

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

RFTOP# 5 **TITLE:** Media Services for NEI Clinical Trial Results Dissemination

PART I – REQUEST FOR TASK ORDER PROPOSALS (RFTOP)

A. **CONTACT:** Karen M. Gamble
 Phone: 301-496-4487 Fax: 301-402-0178
 Address: Division of Research Acquisition, OLAO/OA
 6100 Executive Boulevard, Room 6E01, MSC 7540
 Rockville, MD 20892-7540
 E-mail: kg41h@nih.gov

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

B. **PROPOSED PERIOD OF PERFORMANCE:** 180 days from date of award.

C. **PROPOSAL INSTRUCTIONS:** Proposals should be submitted by e-mail and not exceed 20 pages in length. Please enter in the subject line the following text, “RFTOP#5 – Proposal.” Proposals shall include a detailed cost breakdown, including labor, hourly rates, fringe benefit and indirect costs (include negotiated rate agreement or other documentation), other direct costs, and fee. A signed task order form will be requested from the successful offeror at a later date.

D. **RESPONSE DUE DATE:** Friday, July 20, 2001 at 4:00PM EDT.

E. TASK DESCRIPTION:

The purpose of this task is to provide media services for activities related to reporting clinical trial results. This includes the following:

1. Provide logistical support for a news conference in Washington, D.C. The location and date are to be determined.
2. Prepare, duplicate, and assemble materials for a press kit for use at news conference. Most materials including the news release will be developed and provided by NEI.
3. Provide media training for designated spokespersons.
4. Develop and coordinate media lists with NEI, disseminate press release and related materials to appropriate media, and initiate media contacts as required.
5. Arrange and coordinate satellite media tour of designated spokesperson.
6. Schedule media interviews as required, i.e., follow leads and handle logistics.
7. Assist NEI as required in coordinating activities at NEI grantee institutions for disseminating research results and related information.

Note: A video news release with b-roll and an audio news release will be developed and disseminated under separate contract.

Deliverables and due dates: (contingent on award date and date of news conference)

1 week after award	Meet with NEI staff.
2 weeks after award	Develop media relations plan and timeline
6 weeks after award	Determine site and prepare for conference.
4 weeks after award	Develop and prepare media lists.
8 weeks after award	Develop, prepare, and assemble press kits.
8 weeks after award	Begin arrangements for satellite media tour.
10 weeks after award	Conduct media training for spokespersons.
Day of news conference	Provide logistical support. Coordinate satellite media tour.
5 days after news conference	Hold debriefing meeting with NEI staff.
30 days after the news conference	Track media coverage and prepare report.
10 th calendar day of the new month	Submit monthly progress and financial reports.
30 calendar days after the conference	Submit final report.

F. EVALUATION FACTORS

The technical portion of the proposal will receive paramount consideration in the award of this Task Order. The Government reserves the right to award this Task Order without discussion. Proposals will be evaluated in accordance with the following factors and relative weights.

1. Technical proposal (40 points)

Contractors are to provide a written proposal demonstrating an understanding of the task order requirements through a comprehensive description of the proposed approach, and the scheduling and assignment of tasks to experienced personnel. The technical proposal will be evaluated according to the soundness, practicality, and feasibility of the written description.

2. Staffing and management (30 points)

Proposals must demonstrate experience of key personnel in supporting the planning and implementation of activities such as those described in the scope of work. Contractors are to provide a staffing plan to demonstrate an understanding of the labor requirements of the task order and a management plan that describes the contractor's approach to managing work and subcontract management, if applicable. As part of the staffing and management plan, the contractor shall summarize the relevant experience and skills of each of the individuals proposed for the task order. The summaries should highlight experience in media services (including press, public information and marketing services).

3. Prior Experience (30 points)

Contractors are to provide descriptions of no more than four projects demonstrating the contractor's ability to execute the proposed technical approach.

RFTOP# 5

TITLE: Media Services for Clinical Trial Results Dissemination

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

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: CPFF

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 & ICS COORDINATOR

APPROVED: _____
Signature –Anthony M. Revenis, J.D., NIH-ICS Coordinator Date