



DEPARTMENT OF HEALTH & HUMAN SERVICES

Office of the Secretary

Case No.: 2011-0319GD

Washington, D.C. 20201

April 5, 2011

John Althen
Judicial Watch
425 Third Street, S.W.
Suite 800
Washington, DC 20201

Dear Mr. Althen:

This is the second partial response to your December 15, 2010, Freedom of Information Act (FOIA) request for records regarding the creation and/or funding of advertisements of the affordable care act from March 2010 to the present.

The Office of the Assistant Secretary for Public Affairs (ASPA) conducted a search and located 39 pages of responsive records. I have determined to withhold portions of the released records, consisting of salary information under FOIA exemption (b)(6).

The FOIA exemption (b)(6) permits the withholding of records which would constitute a clearly unwarranted invasion of personal privacy.

Your request is still pending. The Immediate Office of the Secretary (IOS) is conducting a search for responsive records. Please be advised that your request was not referred to the Office of the Assistant Secretary for Administration (ASA) for a search for responsive records as mentioned in the initial partial response letter.

If you believe that the information withheld should not be exempt from disclosure, you may appeal. Your appeal must be mailed within 30 days from the date of receipt of this letter, to the Deputy Assistant Secretary for Public Affairs (Media), U.S. Department of Health and Human Services, Mary E. Switzer Building, 330 C Street, S.W., Room 2206, Washington, DC 20201. Clearly mark both the envelope and your letter "Freedom of Information Act Appeal."

Sincerely yours,

A handwritten signature in cursive script that reads "Robert Eckert".

Robert Eckert
Director
FOI/Privacy Acts Division
Office of Public Affairs

FAX

To: Jehovah Kearse

Fax #: 301-443-1004

From: Roxanne Gibson

Date: 4/29/2010

Re: Requisition # OS36086

Pages: 2

Urgent

For Review

Please Comment

Please Reply

Please Recycle

Mr. Kearse, per our phone call, our scanners are down but we wanted to process the subject requisition through Iprocurement as quickly as possible. The unsigned acquisition package has been uploaded, I am transmitting the signed pages for inclusion with the package. If you need additional information or require additional information, please contact me (Roxanne.Gibson@hhs.gov or 202/690-7850). Thank you.

Date: 4/27/2010

To: Rosanna Browning, Contracting Officer
Program Support Center

Subject: **National Multimedia & Education Campaign & Grassroots Outreach
SOLICITATION # RFP-ASPA-2010-01**

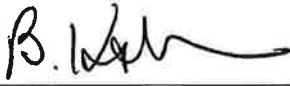

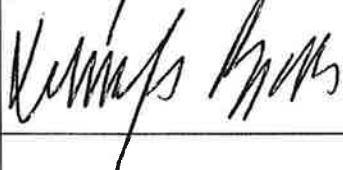
This document transmits the required Acquisition Plan (AP) for the proposed solicitation and award of the above-referenced project. The AP complies with HHS Acquisition Regulation (HHSAR) Subpart 307.71, *Acquisition Plan*, and applicable OPDIV guidance. The AP consists of the following parts:

- Part I: Transmittal and Approval Form
- Part II: Summary Sheet
- Part III: Project Considerations and Information
- Part IV: Clearance/Approval Checklist
- Part V: Acquisition Milestone Schedule
- Part VI: Independent Government Cost Estimate
- Part VII: Attachments

Signature by the Head of the Sponsoring Program Office and other AP signatories verifies that the AP has been reviewed and, as required by HHSAR 307.7104, certifies that the AP provides all required information in the prescribed format and the following:

- Vague and ambiguous language has been eliminated;
- A thorough technical review of the Statement of Work/Specification has been completed;
- The project is structured by phases or tasks, as appropriate;
- Methods are available to assess the contractor's performance;
- The acquisition mechanism is appropriate (i.e., the principal purpose of the project is to acquire supplies or services for the direct benefit or use of the Government); and

- The planned obligation of appropriated funds for the project satisfies a *bona fide* need of the requiring office arising in the fiscal year for which the appropriation was made.

OFFICIAL	NAME & TITLE	SIGNATURE	DATE
PROJECT OFFICER (PO)	Behnaz Kohan Executive Officer		4/28/10
PO'S IMMEDIATE SUPERVISOR	Jenny Backus Acting Assistant Secretary for Public Affairs		4/28/10
HEAD OF SPONSORING PROGRAM OFFICE	Jenny Backus Acting Assistant Secretary for Public Affairs		4/28/10
CONTRACTING OFFICER (CO)			

Funding Official's Certification:

- I hereby certify that funds are committed for the entire performance period of this acquisition.
- I hereby certify that funds are committed for the first phase of this acquisition. Any future year(s') increments/planned obligations will be indicated in the resulting contract/order.
- Funds are not currently committed for this acquisition. Funds will be committed on each Task Order awarded.

	NAME & TITLE	SIGNATURE	DATE
FUNDS CERTIFICATION OFFICIAL	Shoney Whitfield Budget Analyst	To sign electronically in iprocurement.	

Part II – Summary Sheet ¹

“Source Selection Information – see FAR 2.101 and 3.104”

1. Requirement type:
- Research & Development (R&D)
 - R&D support services
 - Support services (non-R&D)
 - Supplies/equipment
 - Information technology (IT)
 - Construction
 - Architect-Engineer (A & E) services
 - Design-build
 - Other (specify): _____
2. Proposed Action is a:
- New requirement
 - Follow-on
 - Other (specify): _____
3. Proposed solicitation type and acquisition method:
- | | | |
|---|---|---|
| <input type="checkbox"/> Request for proposal: | <input type="checkbox"/> Competitive | <input type="checkbox"/> Noncompetitive |
| <input checked="" type="checkbox"/> Request for quotation: | <input checked="" type="checkbox"/> Competitive | <input type="checkbox"/> Noncompetitive |
| <input checked="" type="checkbox"/> Task/delivery order (specify ²): <u>FSS</u> | <input checked="" type="checkbox"/> Competitive | <input type="checkbox"/> Noncompetitive |
| <input type="checkbox"/> Commercial item acquisition | <input type="checkbox"/> Competitive | <input type="checkbox"/> Noncompetitive |
| <input type="checkbox"/> Broad agency announcement | | |
| <input type="checkbox"/> Sealed bid | | |
| <input type="checkbox"/> Other (specify): _____ | | |
4. Proposed contract/order type:
- Firm-fixed-price
 - Other fixed-price (specify, e.g., fixed-price-award-fee, fixed-price-incentive-fee): _____
 - Cost-plus-fixed-fee
 - Other cost-reimbursement (specify, e.g., cost-plus-award-fee, cost-plus-incentive-fee): _____
 - Time-and-materials
 - Indefinite-delivery (specify whether indefinite-quantity, definite-quantity, or requirements): _____
 - Other (specify): Labor hour
 - Completion form Term form
5. If this is a competitive acquisition, can it be set aside? yes no
If yes, indicate set-aside type:
- 8(a)
 - HUBZone
 - Service-disabled veteran-owned small business
 - Small business
6. Will the acquisition involve contract bundling³? yes no

¹ See completed Part III, Project Considerations and Information, for additional information regarding this project.

7. Does the acquisition include Section 508-applicable electronic and information technology (EIT) products and/or services, including EIT deliverables such as electronic documents or reports (see Part III, (b)(5), EIT Accessibility Standards, of the AP)? yes no

8. If a non-competitive acquisition, indicate proposed source(s): GSA Schedule

Contractors:

Courtesy Associates [GS-23F-0274M]

Fenton Communications, Incorporated [GS-07F-0101W]

The Hill Group [GS-07F-0337T]

JDG Communications [GS-23F-0335K]

Ketchum, Incorporated [GS-23F-0105M]

*Porter Novelli
Ogilvy Public Relations*

9. Is peer review required of the project concept/technical proposal? yes no

10. Estimated number of awards: ~~2~~ 1

11. Estimated start date: July 2010 Estimated completion date: 2014

12. Will the award(s) be incrementally funded? yes no

13. Will the award(s) contain option periods? yes no

14. Will the award(s) contain option quantities? yes no

15. Estimated Contract Obligations (if other than one year increments, specify the number of months):

Year 1	Year 2	Year 3	Year 4	Year 5	Total
Months:	Months:	Months:	Months:	Months:	Months:
\$30,000,000	\$60,000,000	\$50,000,000	\$30,000,000	\$30,000,000	\$

As applicable, provide a separate breakout below for the estimated dollar amount of option periods and/or option quantities and their proposed periods of performance.

Options	Totals
	\$
	\$
	\$

² Specify whether a task/delivery order will be placed under an Indefinite-Delivery/Indefinite-Quantity (IDIQ) or Federal Supply Schedule (FSS) contract.

³ **Contract Bundling** is the action of consolidating two or more requirements for supplies/services, previously provided or performed under separate smaller contracts, into a solicitation for a single contract for \$2 million or more (inclusive of options) that is likely to be unsuitable for award to a small business.

