

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

RFTOP #42      TITLE: NIEHS Video Public Service Announcements

## **PART I - REQUEST FOR TASK ORDER PROPOSALS**

A. POINT OF CONTACT NAME: Antoinette Bridges, e-mail: bridges1@niehs.nih.gov

Phone- (919) 541-5415

Fax- (919) 541-2712

Proposal Address:

Box 12874

Research Triangle Park, NC 27709

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 \$82,000. Since price is a significant evaluation factor and discussions are not planned, firms that are strongly encouraged to provide their best price with their initial proposal. 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 under the next fiscal year's funds.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to Ms. Bridges by e-mail. Please enter in the subject line the following text, "Proposal for RFTOP #42 from (Insert your firm's name)." A signed task order form (last page of the RFTOP) should be FAXed to Ms Bridges. NIH envisions that proposals will be about 5 pages in length.

E. RESPONSE DUE DATE: 9-25-01 at 2:00 EDT.

F. TASK DESCRIPTION: The Contractor shall furnish services, qualified personnel, material, equipment and facilities not otherwise provided by the Government under the terms of this contract, as needed to perform the work set forth below.

The National Institute of Environmental Health Sciences (NIEHS) is interested in producing a series of four (4), 30-second Public Service Announcements (PSAs) targeted at parents, teaching them about environmental health hazards to their children, and ways to avoid these hazards. These spots will include minority families, inner-city settings and will be produced in both English and Spanish, for a total of eight (8) thirty second PSAs. The theme will be, "Your Environment is Your Health".

While the NIEHS PSAs would be very specific, they would also serve to increase a general awareness of the importance of a healthy environment to our children. Finally,

the spots would provide sources for additional information on such environmental health factors as lead, pesticides, dust mites and cockroach allergens in bedding, and other pollutants.

This project will target parents and the general public. (Note: These spots will include minority families, inner-city settings.)

### **Contractor Requirements**

NIEHS requires support from a contractor to:

- Create, develop, produce, and edit four (4) broadcast public service announcements (PSAs) highlighting the fact that “Your Environment is your Health.” Each PSA must be produced in thirty (30) second formats, and must be in both English and Spanish – for a total of eight (8) PSAs. The contractor will work closely with NIEHS in the creative development of the scripts, -- complete enough for the concept and approach to be clearly understood. After review by the NIEHS and revisions by the contractor, key visual storyboards will be developed for production. Provide translations for scripts into Spanish.
- Identify film crew and cast actors as well as a producer, cameraperson, gaffer, special effects coordinator, sound engineer, and off-air narrator. Talent and film crew costs are to be included in this task order. The Project Officer shall approve key 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.
- Production of the spots in digital video, copying the release prints and national distribution of the spots to networks, major stations, cable and Spanish-language outlets. In addition to the master videos, 2 copies of each of the tapes for the four PSAs will be provided to NIEHS for the NIEHS website and the website of our partner, the Children’s Environmental Health Coalition.

#### *Special Requirements*

The contractor must have extensive experience in video production and experience with the National Institutes of Health, including production of Public Service Announcements. 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 NIEHS 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.

### **F. EVALUATION FACTORS**

*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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Development and Recruitment Strategy Support

**PART II - CONTRACTOR'S REPLY:**

**TO #** \_\_\_\_\_ **CONTRACT #263-01-D-0**\_\_\_\_\_

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

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**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: \_\_\_\_\_

RECOMMENDED: \_\_\_\_\_  
FAX # Signature - Project Officer Date

APPROVED: \_\_\_\_\_  
FAX # Signature - Contracting Officer Date

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**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