

FOR AGENCY USE ONLY  
3-0741 OA-03-985

UNITED STATES DEPARTMENT OF AGRICULTURE  
PURCHASE ORDER

1 PAGE NO. 1 OF 8	2 RECEIVING OFFICE NO. 3A94	3 CONTRACT NUMBER OM	4 ORDER DATE 09/29/03	5 SF-281 22	6 UNIT CODE	7 FUND CODE T4	8 ORDER NUMBER 43-3A94-3-0530	9 SUB. 00
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9a TYPE PURCHASE (Check one)

<input checked="" type="checkbox"/> PURCHASE ORDER	<input type="checkbox"/> DELIVERY ORDER	52-1780876	N	52-1780876
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10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.)

MAYA ADVERTISING & COMMUNICATIONS  
1850 M STREET, NW, SUITE 230  
VID521780876 A  
WASHINGTON, DC 20036-  
(202) 530-0566

SHIP TO >

11 Consignee, Address, Zip Code, and Place of Inspection and Acceptance

USDA, FSIS, FSES  
ATTN: LYDIA KLEINER  
5601 SUNNYSIDE AVE MAILDROP 5268  
BELTSVILLE, MD 20705

PHONE (A/C & No.)	(301) 504-0212	Check One >	FTS >	COMM >
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12 LINE ITEM	13 ACT CODE	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT
01		HISPANIC OUTREACH ACTIVITIES FOR THE USDA, FSIS, FOOD SAFETY EDUCATION THE CONTRACTOR SHALL FURNISH THE NECESSARY PERSONNEL, EQUIPMENT, SERVICES AND FACILITIES (EXCEPT AS OTHERWISE SPECIFIED), TO PERFORM THE STATEMENT OF WORK ATTACHED.  THE PERIOD OF PERFORMANCE IS FROM SEPTEMBER 30, 2003 THROUGH MARCH 29, 2004.	2500	01	1	LOT	50000.000	50000 00

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( ):

21 F.O.B. POINT DESTINATION	22 DISCOUNT AND/OR NET PAYMENT TERMS 0.00 0 0.00 0 0.00 0 30	22a TYPE COMMODITY/PAYMENT CODE > 0	25 Sub-Total >	50000 00
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 03/29/2004	24 SHIP VIA	26 ESTIMATED FREIGHT	27 TOTAL >	50000 00

28 ACC LINE - 2 01	29 ACCOUNTING CLASSIFICATION					30 DISTRIBUTION	31 AMOUNT
	A	B	C	D	E		
	5	10	5	3	4	1 4 1 2	
						6 3100 1 3	

31a ISSUING OFFICE NAME AND ADDRESS  
USDA, FSIS, ASD, AAS  
MAILDROP 5230  
5601 SUNNYSIDE AVENUE  
BELTSVILLE, MD 20705 5230

31b ORDERED BY (Name and Title)  
KAREN G. CHAPMAN CONTRACTING OFFICER  
31c COMMERCIAL PHONE (Area Code and Number)  
(301) 504-3992  
31d FTS PHONE NO.

31e AUTHORIZED SIGNATURE  
*Karen G. Chapman*

ISSUING OFFICE COPY

**HISPANIC OUTREACH ACTIVITIES FOR THE  
USDA, FSIS, FOOD SAFETY EDUCATION**

**1. CONTINUATION OF AD 838**

**1.1 ADMINISTRATION**

**1.1.1 CONTRACTING OFFICER**

The Contracting Officer (CO) has the overall responsibility for the administration of this contract. The CO alone, without delegation, is authorized to take actions on behalf of the Government to amend, modify or deviate from the contract terms, conditions, requirements, specifications, details and/or delivery schedules; issue task orders against the contract; make final decisions on disputed deductions from contract payments for nonperformance, or unsatisfactory performance; terminate the contract for convenience or default; and issue final decisions regarding contract questions or matters under dispute. However, the CO may delegate certain other responsibilities to the CO Contracting Officer's Technical Representatives (COTR).

[End of Text]

**1.1.2 DESIGNATION OF CONTRACTING OFFICER'S TECHNICAL REPRESENTATIVE**

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The Contracting Officer hereby designates as the Contracting Officer's Technical Representative (COTR):

Lydia Kleiner, 301-504-0212

The COTR shall be responsible for administering the performance of work under this contract. In no event, however, will any understanding, agreement, modification, change order, or other matter deviating from the terms of this contract be effective or binding upon the Government unless formalized by proper contractual documents executed by the Contracting Officer prior to completion of the contract.