*modification to correct
of awards desired.*

	\$
	\$

Total estimated contract amount including option periods/quantities: \$200,000,000____

16. Accounting and appropriation data for base award period: 75X0119, 199RE10

17. Will the acquisition use a performance-based approach?⁴ yes no

Part III – Project Considerations and Information

"Source Selection Information – see FAR 2.101 and 3.104"

(a) Acquisition Background and Objectives.

(1) Statement of Need.

a. Project Purpose, Feasible Alternatives, and Related Projects.

Specific work to be performed under this RFP is to develop, implement, and evaluate comprehensive multimedia, educational, and/or outreach campaigns services to support ASPA.

1. Acquisition Alternatives.

No exists for these services under strategic acquisition services. No other known alternatives exist.

2. **Related Projects.** CMS currently has a similar BPA for the same services, however their contract expires within the year and their contract was written specifically for Medicare and Medicaid programs.

3. **Major Capital Investments.** N/A

b. **Background Statement.** See attached

c. **SOW.** See attached

(2) Applicable Conditions.

a. **Compatibility.** N/A

b. **Constraints.** N/A

(3) Cost.

a. **Independent Government Cost Estimate.** See attached

b. **Cost Concepts to be Employed.** N/A

(4) Delivery or Performance-period Requirements.

a. **Period of Performance/Basis.** The period of performance for individual tasks under the contract is uncertain. It is known that services will be

⁴ If over 50 percent of the work is performance-based, then the entire acquisition is considered performance-based.

- a. **Period of Performance/Basis.** The period of performance for individual tasks under the contract is uncertain. It is known that services will be required over the next several years to cover topics such as Pan Flu and health care reform.
 - b. **Reporting Requirements and Deliverables.** For each consumer communication topic, the Contractor shall develop a comprehensive multimedia education plan and/or outreach that is based on consumer research. The plan shall reflect the appropriate use of marketing, and/or consumer communication strategies to reach our target audiences as specified in each task order
- (5) **Trade-offs.** The evaluation process to be utilized in this acquisition will be the "Tradeoff Process" with the predominant consideration being award of a contract to the responsible offeror whose offer provides the "Best Value" to the Government (i.e., is most advantageous to the Government; technical, cost/price and other factors listed below considered) in accordance with FAR Part 15.101-1. The "Tradeoff Process" could involve award to other than the lowest priced offeror or to other than the highest technically rated offeror. It permits tradeoffs among cost/price and non-cost/price evaluation factors. In making this comparison the Government is more concerned with obtaining superior technical/management features than with making an award at the lowest overall cost to the Government. All technical evaluation factors, when combined, are significantly more important than cost. However, the Government will not make an award at a significantly higher overall cost to the Government to achieve slightly superior technical or management features.
- (6) **Risks.** N/A
- (b) **Plan of action.**
- (1) **Sources.**
- a. **Potential Sources, Market Research, and Set-asides.** Sources for consideration are the following contractors who are on the GSA Schedule:
 - Courtesy Associates [GS-23F-0274M]
 - Fenton Communications, Incorporated [GS-07F-0101W]
 - The Hill Group [GS-07F-0337T]
 - JDG Communications [GS-23F-0335K]
 - Ketchum, Incorporated [GS-23F-0105M]
 - 1. **Commercial Items.** N/A
 - 2. **Priority Sources.** N/A
- Federal Business Opportunities (FedBizOpps).** N/A
- c. **Bundling Determination.** In accordance with FAR part 7, review and approval of the AP certifies that the information below is correct as it relates to this acquisition:
 - Not applicable** – the estimated acquisition value is below \$2

million [FAR 7.104(d)(2)(i)(C)].

- Not applicable** – while the estimated acquisition value is over \$2 million, this requirement is not a result of bundling.
- Not applicable** – while the estimated acquisition value is over \$2 million and is a result of bundling, no small businesses are affected.
- Not applicable** – while the estimated acquisition value is over \$2 million and is a result of bundling, the contract or order is entirely reserved or set-aside for small businesses [FAR 7.104(d)(1)].
- Applicable** – the estimated acquisition value is over \$2 million, the requirement is a result of bundling, and small businesses are affected.

(2) **Competition.** Recommended sources have already completed the competition process to win a contract through the GSA Schedule.

- a. **Justification for Other than Full and Open Competition/Limited Source Justification.** Competing contractors are available through GSA Schedule.
- b. **Justification for Acceptance of an Unsolicited Proposal.** N/A

(3) **Source-selection procedures, criteria, and instructions.**

- a. **Technical Evaluation Criteria.** See Attached.
- b. **Mandatory Criteria.** Winning contractor(s) will have at least 15 year experience providing requested services. Additionally, contractor must have experience in campaigns targeting diverse groups covering all ages and races/ethnicities.
- c. **Evaluation Strategy.**
 - 1. **Technical Evaluation Panel.** See attached
 - 2. **Conflict of Interest.** N/A
 - 3. **Source Selection Procedures.** N/A
 - 4. **Cost/Price Significance.** Cost/price is significant but will not be the sole selection factor in the award decision.
 - 5. **Past Performance.** N/A
 - 6. **Small Business Subcontracting and Small Disadvantaged Business (SDB) Participation Plans.** N/A
- a. **Peer Review.** N/A
- b. **Pre-award Site Visits/Surveys.** N/A
- c. **Additional Technical Proposal Instructions.** Contractor should submit

samples of work (PSAs, brochures, signage, etc.)

d. **Additional Business Proposal Instructions.** N/A

(4) Acquisition Considerations and Special Requirements.

a. **Solicitation Method.** Request for quote.

b. **Type of Contract.** This is a request for an IDIQ BPA contract. This contract will be used to create ad campaigns on any number for different subject areas and Presidential/Secretarial initiatives. These ad campaigns can not be named or numbered nor the scope/task be expressed at this time. Task order type contract is the best approach to meeting the needs of ASPA.

c. **Phasing.** N/A

d. **Task Orders.** This is a request for an IDIQ BPA contract. This contract will be used to create ad campaigns on any number for different subject areas and Presidential/Secretarial initiatives. These ad campaigns can not be named or numbered nor the scope/task be expressed at this time. Task order type contract is the best approach to meeting the needs of ASPA.

e. **Performance Requirements.** N/A

f. **Options, Severability of Services, and Funding Strategies.** ASPA is requesting a contract with a base year and four option years. Although ASPA can not predict the exact number of call will be made on these contracts, ASPA does know that it has a continuous need for the types of services solicited.

g. **Subcontractors.** Use of subcontractors is at the discretion of the BPA contractor to the extent that subcontractors meet all federal requirements.

h. **Place of Performance.** Work will not be performed on government site.

i. **Special Clauses.** N/A

j. **Special Factors.** N/A

1. **Buy American Act.** N/A

2. **Trade Agreements.** NA

3. **Health Insurance Portability and Accountability Act (HIPAA).**
N/A

4. **Security of Government Facilities, Information, and Information Systems.**

(i) **HSPD-12.** N/A

(ii) **Privacy Act.** N/A

(iii) **Federal Information Security Management Act (FISMA).** N/A

5. **Classified Information.** N/A

6. **IT Acquisitions.** N/A

7. **Research Involving Human Subjects.** N/A

8. **Research Involving Animals.** N/A

9. **Paperwork Reduction Act.** It is not known what process the contractor will used for market research.
 10. **Printing.** Until proposal is received from contractor, it is not known what the printing requirements will be.
 11. **Audiovisual Materials, Publications, and Public Affairs Services.** This acquisition does require 508 compliance.
 12. **Service Contract Act.** N/A
 13. **Support Anti-terrorism by Fostering Effective Technologies (SAFETY) Act.** N/A
 14. **Selection of Conference Sites.** N/A
- k. **Travel.** N/A
 - l. **Shipping/Packaging.** N/A
 - m. **Patient Populations.** N/A
 - n. **Purchase or lease of equipment.** N/A
 - o. **Websites.** N/A
 - p. **Metric Measurement.** N/A
- (5) **EIT Accessibility Standards.** Deliverables will meet 508 compliance standards.
- (6) **Contract Urgency Issues.** Individual tasks under the task order contract my have time constraints.
- (7) **Contractor versus Government Performance/Inherently Governmental Functions.** The services to be acquired are not inherently governmental.
- (8) **Post-Award Administration and Monitoring.** Specific milestones, site visits, etc. will be specified on a task by task basis.
- (9) **Make or Buy.** N/A
- (10) **Logistics Considerations.**
- a. **Warranties.** N/A
 - b. **Standardization.** N/A
- (11) **Data Development, Data Rights, and Data.**
- a. **Data Development.**
 1. **Data Rights.** N/A
 2. **Future Acquisitions.** N/A
 3. **Disposition.** N/A
 - b. **Specific Copyright Provisions Applicable to Software Development and/or Enhancement.**
 - No software will be developed, modified, or enhanced under this proposed acquisition.
 - New software will be developed exclusively under the proposed acquisition.

