

INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 31 TITLE: Video Public Service Announcements and
Interactive Touch Screen DVD Program Development

PART I - REQUEST FOR TASK ORDER PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

Phone- (301) 402-3073

Fax- (301) 435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S
Rockville, MD 20892-7663

Billing Address:

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

B. PROPOSED PERIOD OF PERFORMANCE: Three months from date of award.

C. PRICING METHOD: Firm Fixed Price. Firm should provide a single price for the entire project. Price will be a significant factor in the determination of the firm that is selected for award. Currently available funding is limited to \$175,000. If, in the opinion of your firm, this is not a sufficient amount to complete the task order, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the tasks.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, "RFTOP# 31 - Proposal." A signed task order form (last page of the RFTOP) will be requested later. NIH envision that proposals will be about 5 pages in length.

E. RESPONSE DUE DATE: Monday, August 20, at 3:00 PM local time.

F. TASK DESCRIPTION:

The National Library of Medicine (NLM) is actively involved in responding to the 1987 Congressional mandate "...to develop outreach programs aimed at the transfer of the latest scientific findings to all health professionals...in rural communities and other areas ...and, to publicize the availability of its products and services." Additionally, with the 1997 congressional release of free MEDLINE, the NLM's mandate has been expanded to include the development of outreach programs aimed at the transfer of the latest scientific

findings to the general public as well. More recently, all Institutes at NIH have been encouraged to expand and enhance their public liaison functions, and to promote and increase communication activities for the general public.

The goals of this contract are to increase the awareness of the services and products of the National Library of Medicine, in general, and of MEDLINE*plus*, in particular. These objectives will be accomplished through a coordinated combination of public awareness activities via broadcast media and the NLM's Visitor's Center -- both appropriate avenues for reaching public audiences.

This project will target health and technology professionals, academic and research communities, local, state, and national policy makers, and the general public.

Contractor Requirements

NLM requires support from a contractor to:

- create, develop, produce, and edit two (2) broadcast public service announcements (PSAs) highlighting the NLM MEDLINE*plus* website. Each PSA must be produced in both :60 and :30 formats. The contractor will work closely with NLM in the creative development of the message elements for production of the PSAs and will develop a creative briefs with the input of the NLM OCPL staff. Upon approval of the briefs, scripts will be developed, including several different treatments, expressing different approaches -- complete enough for the concept and approach to be clearly understood. After review by the NLM and revisions by the contractor, key visual storyboards will be developed for production.
- Identify film crew and cast actors as well as a producer, director of photography, assistant cameraperson, gaffer, best body, second and third electric, key grip, makeup artists, wardrobe handler, special effects coordinator, sound engineer, sound boom man, scrip supervisor, production assistants, and an off-air narrator. Talent and film crew costs are to be included in this task order. The Project Officer shall approve final crew and talent selections.
- Design, develop, and prepare packaging materials for PSA distribution, including a glossy 8x10 storyboard for each PSA, cover letter, and packaging. The Project Officer shall approve final copy for packaging production.
- Create, develop, produce, and edit a six (6) minute interactive touch screen DVD informational program (ADA compliant) about the NLM's Visible Human Project and its potential applications throughout the medical professional and for the general public to be housed on an NLM Visitor's Center kiosk. The contractor will work closely with NLM in the creative development of the message elements for production of the program and will develop a creative brief with the input of the NLM OCPL staff. Upon approval of the brief, a script will be developed, complete enough for the concept and approach to be clearly understood.

Special Requirements

The contractor must have extensive experience in video production and experience with the National Institutes of Health. The contractor must have an understanding of the NIH structure, health and science content, science and biomedical research involved and the audiences that the NIH and the NLM need to reach.

Reporting Requirements

The Contractor shall provide reports at the beginning of each month summarizing key activities that were completed or in progress during the preceding month.

G. EVALUATION FACTORS

□ Corporate Experience:

Corporate Experience

- Demonstrated successful performance in executing a contract of this nature.
- Demonstrated extensive experience in video concept development, production, editing, and post-production;
- Experience in writing and editing materials for the PSA distribution media outlets;
- Familiarity with Section 508 of the Rehabilitation Act and its application to electronic media and web sites.

Technical/Management Approach

- Demonstrated full understanding of the goals, expectations, and technical/managerial aspects of this contract; and
- Evidence that the proposed contractor is capable of performing the required tasks.

□ Cost/Price:

While price will not be the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

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PART II - CONTRACTOR'S REPLY:

TO # _____ 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 TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL
OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED: _____

Signature - Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date