The Contracting Officer shall be informed as soon as possible of any actions or inactions by the Contractor or the Government which will change the required delivery or completion times stated in the contract, and the contract shall be modified accordingly.

On all matters that pertain to the contract terms, the contractor shall communicate with the Contracting Officer. Whenever, in the opinion of the Contractor, the COTR requests effort outside the scope of the contract, the contractor shall so advise the COTR. If the COTR persists and there still exists a disagreement as to proper contractual coverage, the Contracting Officer shall be notified immediately, preferably in writing if time permits. Proceeding with work without proper contractual coverage may result in nonpayment or necessitate submittal of a contract claim.

[End of Text]

**HISPANIC OUTREACH ACTIVITIES FOR THE  
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**1.2 INVOICES**

a) Invoices shall be submitted to the following address:

USDA, FSIS  
Financial Processing Center (FPC)  
4520 114<sup>th</sup> Street  
Urbandale, IA 50322

b) Invoices must reference the purchase order number.

[End of Text]

**2. CONTRACT CLAUSES****2.1 52.252-2 CLAUSES INCORPORATED BY REFERENCE (FEB 1998)**

This contract incorporates one or more clauses by reference, with the same force and effect as if they were given in full text. Upon request, the Contracting Officer will make their full text available. Also, the full text of a clause may be accessed electronically at this/these address(es):

<http://www.arnet.gov/far/>

FEDERAL ACQUISITION REGULATION (48 CFR CHAPTER 1) CLAUSES

NUMBER	TITLE	DATE
52.213-4	TERMS AND CONDITIONS-SIMPLIFIED ACQUISITIONS (OTHER THAN COMMERCIAL ITEMS)	JUN 2003
52.243-1	CHANGES - FIXED-PRICE ALTERNATE III (APR 1984)	AUG 1987

**2.1.1 52.219-18 Notification of Competition Limited to Eligible 8(a) Concerns (JUN 2003) (DEVIATION) (MAY 1998)**

(a) Offers are solicited only from small business concerns expressly certified by the Small Business Administration (SBA) for participation in the SBA's 8(a) Program and which meet the following criteria at the time of submission of offer-

(1) The Offeror is in conformance with the 8(a) support limitation set forth in its approved business plan; and

(2) The Offeror is in conformance with the Business Activity Targets set forth in its approved business plan or any remedial action directed by the SBA.

(b) By submission of its offer, the Offeror represents that it meets all of the criteria set forth in paragraph (a) of this clause.

(c) Any award resulting from this solicitation will be made directly by the Contracting Officer to the successful 8(a) offeror selected through the evaluation criteria set forth in this solicitation.

(d) (1) Agreement. A small business concern submitting an offer in its own name shall furnish, in performing the contract, only end items manufactured

**HISPANIC OUTREACH ACTIVITIES FOR THE  
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or produced by small business concerns in the United States or its outlying areas. If this procurement is processed under simplified acquisition procedures and the total amount of this contract does not exceed \$25,000, a small business concern may furnish the product of any domestic firm. This paragraph does not apply to construction or service contracts.

(2) Maya Advertising and communications will notify the USDA, FSIS, ASD, PMB, AAS, Contracting Officer in writing immediately upon entering an agreement (either oral or written) to transfer all or part of its stock or other ownership interest to any other party.

(End of Clause)

**2.1.2 52.219-70XX SECTION 8(a) DIRECT AWARD (MAY 1998)**

(a) This contract is issued as a direct award between the contracting activity and the 8(a) contractor pursuant to the Partnership Agreement (PA) between the Small Business Administration (SBA) and the U.S. Department of Agriculture (USDA). SBA does retain responsibility for 8(a) certification, 8(a) eligibility determinations and related issues, and providing counseling and assistance to the 8(a) contractor under the 8(a) program. The cognizant SBA district office is:

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U.S. SMALL BUSINESS ADMINISTRATION  
WASHINGTON DC DISTRICT OFFICE  
1110 VERMONT AVE., NW, 9<sup>TH</sup> FLOOR  
WASHINGTON, DC 20005

(b) The contracting activity is responsible for administering the contract and taking any action on behalf of the Government under the terms and conditions of the contract. However, the contracting activity shall give advance notice to the SBA before it issues a final notice terminating performance, either in whole or in part, under the contract. The contracting activity shall also coordinate with SBA prior to processing any novation agreement. The contracting activity may assign contract administration functions to a contract administration office.