- The Government will require only the normally granted paid-up, world-wide irrevocable, nonexclusive license under this project.*
- The Government will assert special copyright permissions/needs under the acquisition. The specific requirements must be listed below. (Access to source code is an example of a special need.)*
- Existing software will be modified or enhanced under the proposed acquisition.

c. **Works other than Software Development and/or Enhancements.**
This includes audiovisual and media materials. The scope of the Government's interest in any copyright resulting from development of this kind of material should be handled on a case-by-case basis.

(12) **Government-furnished Property.** N/A

(13) **Government-furnished Information/Reference Materials.** N/A

(14) **Environmental and Energy Conservation Objectives/Recovered Materials.**
N/A

Part IV – Clearance/Approval Checklist

"Source Selection Information – see FAR 2.101 and 3.104"

- 1. Advisory and Assistance Services for Evaluation of Proposals.** N/A
- 2. Animal Welfare.** N/A
- 3. Contracts with Federal Employees.** N/A
- 4. Equal Employment Opportunity (EEO) Clearance.** N/A
- 5. Foreign Research Contracts.** N/A
- 6. Human Subjects.** N/A
- 7. Project Officer Training (Basic).** Behnaz Kohan, Executive Officer, 202-205-2819.
- 8. Public Affairs Services.** N/A
- 9. EIT.** N/A
- 10. Other Clearance(s).** N/A

Part V – Acquisition Milestone Schedule

“Source Selection Information – see FAR 2.101 and 3.104”

Acquisition Milestone Schedule	N/A	Target Date	Revised Date	Actual Date
1. Concept Review Completed	N/A			
2. Acquisition Plan (AP) Approved by CO		5/1/10		
3. Acquisition Plan Received by CCO or designee		5/1/10		
4. Market Research Completed	N/A			
5. Small Business Review Completed	N/A			
6. Small Business Bundling Determination Approved	N/A			
7. 8(a) offering letter sent to SBA	N/A			
8. SBA approval of acquisition in the 8(a) program	N/A			
9. Justification for Other than Full and Open Competition (JOFOC)/Limited Sources Justification (LSJ) Routed for Approval	N/A			
10. JOFOC/LSJ Approved	N/A			
11. JAUP Routed for Approval	N/A			
12. JAUP Approved	N/A			
13. FedBizOpps Synopsis Published	N/A			
14. Solicitation Issued		5/18/10	2 1/2 week before 4/18	
15. Pre-proposal Conference Held	N/A			
16. Proposals/Quotations/Bids Received		6/1/10		
17. Initial Technical Review Completed		6/16/10		
18. Initial Technical Report/Minutes Received		6/16/10		
19. Competitive Range Determination Completed		6/16/10		
20. Site Visits/Surveys Completed	N/A			
21. Negotiations Start	N/A			
22. Negotiations Completed	N/A			
23. Final Proposal Revisions Received	N/A			
24. Final Technical Review Completed	N/A			
25. Final Technical Report/Minutes Received	N/A			
26. Source Selection Approved		6/18/10		
27. Dept of Labor EEO Clearance Obtained (over \$10M)	N/A			
28. Subcontracting Plan concurred with by SBS and PCR	N/A			
29. Internal Pre-award Review/Approval Completed	N/A			
30. External Pre-award Review/Approval Completed	N/A			
31. Contract Award Issued		6/25/10		
32. Post-award Notifications Issued		6/29/10		
33. Award Synopsis Published	N/A			
Project Officer Signature	Date	Contract Specialist Signature	Date	
Alternate Project Officer Signature	Date	Contracting Officer Signature	Date	

Part VI – Independent Government Cost Estimate

"Source Selection Information – see FAR 2.101 and 3.104"

ASPA is unable to provide a definitive government cost estimate. Campaigns vary in size and scope. Some campaigns involve radio, some TV, and some print. Other campaigns may involve all of those avenues plus on ground events, websites, bus tours, etc. The mix of labor categories and expertise needed for each campaign varies from campaign to campaign.

Based on ASPA's past experience, very large-scale campaigns can cost between five and nine million dollars. Less ambitious campaigns cost three to five million dollars. ASPA is letting this contract in order to produce three to four campaigns per year through the life-cycle of the contract. We are requesting a contract with a \$200,000,000 maximum.

Part VII – Attachments

“Source Selection Information – see FAR 2.101 and 3.104”

- SOW with Background statement
- Technical evaluation criteria
- List of proposed technical evaluators

STATEMENT OF WORK

A. BACKGROUND STATEMENT

The ASPA serves as the Secretary's principal counsel on public affairs. The Office of the Assistant Secretary for Public Affairs conducts national public affairs programs, provides centralized leadership and guidance for public affairs activities within HHS' Staff and Operating Divisions and regional offices, and administers the Freedom of Information and Privacy Acts. The Division leads the planning, development and implementation of emergency incident communications strategies and activities for the Department. The ASPA reports directly to the HHS Secretary.

B. BRIEF DESCRIPTION OF SERVICES

The purpose of this contract is to provide the Office of the Assistant Secretary for Public Affairs (ASPA) an "as needed" mechanism to assist in planning, developing, producing, and delivering consumer-based communication programs, strategies, and materials to support national multimedia and education campaigns and grassroots outreach.

These campaigns may cover any number of different subject areas including health care reform and Pandemic Flu.

C. DESCRIPTION/SPECIFICATIONS/WORK STATEMENT

The Contractor shall be requested to perform any of the following tasks as issued in Task Orders.

For each consumer communication topic, the Contractor shall develop a comprehensive multimedia education plan and/or outreach that is based on consumer research. The plan shall reflect the appropriate use of marketing, and/or consumer communication strategies to reach our target audiences.

It shall also be consistent with and integrated into ASPA's overall goals and objectives. The plan shall be aligned with the overall project plans, (e.g., any marketing and/or communications plan, or any program or activity that relates to health care reform, pandemic influenza, or other ASPA communication activities.)

C.1 Develop and Implement a Plan for Consumer Communications Activities

C.1.1 The Contractor shall be responsible for the development and communication of all health and program-related materials. The Contractor shall develop and submit for PO/GTL approval, a full business plan that includes timelines and budget for the full implementation of proposed communications activities. The plan shall be developed in consultation with the appropriate ASPA component, agent, partner, or contractor. The Contractor shall address all aspects of packaging and distributing the health and program-related communication materials, including but not limited to:

- descriptions of coordinating activities with other DHHS and other Federal, state or private officials as required by the program or regulations;
- promotion plans (including specific media activities, e.g., implementation of campaigns, press conferences,

media tours, satellite tours, briefings, and training of spokespersons, and sustained activities).

C.1.2 All promotion plans shall be submitted for ASPA/DHHS approval prior to implementation. The Contractor shall be tasked to provide written releases, for all talent and directors used in the production of materials. All releases for talent, images, graphics, music, and other elements shall be obtained on a 100% buyout basis; and appropriate selection of these elements shall be conducted to achieve buyout at low cost. All work conducted under this contract is considered and becomes property of ASPA. The Contractor shall provide the pre- and post- production materials as requested by ASPA. This shall include, but not be limited to: rough cuts of audio and video tape or film; field camera footage; master copies of audio, video, or print materials; and mechanical or print prototypes. ASPA shall use these materials for in-house editing, production, reproduction, and archiving. The Contractor shall inventory all media assets of each project upon completion of the job. ASPA shall direct the Contractor as to where to forward materials.

DHHS policy requires that health-related media products receive approval from the Office of the Assistant Secretary for Public Affairs before release to the public. As required and at the PO's/GTL's direction, the Contractor shall be tasked to submit the necessary clearance packages to the PO/GTL, which shall include required forms and supporting materials (e.g., draft test or storyboards). Required forms should be completed in accordance with the DHHS Public Affairs Management Manual (DHHS Transmittal 86.01, issue date 11/21/86). The package shall be approved before final copy or production can be initiated. At the PO's/GTL's direction, the Contractor shall prepare presentations on, or attend meetings to discuss the materials or clearance package. The Contractor shall incorporate changes as directed by the clearance process.

C.1.3 Communication plans shall include, but not be limited to, the following approach:

- identify relevant policy considerations
- compile a profile of primary and secondary target populations;
- identify the action(s) the consumer shall take;
- identify the gains or rewards we can promise the consumer for taking the desired action;
- identify the feeling(s) or impression(s) the consumer has toward the desired action;
- establish a development time schedule (which anticipates lead times to develop, technically review, test, obtain approvals, and produce in final copy all such materials);
- identify the kinds of information and communication strategies/methods that reinforce the consumer's feelings about the desired action;
- identify the most favorable opportunities (e.g., "teachable moments") and message vehicles for reaching the target population(s);
- establish communication goals and objectives; (everything from

paid & earned media to grassroots outreach)

- describe the types and quantities of materials recommended to effectively utilize these communication openings;
- describe the types of partnerships (e.g., national, regional, and community-based organizations) with whom regular and routine communication needs to be maintained to maximize effectiveness of potential strategies and maximize participation and buy-in of appropriate organizations;
- summarize the potential competitive behaviors and organizations that might affect ASPA efforts;
- perform and produce an analysis of the mass media environment on the specific issues;
- describe the existing activities aimed at a similar problem from environmental scan;
- establish an implementation time schedule (which anticipates lead times for proper clearance by Government and partners, execution, approvals, revisions, and delivery);
- Produce an executive summary of all findings to date, with recommendations for each topical area; and, discuss any anticipated negative, unintended consequences to avoid.
- Perform a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis of the internal and external environments
- Develop a creative brief for each round of advertising/public relations activity.
- Design and implement an appropriate research plan for each phase of the communications plan to include but not limited to consumer research and evaluation of the plan(s).

