VIDEO PRODUCTION AND CD REPLICATION FOR
NLM OFFICE OF COMMUNICATIONS AND PUBLIC
LIAISON

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Kathleen Cravedi
Phone-301-496-6308

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

B. PROPOSED PERIOD OF PERFORMANCE: 60 days from task order
award.

C. PRICING METHOD: Time and Material.

D. PROPOSAL INSTRUCTIONS: Proposals should be brief, responsive to
the request, and submitted by email at Kathleen_Cravedi@nlm.nih.gov.
Electronically attached samples/hotlinks are acceptable and encouraged.
Please enter in the subject line the following text, “NLM VIDEO
PRODUCTION/CD REPLICATION PROPOSAL FROM (INSERT YOUR
NAME).” A signed task order form may be submitted electronically or will
later be requested from the successful bidder.

E. RESPONSE DUE DATE: Wednesday, May 4, 2005 at 10:00 a.m.

F. TASK DESCRIPTION: The contractor will:

- 1) Produce a 4-minute video overview of an NLM website for consumers – MedlinePlus.gov (for further information, see web site at: www.medlineplus.gov). This task would include the following:
 - i. The production of a 4-minute video in HiDef using existing interview and archival images/footage in the possession of the NLM. It will also require an additional one-day to update existing footage and interviews;
 - ii. Producer, production assistant, and camera crew fees; travel and per diem, offline editing and graphics, music, sound mix and layback, online editing, tape stock, narration, talent, and dubs.
 - iii. Discussion with NLM staff on parameters of the project before approving for production.
 - iv. An overall production quality that conveys why MedlinePlus is an authoritative, comprehensive, up-to-date source of health information for consumers and health professionals.

- 2) CD Replication and Packaging of Video. This task would include the following:
 - i. Pre-Distribution design and creative supervision of packaging elements;
 - ii. Discussions with NLM staff on parameters of project;
 - iii. 20,000 quantity;
 - iv. Packaged in a four color panel sleeve mailer with zipper and adhesive
 - v. CD replication with 4/color label silk screen
 - vi. 4/color sleeve
 - vii. color prep
 - viii. production fees

G. EVALUATION FACTORS

All proposals received on time will be submitted for review by the NLM Office of Communications and Public Liaison and other NIH staff familiar with the topic of this RFTOP. This review will be arranged and conducted by the Project Officer. Selection of an offeror for award will be based on an evaluation of proposals against 1) technical factors, and 2) cost/price.

Following review, a written summary of the review will be prepared and will be used to advise the Contracting Officer on the proposal that was approved.

The following technical evaluation criteria below are listed in relative importance with weights assigned for evaluation purposes.

- A. Technical Merit. Quality and clarity of approach to accomplish the objectives of this statement of work. Evidence of ability to accomplish milestones within the time frame (50 points).
- B. Personnel. Qualifications, experience, and availability of proposed key personnel. (25 points)
- C. Organizational capabilities, experience and commitment, facilities and resources. Evidence of organization capabilities to obtain necessary cooperation to complete project. Is the offeror familiar with the NIH and NLM structure and subject matter? (25 points)

