

# INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

RFTOP# 56 TITLE: Needs Assessment for Media Pages on the  
NIH Web Site

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

A. POINT OF CONTACT NAME: Anthony Revenis

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Proposal Address:

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Rockville, MD 20892-7663

Billing Address:

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Bldg 31, Room B1B39  
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: 60 days after receipt of  
order.

C. PRICING METHOD: Time and Materials. Currently available funding is limited to \$25,000. Firm rates and an hourly ceiling for each labor classification for interviews and analysis. Pricing for the development of interview questions should be based on labor hours subject to the overall ceiling for the task order. A firm that is able to complete this project for less than that amount is invited to propose a lower price for the successful execution of this task. Price will be a consideration in the determination of the firm that is selected for award. NIH is of the opinion that this funding is adequate, but if in the opinion of your firm this is not a sufficient amount to successfully achieve the stated objectives, please specify how to best spend available funds, which tasks will remain undone, and the additional funding necessary to complete the requirement. Firms should address the benefits and drawbacks for alternate approaches.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted to me by e-mail. Please enter in the subject line the following text, "RFTOP# 56- Proposal from {insert your firm's name}." A signed task order form will later be requested from the selected firm.

E. RESPONSE DUE DATE: Monday, April 29, 2002 at Noon local time.

## F. TASK DESCRIPTION:

The OD/OCPL/Audiovisual Branch (AVB) has received set-aside evaluation funds to conduct a needs assessment for a series of Media Pages on the NIH Web site. These pages are intended to provide NIH resources to media professionals in television, radio, and print communications.

The AVB requires contractor assistance in assessing the needs of its primary stakeholder group: the media professionals who generate news based on NIH activities. Journalists, science writers, and production support personnel will be located and interviewed by the contractor. The results will allow AVB to make appropriate plans for its media outreach activities via the NIH Web site.

This needs assessment will result in a comprehensive report profiling the process by which media professionals use the Internet to obtain the resources they need to generate or enhance news stories. The report will take into account emerging trends and technologies such as personal digital assistants and wireless Web. It will also provide a list of the Web sites deemed most useful by media professionals, with accompanying rationale. The report will summarize all technical specifications about the types of resources required, and the delivery methods preferred by media professionals – both offline and online.

### **Program Goals**

The goal of the proposed NIH Media pages is to offer media professionals the variety of resources they need, in the technical formats that they need them. Toward that end, the following key questions must be asked:

### **Key Questions**

1. What is the process by which media professionals use the Web to research, generate, or enhance new stories?
2. How are emerging technologies such as personal digital assistants serving the needs of media professionals?
3. What kinds of media formats (video, audio, still images, press releases, online calendars) do media professionals need? Which ones are most requested?
4. Which Web sites currently offer media professionals excellent resources and rapid delivery?
5. What are the technical specifications associated with each desired media format? (*e.g., do media professionals need PAL, Beta-cam or VHS video? Do they need MP3 digital audio files? What resolution should still images be offered in? Should online calendars be offered in versions compatible with hand-held wireless devices?*)

### **Study Design**

The AVB requires a contractor to perform an analysis of data gathered in a two-part study that includes in-person user interviews and an online information gathering component.

## **Part I – User Interviews**

The contractor will conduct a series of interviews with 9 representatives from TV news, radio, magazine, and newspaper media to assess the needs for the proposed Media Pages. No clearance is necessary for this series of interviews, as the number of participants meets OMB requirements.

The contractor shall work closely with AVB and the Online Information Branch (OLIB) to identify the types of media professionals to interview, and to develop the interview questions.

The contractor is responsible for identifying and contacting individual participants to interview. Neither AVB nor OLIB representatives need to be present for the interviews. The contractor shall determine and include in the proposal appropriate remuneration for each participant.

The contractor shall supply audiotapes and transcripts of the interviews upon receiving permission to do so in the form of a signed release. For those participants who decline, written notes from the interviewer are acceptable.

The contractor shall generate a “User Profile” from each interview that describes the participant’s use of the Web in their job. Information in the User Profile shall include, but not be limited to, the following: job title; responsibilities; number of years of experience; computer programs used; operating system(s); file formats; and preferred Web sites. User Profiles shall provide the basis for the analysis, and shall be included in the Appendices of the final report.

## **Part II – Online Information Gathering**

The contractor shall assist AVB in generating lists of media contacts and e-mailing those contacts with a request to go online and fill out a “Request for Comments.” (OMB clearance is not required for this activity.) OLIB shall prepare the online form, which will capture the data, and deliver it to the contractor via e-mail.

The contractor shall work closely with OLIB to establish the workflow for this process.

The contractor shall use the response data in conjunction with the interview results to generate some descriptive statistics about the ways in which media professionals use the Web.

The final report shall include, but not be limited to, the following:

- Analysis of interview data and User Profiles
- Summary and analysis of respondent data from Request for Comments form
- Summary of technical specifications collected from interviews
- Summary of Web sites preferred by media professionals

Appendices shall include:

- User Profiles
- Transcripts of participant interviews
- Spreadsheet of raw data from Request for Comments form

**Clearances**

All studies will be conducted in accordance with OMB regulations. No clearances are required.

**G. EVALUATION FACTORS****1. Technical knowledge and expertise.**

In the proposal, the contractor shall demonstrate that they have:

- knowledge and experience with the media and communications industry;
- current contacts with media professionals – both writers and production personnel;
- an awareness of the ways in which news is channeled;
- an awareness of the differing needs of both major media and community news;
- an awareness of Web trends and technologies; and
- the ability to prepare *clear and concise* reports from the data collected.

**2. Cost**

**TO # NICS-56**

**PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0\_\_\_\_\_**

RFTOP# 56 TITLE: Needs Assessment for Media Pages on the NIH Web Site

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: T&M

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: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

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

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

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**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