C.2 Develop Health and Program-Related Messages and Materials

Materials Development Production and Clearance

The Contractor shall be required to produce a variety of health and program-related communication materials. They shall include, but not be limited to, video, audio, and computer-generated or Internet-based educational materials; radio, television, and print paid advertisements and public service announcements; brochures; posters; point-of-purchase materials; and pamphlets. All work is subject to appropriate clearances issued with each Task Order. All messaging shall be consistent across elements/vehicles and when/where appropriate, creative shall be consistent as well to allow for a more unified campaign.

C.2.1 Conduct and document consumer research on health and program related messages and materials

The Contractor shall be required to conduct and document consumer research on health and program related messages and materials as described below. Health and program-related messages are processed by the target audience according to a particular reality, which he or she experiences. Attitudes, feelings, values, needs, desires, behaviors and beliefs all play a part in the individual's decision to accept information and make a behavioral change. It is by understanding the importance of these characteristics that health and program-related messages can be targeted to the beneficiary in effective ways. This information shall be captured via focus groups, professional review, cognitive testing, field tests, quantitative surveys, or individual interviews.

In general, these activities will be conducted with all consumers in mind, including those who may have special communication needs (e.g., the disabled, racial or ethnic minorities, non-English speaking consumers).

The Contractor shall develop the guidelines and protocol for the focus groups and survey instruments, subject to review and approval by the PO/GTL. The Contractor shall carry out all activities necessary for completing the focus groups and surveys. This includes recruiting focus group participants, making logistical arrangements (e.g., room and equipment rentals), and conducting the focus groups. The Contractor shall analyze the focus group and survey data and prepare a report that synthesizes and summarizes the results of these analyses. The Contractor shall draw implications from these studies in the design of ASPA programs. The Contractor shall also provide detailed documentation of the discussions and responses from each focus group or survey through videotape, audiotape, or written transcript. The Contractor must be prepared to come to a location specified by ASPA for the purpose of doing certain work assignments and giving oral presentations of findings. The Contractor must also prepare more detailed written reports of the findings presented in the oral presentation.

C.2.2 Television and Video Materials Development and Production

The Contractor shall be required to produce television spots and educational videos. All materials will be produced in the lengths, formats, and technical specifications as directed in a task order and according to broadcast quality standards. The contractor will be responsible for securing the appropriate licensing agreements for any talent that appears in the produced materials and must adhere to any union laws in place, including the Screen Actors Guild.

The Contractor shall also be requested to produce video materials directed toward reaching specific consumer groups as mentioned above

C.2.3 Radio and Audio Materials Development and Production

The Contractor shall be required to produce educational audio materials and radio spots (e.g., audiocassettes, public service announcements, paid advertising, audio news releases, satellite media tours). The messages shall provide the appropriate target audience(s) with specific ASPA program messages. Audiocassettes shall include educational messages, songs, or other appropriate formats. Radio spots shall be produced in varying formats (taped and live announcer copy), and lengths generally will not exceed 60 seconds (unless specifically directed by the task order).

Separate production of spots shall be requested to reach audiences of varying racial, ethnic or other backgrounds.

C.2.4 Print Development and Production

The Contractor shall develop and produce new print materials and tailor existing materials to meet the needs of particular audiences (e.g., low-literacy and low-vision beneficiaries). The print materials shall be designed to be suitable for production as print ads, posters,

transit cards, billboards, etc.

The types of materials to be developed shall include, but are not limited to the following:

a. Brochures

The Contractor shall be tasked to plan and develop promotional/educational brochures, which provide information to specific target audience(s). An analysis of content, message, reading level, etc., will be made on materials to assure that the brochure meets the proposed objectives. Each brochure shall be translated or adopted, into Spanish and other languages. These shall not be straight translations but adaptations (i.e., written in the original languages appropriate for communicating with the intended audiences). For each print piece developed, potential distribution systems will be identified along with audience reach.

b. Print Advertisements

The Contractor shall be tasked to develop a series of print advertisements which support the given health or program-related topic and convey appropriate messages to the specified target audiences. Print advertisements will be for primary use in newspapers, magazines, and possibly billboards, and will be produced in the formats and sizes specified in each task order. For each print piece developed, potential distribution systems will be identified along with audience reach.

c. Point-of-Purchase Materials

The Contractor shall be tasked to develop appropriate point-of-purchase materials for the health or program-related topic(s) and target audience(s) specified in the task orders. Point-of-purchase materials are information materials designed to be picked up by consumers at convenient locations such as checkout lines, building lobbies, etc. For each point-of-purchase material developed, potential distribution systems will be identified and estimates of potential use will be made.

d. Posters

The Contractor shall be tasked to develop messages and creative for posters. For each poster developed, potential distribution systems will be identified, and estimates of potential use will be made as directed in each task order.

e. Catalog of Marketing Materials

The Contractor shall be tasked to design and produce a series of mechanicals or camera-ready copy for ASPA health and program-related communication catalogs, describing the types of health and program-related communication materials that are available from ASPA. The catalog(s) shall be issue-specific, target audience-specific, or comprehensive. The catalogs describe how ASPA communication materials can be used most effectively and for what purposes.

f. Support Materials

The Contractor shall be tasked to design and produce support materials related to the creation and production of the health and program-related communication materials specified in this contract. Materials shall include, but are not limited to promotional items, banners, information kits, marketing kits for constituents, community turn-key kits (that include audience profiles, recommended strategies, and a menu of creative approaches), signs, handouts, exhibits, etc. These materials shall be used for presentations, displays, etc.

C.2.5 Internet Banner Advertisement and Other Internet Media

The contractor shall develop and produce new Internet banner advertisements to meet the needs of target audiences.

1. New and Non-Traditional Communication Materials and Channels

The Contractor is expected to consider all new communications, broadcasts, and educational technologies such as computer or Internet-based delivery systems, interactive videodiscs, closed-circuit cable systems, electronic bulletin boards, interactive cable, digital TV, and entertainment media for educational purposes. If appropriate, the Contractor shall be required to develop materials in formats not specified above for use in non-traditional channels.

2. Materials Development and Production for Special Populations

The Contractor shall develop and/or adapt all materials for use with special populations including, but not limited to, non-English speaking persons, Hispanics, Asian-Americans, African-Americans, Native-Americans, persons who are hearing or vision impaired, and for persons with low-literacy. The Contractor must have special expertise in identifying or working with appropriate individuals or organizations in developing materials for these populations.

The Contractor shall identify appropriate organizations and individuals who will help with this task. These shall not be straight translations, but rather culturally sensitive adaptations (i.e., written in the original languages appropriate for communicating with the intended audiences).

3. Graphic Support

The Contractor shall be tasked to provide graphic design and related services needed for health and program-related communication. This shall include the design and production of kits of materials, packaging for public service announcements, design of graphics, illustrations, drawings, photographs, overhead transparencies, slides, and other similar visual materials. Emphasis must be on economy and quality, with attention to the current restrictions on Government printing and audiovisual production. The requests for graphic support shall include computer-generated graphics, or photographs of original hand drawings, impressions, etc.

4. Writing and Editing Support

The Contractor shall be tasked to provide copy-writing, editing, and related services needed for health and program-related communication. This shall include development of print publications, Congressional fact sheets, articles, press releases, speeches, etc. Emphasis must be on economy and quality, with attention to the current restrictions on Government printing.

C.3 Media Buying/Leveraging

C.3.1 The contractor shall be tasked to develop and implement media buying and leveraging strategies for the materials developed. The contractor, when requested, would submit a plan that provides for the cost-effective, paid placements of materials. The plan would specify for a given level of total advertising expenditure, and the recommended media mix. The proportion of media weights given to TV, radio, print, outdoor, and Internet advertising and placement within each medium nationally and locally must achieve maximum communication impact with each target audience. Typically, we note that for a television ad to have an effect, it requires a minimum of 1000 TRPs in the general market. For each media proposed, the contractor must also provide appropriate net reach and average frequency.

C.3.2 The plan would also discuss recommendations for leveraging media as a match for paid media placements in television, radio, print, and Internet buys. Media can include but is not necessarily limited to bonus spots, billboard announcements, public service announcements, interviews, and op Ed pieces.

C.4 Build and Activate Grassroots & Outreach Coalitions to Support Communications Activities

The contractor shall develop and implement grassroots coalitions to create and use community-based partnerships to ensure that the maximum number of consumers learn about our programs, including those authorized by the Health Care and Education Reconciliation Act of 2010.