(c) The contractor agrees:

(1) to notify the Contracting Officer, simultaneous with its notification to SBA ~~(as required by SBA's 8(a) regulations)~~, when the owner or owners upon whom 8(a) eligibility is based plan to relinquish ownership or control of the concern. Consistent with 15 U.S.C. 637(a)(21), transfer of ownership or control shall result in termination of the contract for convenience, unless SBA waives the requirement for termination prior to the actual relinquishing of ownership and control.

(2) it will adhere to the requirements of 52.219-14, Limitations on Subcontracting.

(End of Clause)

**HISPANIC OUTREACH ACTIVITIES FOR THE  
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**3. ANY CONTRACT DOCUMENTS, EXHIBITS OR ATTACHMENTS**

**3.1 KEY PERSONNEL**

(a) The personnel listed below are considered essential to the work being performed under this contract. Before removing, replacing, or diverting any of the listed or specified personnel, the Contractor shall (1) notify the Contracting Officer reasonably in advance and (2) provide a detailed explanation of the circumstances necessitating the proposed substitutions, complete resumes for the proposed substitutes, and any additional information requested by the Contracting Officer. Proposed substitutes should have comparable qualifications to those of the persons being replaced.

(b) The Contractor shall make no diversion without the Contracting Officer's written consent. The list of personnel shown below may, with the consent of the contracting parties, be amended from time to time during the course of the contract to add or delete personnel.

(c) The Contractor shall assign to this contract the following key personnel:

NAME	POSITION TITLE
Luis Vasquez-Ajmac	Principal
Raquel Garcia-Pertusa	Project Manager
Rikki Marie George	Program Director

[End of Text]

**3.2 PERIOD OF PERFORMANCE**

The period of performance is from September 30, 2003 through March 29, 2004.

[End of Text]

**3.3 PLACE OF PERFORMANCE**

The Contractor shall perform the required services at the Contractor's facilities.

[End of Text]

**3.4 GOVERNMENT HOLIDAYS/SCHEDULE**

Government Holidays: The Contractor shall provide deliverables Monday through Friday, 8:00 a.m. through 5:00 p.m., EST, excluding Government holidays as listed below. When a deliverable due date occurs on a weekend or Government holiday as identified below, the deliverable will be due on the following Government business day.

**HISPANIC OUTREACH ACTIVITIES FOR THE  
USDA, FSIS, FOOD SAFETY EDUCATION**

1. New Years' Day	1 January
2. Inauguration Day	20 Jan. of Election Year
3. Martin Luther King's Birthday	3 <sup>rd</sup> Monday in January
4. President's Day	3 <sup>rd</sup> Monday in February
5. Memorial Day	Last Monday in May
6. Independence Day	4 <sup>th</sup> of July
7. Labor Day	1 <sup>st</sup> Monday in September
8. Columbus Day	2 <sup>nd</sup> Monday in October
9. Veteran's Day	11 <sup>th</sup> of November
10. Thanksgiving Day	4 <sup>th</sup> Thursday in November
11. Christmas Day	25 <sup>th</sup> of December

[End of Text]

**3.5 DELIVERY/PAYMENT SCHEDULE**

The Contractor shall submit to the COTR, at the address listed below the following items, at the time stated below:

USDA, FSIS, FSES  
5601 Sunnyside Avenue  
Maildrop 5268  
Beltsville, MD 20705-5268

(301) 504-0212  
[Lydia.Kleiner@fsis.usda.gov](mailto:Lydia.Kleiner@fsis.usda.gov)

<u>Deliverable/Milestone</u>	<u>Quantity</u>	<u>Due</u>	<u>Partial Payment</u>
1. Review materials offered by FSIS..	N/A	within 15 working days after receipt of order (ARO)	N/A
2. Analyze FSE's current priorities..	N/A	within 15 working days ARO	N/A
3. Submit at least two (2) plans to maximize outreach.. to include promoting the USDA Meat and Poultry Hotline..	2 Hard Copies & 1 Electronic	11/21/03	N/A
4. Suggest/submit multi-media strategies..	2 Hard Copies & 1 Electronic	11/21/03	N/A