C.4.1 The contractor shall identify and subcontract with nationally-recognized organizations or network of organizations whose focus and expertise is working with special and uninsured populations, for purposes of accomplishing the following:

- Expedite the formation of a community-based coalition and establish conditions for participation.
- Support ASPA partnering activities at the national and local levels
- Activate grassroots community-based efforts to reach targeted populations.
- Provide resources to support these grassroots efforts.
- Develop measures for assessing the success of community-based interventions.
- Coordinate outreach activities.
- Provide and/or coordinate training, using ASPA-approved materials, for community-based organizations engaged in grassroots outreach efforts.

C.5 Earned Media/Networking Leveraging Strategy

C.5.1 As specified in the task order, the Contractor, in coordination with other related ASPA services and contractors, shall develop an implementation plan, press strategy, and public affairs plan that include timely distribution and individual contractor responsibilities. The strategy shall leverage grassroots, paid media, and other communications activities. The implementation plan for each task order shall address networking with, and outreach to, public and private partners where appropriate. The press strategy and public affairs plan for each task order will require collaboration with, and clearance from ASPA.

C.5.2 In addition, the Contractor shall be required to produce and maintain video news releases, audio news releases, B-roll videotapes, and media clippings for use in public relations or other efforts. The contractor shall also be requested to help determine and schedule speaking engagements/opportunities for ASPA/HHS personnel, other government spokespersons and partners to speak at conferences, town hall meetings, etc. to further promote program messages.

C.6 Press Conference Support

The Contractor shall provide support materials for press events if requested by the task order and approved by ASPA/DHHS. Materials shall include, but are not limited to, video news releases, media kits, banners, blow-ups to dress the room, etc. At the PO's/GTL's direction, the Contractor shall work with ASPA to provide satellite news tours in support of press events.

C.7 Ad Hoc Conference Support

At the direction of the PO/GTL, for a task order, the Contractor shall provide support to ad hoc conferences and meetings as organizers, presenters, participants, exhibitors, or resource people.

C.8 Media Relations

The Contractor shall provide ASPA with support for campaign-specific and ongoing media relation's activities, on an as needed basis. These services shall often be requested on short notice. Such services shall include, but are not limited to: environmental scanning, media monitoring, feature article/news story pitching, issues management planning support, rapid message testing, video and daily news clipping service, access to wire and syndicated placement services, logistics support for press events, and media training for constituent populations. The contractor shall also consider long term opportunities for feature articles in consumer magazines that our target.

C.9 Monitor the Communications and Results through Research

C.9.1 The contractor shall also be responsible for developing and implementing an overall research plan for all aspects of the communication efforts to monitor and assess the consumer communication activities. The plan shall include but is not limited to consumer testing via focus groups, mall intercepts, surveys as well as evaluation of activities through these same vehicles. Surveys or other forms of research shall also be used on a continuing basis in order to measure consumer attitude toward our program and our various communication activities over time. In addition, for the purposes of further testing the advertising, researcher shall be capable of theatre-style testing.

C.9.2 The contractor shall be tasked to design a monitoring system to provide quick feedback to managers regarding the effectiveness of the communication activities, including the number of people or groups reached by the communication activity. The purpose of these monitoring systems is to promote continuous quality improvement in how we communicate with beneficiaries and those acting on their behalf. The monitoring systems shall include but are not limited to, measures of: audience exposure to messages promoted by a communication activity (e.g., measured through print media clipping services, TRPs earned in a television media buy); use of a particular communication vehicle (e.g., hits on the Internet, number of calls to a toll-free line, demographic information from bounce back forms); and beneficiary awareness and understanding of messages (e.g., measured through surveys or focus groups.)

C.9.3 After approval of the design plan, the contractor shall implement all or parts of the plan as specified by task order. The contractor shall provide written recommendations for program improvements.

SECTION D - PACKAGING AND MARKING

D.1 Packaging, Marking and Shipping

All deliverables required under this contract shall be packaged, marked and shipped in accordance with the Statement of Work, and any additional requirements set forth in individual task orders.

Technical Evaluation

National Multimedia & Education Campaign & Grassroots Outreach
#RFP-ASPA-2010-01

Understanding the Scope of Work

Possible Points: 20

The offeror's proposal demonstrates an understanding of all aspects and factors involved in the planning and launching of National ad campaigns. Contractor understands that the government requires ad campaigns that go beyond TV and radio but may include e-magazines, blogs and forums, social networking websites and other new and emerging avenues for information delivery.

Technical Approach

Possible Points: 25

The offeror's approach is succinct and logical in format and demonstrates methods consistent with the tasks to be accomplished. The offeror proposes a plan for: (1) identifying target populations, (2) identifying key media outreach methods, (3) creating partnerships to assist with message dissemination, and (4) creating a memorable ad campaign. The offeror identifies potential challenges to the project's success and presents strategies for addressing them.

Qualifications of Proposed Personnel

Possible Points: 25

The offeror's staff qualifications demonstrate an appropriate range of relevant academic and/or applied experience in the following areas:

- Advertising;
- Graphics/website design;
- Communications;
- Marketing;
- Public relations/public affairs;
- Journalism; and
- Broadcasting.

Corporate Experience

Possible Points: 15

The offeror demonstrates experience conducting successful multimedia and educational ad campaigns and has conducted tasks similar to the work outlined in the RFP. The offeror demonstrates how its corporate facilities and resources will support the completion of project tasks. If subcontractors are to be used for any portion of the work, the offeror has described any corporate history with the subcontractor(s).

Management Plan

Possible Points: 15

The management plan includes the following: an organization chart of the project team of the average National campaign, including project director; an indication of lead staff for each task; staff-power loadings by task which list each staff member and distribution of person hours to be spent on each task; and a work schedule by task that includes a timetable for deliverables. If subcontractors or consultants are to be used for any portion of the work, the management plan contains a clear description of the offeror's plans for managing subcontractors and consultants.

Past Performance

Possible Points: 10

The offeror has demonstrated ability to successfully provide similar services to other offices within the Department of Health & Human Services, complying with all applicable regulations.

Technical Evaluation Panel Members

The technical evaluation panel will consist of federal staff employed at ASPA:

Behnaz Kohan (Behnaz.Kohan@hhs.gov) - 202/205-2819

Roxanne Gibson (Roxanne.Gibson@hhs.gov) - 202/690-8272

Kathryn Salmon (Kathryn.Salmon@hhs.gov) - 202/401-2281

London Liebengood (London.Liebengood@hhs.gov) - 202/260-1315

The address for all is:

200 Independence Avenue, S.W., Room 647D

Washington, D.C. 20201

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT		1. CONTRACT ID CODE	PAGE OF PAGES 1 3
2. AMENDMENT/MODIFICATION NO. 0002	3. EFFECTIVE DATE 03/14/2011	4. REQUISITION/PURCHASE REQ. NO.	5. PROJECT NO. (If applicable)
6. ISSUED BY DHHS/PSC/SAS/DAM Parklawn Building, Room 5-101 5600 Fishers Lane Rockville MD 20857	CODE ADP	7. ADMINISTERED BY (If other than Item 6) DHHS/PSC/SAS/DAM Parklawn Building, Room 5-101 5600 Fishers Lane Rockville MD 20857	CODE ADP
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP Code) OGILVY GROUP INC, THE 171507 Ogilvy Public Relations Worldwide 1111 19TH ST NW 10TH FL WASHINGTON DC 200363506		9A. AMENDMENT OF SOLICITATION NO. <input checked="" type="checkbox"/> (x)	
CODE 171507 FACILITY CODE		9B. DATED (SEE ITEM 11)	
		10A. MODIFICATION OF CONTRACT/ORDER NO. HHSP23320100011EB HHSP23337002	
		10B. DATED (SEE ITEM 13) 09/28/2010	

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers is extended. is not extended.
Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning _____ copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGEMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (If required)
See Schedule

13. THIS ITEM ONLY APPLIES TO MODIFICATION OF CONTRACTS/ORDERS. IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

<input type="checkbox"/>	A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
<input type="checkbox"/>	B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
<input checked="" type="checkbox"/>	C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF: FAR 52.243-3 CHANGES - TIME AND MATERIALS OR LABOR HOURS (SEPT 2000)
<input type="checkbox"/>	D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor is not. is required to sign this document and return 1 copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

GSA Contract #: GS23F0060M
Tax ID Number: 13-2903744
DUNS Number: 116191875

For any questions regarding this modification, please contact Cassandra Ellis at 301.443.4919 or by email at Cassandra.Ellis@psc.hhs.gov

1. The purpose of this modification is to add Media Training and Presentation Services to the subject BPA Call.

2. The attached Statement of Work for Media Training and Presentation Services is hereby incorporated at no additional cost to the Government.
Continued ...

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print)	
		CASSANDRA A. ELLIS	
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA	16C. DATE SIGNED
(Signature of person authorized to sign)		Cassandra E. Ellis (Signature of Contracting Officer)	3/14/11

CONTINUATION SHEET	REFERENCE NO. OF DOCUMENT BEING CONTINUED	PAGE	OF
	HHSP23320100011EB/HHSP23337002/0002	2	3

NAME OF OFFEROR OR CONTRACTOR
OGILVY GROUP INC, THE 171507

ITEM NO. (A)	SUPPLIES/SERVICES (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
	3. All other terms and conditions remain unchanged. Period of Performance: 09/30/2010 to 09/29/2011				

Statement of Work – Media Training/Presentation Services

Task Order HHSP233100011EB/HHSP23337002 is modified to incorporate the following media training and presentation services:

Media Training/Presentation Services can be any one or combination of the following:

- Developing a message,
- Bridging to message points,
- Controlling your message,
- Answering questions from the media, citizens, and public figures,
- Identifying loaded questions,
- Handling hostile interviews,
- Crisis communications,
- Artful repetition,
- Being persuasive,
- Reducing nervousness,
- Clear communication and presentation of core message themes
- Creating sound bites,
- Establishing ground rules for interviews,
- TV presentation,
- Improving body language,
- Using teleprompters/earpieces/microphones,
- Camera angle for satellite and other medium interviews,
- Maximum gains from rehearsals, and
- Dealing with producers/production crews/publicists/etc.

Events Media Training Services may be used for, including, but not limited to:

- Live TV,
- TV talk shows,
- In-studio interviews,
- Satellite Media Tours,
- Live Radio,
- Radio Talk shows/Podcasts,
- Edited news programs,
- Telephone interviews,
- Press conferences,
- Ambush interviews,
- Newspaper interviews,
- Board meetings/Presentations,
- Internet interviews,
- Training videos, and
- Spokesperson training

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEM <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30</i>				1. REQUISITION NUMBER OS47259		PAGE OF 1 2				
2. CONTRACT NO. HHSP23320100011EB			3. AWARD/ EFFECTIVE DATE		4. ORDER NUMBER HHSP23337002		5. SOLICITATION NUMBER		6. SOLICITATION ISSUE DATE	
7. FOR SOLICITATION INFORMATION CALL:			a. NAME JEHOVAH KEARSE			b. TELEPHONE NUMBER (No collect calls)		8. OFFER DUE DATE/LOCAL TIME		
9. ISSUED BY DHHS/PSC/SAS/DAM Parklawn Building, Room 5-101 5600 Fishers Lane Rockville MD 20857				CODE ADP	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> EMERGING SMALL BUSINESS NAICS: <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SOLE SOURCE SIZE STANDARD: <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> 8(A)					
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE			12. DISCOUNT TERMS		<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)		13b. RATING			
15. DELIVER TO HHS/OS/ASPA Attn: Behnaz Kohan 200 Independence Ave SW, Suite 647D Washington DC 20201			CODE PERRYPOINT-201	FACILITY CODE	16. ADMINISTERED BY DHHS/PSC/SAS/DAM Parklawn Building, Room 5-101 5600 Fishers Lane Rockville MD 20857					
17a. CONTRACTOR/OFFEROR OGILVY GROUP INC, THE 171507 Ogilvy Public Relations Worldwide 1111 19TH ST NW 10TH FL WASHINGTON DC 200363506			CODE 171507	FACILITY CODE	18a. PAYMENT WILL BE MADE BY FMS 5600 FISHERS LANE PARKLAWN BUILDING ROOM 16A-12 ROCKVILLE MD 20857					
TELEPHONE NO.			<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM					
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES				21. QUANTITY	22. UNIT	23. UNIT PRICE		24. AMOUNT	
1	GSA Contract #: GS23F0060M Tax ID Number: 13-2903744 DUNS Number: 116191875 Appr. Yr.: 2010 CAN: 199RE10 Object Class: 25235 Period of Performance: 09/20/2010 to 09/19/2011 The contractor shall provide services to design, develop, and execute a multiplatform educational media campaign to promote the new website, Continued ... <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>								3,998,928.00	
25. ACCOUNTING AND APPROPRIATION DATA 2010-199RE10-25235							26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$3,998,928.00			
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDUM <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.					<input checked="" type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA <input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.					
<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN _____ COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN.					<input checked="" type="checkbox"/> 29. AWARD OF CONTRACT REF. _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:					
30a. SIGNATURE OF OFFEROR/CONTRACTOR					31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)					
30b. NAME AND TITLE OF SIGNER (Type or print)			30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER (Type or print)			31c. DATE SIGNED		
					ROSANNA BROWNING					

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	<p>Healthcare.Gov, including the new Spanish language version of the website, in accordance with the task order statement of work (SOW) and the terms and conditions of the order and the BPA.</p> <p>The contractor's quote, submitted in response to RFQ 10-233-SOL-00435, is incorporated into this order.</p> <p>The total amount of award: \$3,998,928.00. The obligation for this award is shown in box 26.</p>				

32a. QUANTITY IN COLUMN 21 HAS BEEN RECEIVED INSPECTED NOTED: _____ ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____ 32c. DATE _____ 32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____ 32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____

32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE _____

33. SHIP NUMBER _____ 34. VOUCHER NUMBER _____ 35. AMOUNT VERIFIED CORRECT FOR _____ 36. PAYMENT COMPLETE PARTIAL FINAL _____ 37. CHECK NUMBER _____

PARTIAL FINAL

38. S/R ACCOUNT NUMBER _____ 39. S/R VOUCHER NUMBER _____ 40. PAID BY _____

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT _____ 42a. RECEIVED BY (*Print*) _____

41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER _____ 41c. DATE _____ 42b. RECEIVED AT (*Location*) _____

42c. DATE REC'D (YY/MM/DD) _____ 42d. TOTAL CONTAINERS _____

Ogilvy Public Relations Worldwide
Task Order Solicitation no. 10-233-00435
US Department of Health and Human Services
Promotion of Healthcare.Gov Website
September 15, 2010

PRICE SCHEDULE

II Price Schedule

Labor Category	Quantity (personnel)	GSA Fixed Hourly Rate	Discount %	Discounted Hourly Rate	Estimated Hours	Extended Cost
Senior Vice President II	10	\$	5%	\$	1,955	\$
Senior Vice President I	1	\$	5%	\$	40	\$
Vice President II	6	\$	5%	\$	1,785	\$
Vice President I	1	\$	5%	\$	145	\$
Account Director	2	\$	5%	\$	360	\$
Account Supervisor	1	\$	5%	\$	440	\$
Senior Account Executive	1	\$	5%	\$	60	\$
Assistant Account Executive	1	\$	5%	\$	520	\$
Creative Senior Designer	2	\$	5%	\$	297	\$
Creative Coordinator	2	\$	5%	\$	863	\$
Interactive Director	2	\$	5%	\$	645	\$
Interactive Producer	3	\$	5%	\$	1,230	\$
Interactive Media Specialist	3	\$	5%	\$	1,665	\$
Audiovisual Producer	1	\$	5%	\$	210	\$
Program/Corporate Monitor	1	\$	0%	\$	90	\$
Senior Communications Specialist	2	\$	0%	\$	506	\$
Creative Director	1	\$	0%	\$	210	\$
Marketing Specialist	2	\$	0%	\$	340	\$
Graphics/Designer	1	\$	0%	\$	104	\$
Media Specialist	2	\$	0%	\$	590	\$

Total Direct Labor: \$ 1,980,447

Material Cost (Itemized)

Item	Quantity	Unit Price	Extended Cost
Telephone (\$0.10/min long distance)	1,700	\$ 0.10	\$ 170
Color Copies(\$2/page)	3,200	\$ 2.00	\$ 6,400
Photocopies (\$.20/page)	4,700	\$ 0.20	\$ 940
Disks/Creative Supplies	80	\$ 15.00	\$ 1,200
Postage/Shipping	100	\$ 10.00	\$ 1,000
Local Travel	10	\$ 50.00	\$ 500
Conversation Map; Radian6 Subscription	7	\$ 650.00	\$ 4,550
Proofreading	11	\$ 60.00	\$ 660
Stratalys, 6 Online Focus Groups (English)	6	\$ 11,000.00	\$ 66,000
Stratalys, 2 Online Focus Groups (English/Spanish)	2	\$ 15,550.00	\$ 31,100
Photography for PSAs and Ads	1	\$ 23,000.00	\$ 23,000
Out of Home PSA	1	\$ 36,625.00	\$ 36,625
Radio PSA	1	\$ 64,290.00	\$ 64,290
TV PSA	1	\$ 276,555.00	\$ 276,555
Print PSA Monitoring (English and Spanish)	1	\$ 6,825.00	\$ 6,825
Paid Radio Ad Production (English, Spanish)	1	\$ 21,630.00	\$ 21,630
Paid Radio Ad Buy/Placement (English, Spanish)	1	\$ 570,869.00	\$ 570,869
Digital Banner Ad Buy/Placement (English, Spanish)	1	\$ 600,000.00	\$ 600,000
Search Engine Marketing Key Word Buy	1	\$ 298,854.00	\$ 298,854
Quality Assurance Translator (Spanish) incl. G&A	90	\$ 81.25	\$ 7,313

Total Material Cost: \$ 2,018,481

Total Price (ceiling price): \$ 3,998,928

SECTION B TASK ORDER STATEMENT OF WORK/TERMS AND CONDITIONS**TITLE: PROMOTION OF HEALTHCARE.GOV WEBSITE****I. Scope****A. Background**

In March 2010, Congress passed and the President signed into law the Affordable Care Act, which puts in place comprehensive health insurance reforms that will hold insurance companies more accountable, lower health care costs, guarantee more health care choices, and enhance the quality of health care for all Americans. The Affordable Care Act provides greater opportunity to Americans to have more control of their health coverage decisions.

The law contains tax credits to small businesses and by 2014, will also include tax credits for individuals who qualify for assistance in buying insurance. The tax credits represent the largest middle class tax cut for health care in history.

The Affordable Care Act is projected to reduce premium costs for millions of families and small business owners who are priced out of coverage today. This could help as many as 32 million Americans who have no health care today receive coverage. Once the Affordable Care Act is fully implemented, Americans will have access to affordable health coverage.

To help lower costs, the Affordable Care Act:

- sets up a new competitive private health insurance market – through state Exchanges -- giving millions of Americans and small businesses access to affordable coverage, and the same choices of insurance that members of Congress will have.
- holds insurance companies accountable by keeping premiums down and preventing many types of insurance industry abuses and denials of care, and ending discrimination against Americans with pre-existing conditions.
- expected to reduce the deficit by more than \$100 billion over the next ten years – and by more than \$1 trillion over the second decade – by cutting government overspending and reining in waste, fraud and abuse.

Starting this year and continuing through 2014, the Affordable Care Act will be implemented, increasing access to affordable health care for individuals, families, seniors, and businesses. Many important benefits begin as early as this year, including bans on the worst insurance company abuses; cost savings for seniors, families and small and large businesses; and coverage options for many Americans who have been locked out of the insurance market because of a preexisting condition.

To accompany such a monumental piece of legislation, the law charged the Department of Health and Human Services with the creation of a web site to aide Americans about the health insurance coverage options available to them. After many months of design and development, in July of 2010, HHS launched healthcare.gov. The site features several important features to help consumers including: a health care coverage finder that shows options for public and private plans, a section where consumers can learn about the healthcare law, and a section focused on prevention. The site has been lauded by outside experts as being very consumer focused and consumer friendly.

B. Purpose

The purpose of this task order is to obtain technical professional services for the design, development, and execution for a multiplatform educational media campaign to promote the new website healthcare.gov and the new Spanish language version of the website as well. The goal is to educate Americans about this important tool and show them how it can help them get better quality health care at a lower cost and gain more control over their health care.

All campaign efforts will use a variety of media, including television, print radio, outdoor and Internet advertising, along with New Media applications. In addition to educating the consumer about the website, this information will include actionable tools showing Americans how they can use the site for their specific needs. The goal is to drive people to the web site for them to initiate action.

Campaign should be a mix of PSAs, paid media, on line advertising, radio and print where appropriate. The contractor should also consider outdoor PSAs and advertising and other unique partnerships and advertising. In the case of PSAs and other advertisements for print or radio, the government may aid in the recruitment and selection of talent. For on-line and other media, ASPA strongly encourages the contractor to seek out alternative, innovative, and new ideas on achieving the campaign objectives.

II. Timelines Related to Campaign

A. Related National Events

1. SEPTEMBER 8 - POTUS Hispanic Op-Ed in runs in La Opinion promoting CuidadoDeSalud.gov
2. WEEK OF SEPT 14 – Congressional Hispanic Caucus Speeches and Congressional Black Caucus Events
3. WEEK OF SEPTEMBER 20 – 6 Month Anniversary of Affordable Care Act
4. OCTOBER 1 – New Pricing Features unveiled – new videos
5. JANUARY 2011 – New benefits go into effect – esp for Medicare
6. MARCH 2011 –
 - a. New prevention features unveiled
 - b. More compare tools featured

B. Suggested Campaign Related Dates

1. WEEK OF SEPT 6 –
 - a. Early campaign plan suggestions
 - b. Round One of Creative for Review
2. WEEK OF SEPT 13 – Announcement first round Hispanic campaign
3. WEEK OF SEPTEMBER 20 – 6th month Anniversary campaign elements
4. WEEK OF SEPTEMBER 27 –
 - a. Oct 1 Pricing Features Added campaign
 - b. Begin bulk of online campaign

III. Requirements

The contractor will develop a communications strategy for this national campaign, create and produce multi-media PSA executions of this strategy, disseminate these PSAs to national media outlets and monitor media and consumer response. The scope of the work associated with this comprehensive effort is discussed below. Weekly progress reports will be submitted on an ongoing basis. The contractor shall furnish all necessary services, qualified personnel, materials, equipment and facilities, not otherwise provided by ASPA, as needed to perform the requirements of this Statement of Work (SOW).

In addition, The Department of Health and Human Services shall be prominently and dominantly identified as the source, and shall include placement of the HHS logo more prominently and more dominantly, in every respect to any other graphic identifier. All text in the logo shall be clearly

legible. Appropriate HHS clearances and approvals shall be obtained by ASPA prior to the contractor publicly disseminating any audiovisual or print products produced under this task order. All image/artwork licensing and final native material files to be furnished to ASPA as directed and prior to the completion of the task order.

A. Campaign Objectives

With ASPA input and approval, the contractor shall plan, develop, and execute a national integrated multi-media and education campaign effort. The campaign should address the entire population. However, target audiences will have additional focus for targeted messaging. These audiences include:

- Hispanic Americans
- African Americans
- Young People
- Women/Mothers

The primary focus of the task order shall be:

- the development of a campaign strategy
- the development of campaign creative materials
- the development of an earned media strategy
- the development of a local grassroots implementation
- the development of paid media support of grassroots/earned media strategy

Throughout the task order, ASPA and HHS will provide input and approve all stages of development and review of the paid and earned media plans.

1. Campaign Strategy

Develop a strategic campaign plan that will highlight the tool available to all Americans available at healthcare.gov, including information regarding implementation of the Affordable Care Act and the impact of provisions of the law on target populations. The plan will be based on the Agency's direction and goals to best reach the target audiences in the most efficient manner, considering partner organizations, need, media saturation, message saturation by audience and cost. This strategy shall include critical dependencies and key decision points for deploying outreach using the industry best practices.

The campaign strategy shall include tactics to encourage Americans to go to healthcare.gov to research health insurance options, which include: grassroots tactics, earned media/local implementation tactics to leverage messages, research and assessment to gauge understanding in the field and resonance of materials, ad placement/purchase of all approved media, as well as creative development, and production of advertising and PSAs and other materials for the campaign. The strategic plan shall also include tactics on identifying new partners/community organizations at the local level that may help in achieving the goals of this campaign.

The multi-media campaign may include any of the following broadcast elements: television commercials, radio commercials, outdoor advertising, enhanced Internet creative, and New Media applications. The creative approaches developed for the target audiences may be tested through focus groups to ensure they are clearly communicating the campaign strategy and are motivating to consumers. Creative approaches may also be quantitatively tested among our target audiences to provide further evidence of the efficacy of the concepts.

2. Grassroots Strategy

The contractor shall:

- Coordinate media/partnerships to generate and leverage public interest in healthcare.gov.
- Pitch consumer targeted stories to specialized media.

- Track and report media pick up and identify coverage trends.
- Identifying new partners/community organizations at the local level that may help in achieving the goals of this campaign.
- Develop a recommended earned media strategy for ASPA input and approval that shall leverage paid advertising, PSAs, media outreach, partnerships, etc. to promote and reinforce key messages.

Media shall include, but are not limited to, the following tactics:

- PSA campaigns;
- distribution of press materials;
- outreach to specific media outlets;
- coordination of interviews, editorial boards, press avails, radio media tours, satellite media tours and other techniques designed to garner press coverage.

If necessary, production support shall be required to execute these tactics including the creation of press materials, etc.

3. Media Purchase and Placement

The contractor shall:

- Develop and implement comprehensive, integrated multi-media strategy that takes into account the diverse target audiences.
- The media strategy shall include various media outlets within key markets throughout the continental United States.
- The overall plan shall consider and recommend the most effective approach to reach our audiences through different mediums, including print, radio, and the Internet.
- Conduct all ad placements associated with campaign.

4. Monitor and Report on the Results of the Media Dissemination Effort

The contractor will monitor the results of the media dissemination and launch effort by tracking media support and placement of the campaign. Media placement will be tracked by media type, geographic area, and to the extent possible audience composition. Monthly reports evaluating campaign performance will be issued to aid in measuring the campaign's effectiveness.

Contractor will also report and assess fulfillment data such as unique visitors to any campaign supported website, downloads of campaign materials, and/or calls to a toll free number. The data will be examined monthly and evaluated against donated media.

At the conclusion of the campaign, contractor will provide a summary report evaluating the overall campaign effectiveness at reaching specified target audiences and the media saturation within the general population. Contractor will also include analysis estimating the media effect if additional dollars had been spent. Contractor will also include a brief proposal for future extension of campaign, including the expected impact on media exposure and the potential population that could be reached. Ex: Campaign reached 20 percent of Hispanic Americans in the selected media outlets, it is estimated with an additional \$2 million in media purchase; saturation could have reached 30 percent.

5. Creative Development/Production

The contractor shall develop materials to support the campaign.

- All materials shall be culturally competent and have universal appeal to each intended audience.
- Materials shall include the HHS logo and where relevant, other appropriate logos.
- HHS resources, specifically healthcare.gov shall be included as the information resource in all materials, if applicable.

The contractor shall secure the proper ad usage rights for placement during the campaign. Consideration of rights purchase efficiencies for the campaign and future use shall be included in the negotiation options provided to ASPA for approval. All talent, images and other materials procured under the task order shall be negotiated to include buy-out rights, as able and at least, cover the duration of the contract period of performance. All talent will be evaluated by ASPA before final selection.

Final Materials to be supplied to ASPA for Archival Purposes: The Contractor shall provide to the COTR all finalized creative materials, including supporting paperwork regarding usage rights, contacts for renewing usage rights, and signed Model Release forms.

B. Campaign Tasks

Tasks are not limited to the following, but may potentially included elements of the following.

Please note the government is the primary generator of content available on healthcare.gov. However, recommendations by the contractor for suggested site changes will be considered. In addition, continuity between web site content and campaign generated materials will be expected.

- 1. Design communication plan to target audiences**
- 2. Produce creative message for campaign execution**
- 3. Execute plan**
- 4. Evaluate and report on campaign programs**
- 5. Multi-Media Production**

- 5.1 Contractor shall provide access to studio capable of high-definition, multi-camera production with overhead lighting grid, studio control room and narration booth, and client screening and green room.
- 5.2 Contractor shall produce post production materials with capabilities for audio sweetening, motion graphics development, three dimensional effects compositing, and closed captioning.
- 5.3 Contractor shall provide physical copies of deliveries such as dubbed video tapes, CDs, DVDs, etc.
- 5.4 Contractor shall have access to royalty-free music, sound effects, and video footage on networked servers for multiple editor access.
- 5.5 Contractor shall have access to field production equipment that includes high-definition and standard definition digital video camera packages, extensive lighting, audio, and monitoring gear.
- 5.6 Contractor shall have capabilities for live web-casting via streaming video or multi-faceted interface.

C. Project Deliverables:

ASPA requires technical, professional services for the development, implementation, operation and management, and assessment of a national campaign. The Contractor shall provide a wide variety of planning, coordination, strategy development, oversight, implementation, and assessment in defining and carrying out this campaign and its complementary marketing components.

1. Kick-Off Meeting: The contractor shall meet with ASPA to discuss project parameters.
2. Strategic Project/Campaign Plan: The Contractor shall provide to the Contracting Officer Technical Representative (COTR) a Strategic Project Plan outlining how the contractor will raise awareness of healthcare.gov as a resource for health insurance information, which includes a timeline, the critical path, key decision points and critical dependencies, and risk identification/mitigation plans for each major wave under the campaign. Additionally, a budget shall be included; this plan shall ensure minimum cost and labor efficiency in coordinating activities relating to the design and implementation of this project. The strategic

plan shall include a campaign timeline and report that articulates the various stages and actions that they will take to ensure that ASPA is fully engaged in the planning, development, clearance and oversight of the campaign for each major tactic.

3. Weekly Status Report: The Contractor shall provide to the COTR, on a weekly basis, a written status report, outlining current and upcoming tasks related to the Campaign. Following the weekly calls with ASPA, the Contractor shall provide a task report to capture tasks reviewed, decisions pending, action items, and accomplishments.
4. Monthly Status, Expenditure and Progress Reports: The Contractor shall provide to the COTR, on a monthly basis, a written status report detailing money spent or obligated to date; correlate money spent/obligated to work completed; expected expenditures over the 30 days following each monthly report to match activities/media buys and other pertinent information to be specified by the COTR as the project evolves. Expenditure report shall include estimates for all costs associated with the campaign including labor, creative, development, research, media buy, etc.

The Contractor shall provide to the COTR and the Contracting Officer an updated monthly report for each project conducted under the contract. Information shall include, but not be limited to:

- Project milestones
- Problems encountered and anticipated, recommended solutions
- Deliverables due
- Deliverables submitted and dates completed
- Key staff responsible
- Money Spent and Balance

5. Creative Development, Production and Finalized Materials: The Contractor shall provide concepts for ASPA review and approval and finalized communications materials for approved earned media tactics, including but not limited to television, print, radio and Internet media in size/formats to be determined. Usage rights for each creative piece shall also be included for current and future use by ASPA. Based upon final campaign plan and media plan, creative may consist of:
 - Television Production – Development and production of spots in multiple lengths. This deliverable includes creative development, production, talent costs, music, editing and Internet clearance.
 - Radio Production (local, national, syndicated) – Development and production of spots in multiple lengths. This deliverable includes creative development, production, talent costs, music, editing and Internet clearance for all PSAs.
 - Outdoor Production – Development and production of multiple executions in multiple sizes. This deliverable includes creative development, production, talent costs, music, editing and Internet clearance for all PSAs.
 - Print: newspaper, magazine, flier/poster, brochure/pamphlet
 - Internet Media/WebPress materials
 - Collateral materials
 - Information intermediary materials

- Other campaign related materials
6. Media Recap reports: Media Recap reports, as needed, capturing paid and earned media successes in both print and broadcast media, including media outlet, date, media impressions/circulation, equivalent cost also need to be kept on a running basis throughout the media placement and earned media implementation is required. Report to be provided to ASPA on Monday to capture the media activities occurring the previous week. Daily reports shall be provided the day after an announcement, whether national or local, and those clips shall be included in the Weekly Recap as well.
 7. Comprehensive Project Completion Report with Recommendations for Next Steps: The Contractor shall provide to the COTR a comprehensive project completion report that shall include “lessons learned” and recommendations for future campaigns, including a media dissemination report evaluating the effectiveness and future potential outreach efforts.
 8. Regular Meetings with ASPA: The Contractor shall be required to meet face to face or on a conference call with ASPA staff in D.C. throughout the course of the contract on an “as needed” basis and regularly on a schedule to be defined in the project plan. The contractor shall participate in daily status meetings/conference calls with ASPA to report progress on all deliverables, tasks, and risk mitigation issues.
 9. Print and collateral materials: All of the native graphic files (burned to CD) and all supporting high-resolution artwork, fonts, images and illustrations used to create the product. Files shall be Macintosh platform in Indesign CS3, Adobe Photoshop, and Adobe Illustrator or PC platform in Quark Xpress 6.5, Adobe Photoshop, and Adobe Illustrator. File format will depend on what the output is going to be, but could possibly be indd., qxp., jpeg, tiffs, and pdfs.

Section 508 Compliance for Communications

The deliverables shall comply with the standards, policies, and procedures below. In the event of conflicts between the referenced documents and this SOW, the SOW shall take precedence.

Rehabilitation Act, Section 508 Accessibility Standards

1. 29 U.S.C. 794d (Rehabilitation Act as amended)
2. 36 CFR 1194 (508 Standards)
3. www.access-board.gov/sec508/508standards.htm (508 standards)
4. FAR 39.2 (Section 508)

In addition, all contract deliverables are subject to these 508 standards as applicable.

Regardless of format, all Web content or communications materials produced, including text, audio or video - must conform to applicable Section 508 standards to allow federal employees and members of the public with disabilities to access information that is comparable to information provided to persons without disabilities. All contractors (including subcontractors) or consultants responsible for preparing or posting content must comply with applicable Section 508 accessibility standards, and where applicable, those set forth in the referenced policy or standards documents (above/below). Remediation of any materials that do not comply with the applicable provisions of 36 CFR Part 1194 as set forth in the SOW shall be the responsibility of the contractor or consultant.

The following Section 508 provisions apply to the content or communications material identified in this SOW:

36 CFR Part 1194.22 a – j, l – p

36 CFR Part 1194.41 a – c

Project Deliverables Include:

<i>Deliverable Summary</i>	<i>Date</i>
1. Kick-off meeting	TBD
2. Strategic Project Plans	TBD
3. Weekly Status Report	Friday each week
4. Monthly Status, Expenditure and Project Report	1 st Monday each month
5. Creative Development, Production, and Finalized Materials	Ongoing
6. Media Recap and Monitoring Reports	As needed and daily after key announcements and activities.
7. Comprehensive Project Completion Report with Recommendations for Next Steps and Media Dissemination Report	TBD
8. Regular Meetings with ASPA staff in D.C.	Weekly
9. Print and collateral materials	As needed; 1 month before the end of the POP

Please note that all deliverables, when applicable, must be 508 compliant.

III. Period of Performance

The period of performance for this task order shall be September 20, 2010 through September 19, 2011.

IV. Task Order Type

This is a Time and Materials type task order.