**HISPANIC OUTREACH ACTIVITIES FOR THE  
USDA, FSIS, FOOD SAFETY EDUCATION**

5. Submit Plan to incorporate development of scripts for radio and TV/video and texts..	2 Hard Copies & 1 Electronic	12/10/03	<u>\$25000.00</u>
6. Target areas of the country and sub-population for highest priority	2 Hard Copies & 1 Electronic	12/10/03	N/A
7. Execute/submit pilot model scripts, story boards, and layout..	2 Hard Copies & 1 Electronic	01/06/04	<u>\$15000.00</u>
8. Submit expected outcomes..	2 Hard Copies & 1 Electronic	01/21/04	N/A
9. Submit a tracking proposal..	2 Hard Copies & 1 Electronic	01/21/04	N/A
<hr/>			
10. Submit marketing proposals..	2 Hard Copies & 1 Electronic	02/27/04	<u>\$ 7500.00</u>
11. Submit innovate examples of materials..	2 Hard Copies & 1 Electronic	02/27/04	N/A
12. Submit monthly status/progress reports	2 Hard Copies & 1 Electronic	by the 10 of each month	N/A
13. Submit final report	3 Hard Copies & 1 Electronic	03/29/04	<u>\$ 2500.00</u>

Partial payments are authorized upon receipt and acceptance of deliverables by the COTR.

One copy of the final written report shall be submitted to the Contracting Officer at 5601 Sunnyside Avenue, Maildrop 5230, Beltsville, MD 20705-5230.

[End of Text]

**3.6 GOVERNMENT FURNISHED INFORMATION**

The FSES will provide background materials used in earlier Hispanic outreach efforts, including research reports and materials current translated into Spanish. In addition, FSES will provide a liaison and contact information for Spanish speaking staff, as appropriate, to support this effort.

**HISPANIC OUTREACH ACTIVITIES FOR THE  
USDA, FSIS, FOOD SAFETY EDUCATION**

FSES will use its resources as appropriate to further the campaign. For current information, click on *FSIS En Espanol* on the Homepage: [www.fsis.usda.gov](http://www.fsis.usda.gov)

[End of Text]

**3.7 TYPE OF PURCHASE ORDER**

This is a firm-fixed-price purchase order.

[End of Text]

**3.8 REPRESENTATIONS, CERTIFICATIONS, AND OTHER STATEMENTS OF OFFEROR**

The completed and submitted "Representations, Certifications, and Other Statements of Offerors or Quoters", are incorporated by reference in this contract.

[End of Text]

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**3.9 ATTACHMENTS**

Statement of Work  
(3 pages)

[End of Text]

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## Hispanic Outreach – Food Safety Education

Revised: 9/25/03 Clarification

**Background:** The Food Safety Education Staff (FSES) of the U.S. Department of Agriculture's (USDA) Food Safety and Inspection Service (FSIS) works to educate consumers about food safety and precautions they can take to reduce the risk of foodborne illness. Over the past years, efforts to reach out to underserved consumers have taken priority, yet it has been difficult to reach the Hispanic market. Efforts included adding Spanish speaking staff members to the Meat and Poultry Hotline as well as translating more publications into Spanish. Yet there are gaps, and with the fast-growing Spanish speaking population -- see most recently released Census Bureau report (June, 2003) noting that the Spanish population has become the largest U.S. minority group -- the issue becomes more critical. According to the Census Bureau, the Hispanic population in the U.S. grew almost four times faster than the rest of the country. This multi-faceted group has significant needs in the area of food safety education. We realize through our preliminary work, that simple translation is not enough -- what is required is a focused outreach campaign to draw in the Hispanic community and its subcultures.

**Objectives:** The objectives of FSES are to broaden its reach to the Hispanic market, developing multi-media products and an approach that will fit the needs of the communities, educate them on the key issues and involve them in building on information on how best to serve specialized interests. We are looking for a blueprint -- how to proceed.

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**Description of Work:** The FSES is interested in working with an experienced public affairs/research/marketing firm with knowledge of and expertise in reaching out to Hispanic audiences through Spanish outlets. The Contractor shall provide tasks as follows:

1. Review materials offered by FSES in Spanish and directed toward Hispanic clients, including review of previous efforts at reaching Spanish customers via Hotline, as well as an FSE research report, 5 Hispanic radio spots already produced, a video in Spanish, and translated materials currently on Website or available as hard copy publications. This is the main purpose of the contract -- to have the contractor use expertise to review what we have done so far and develop (see subsequent steps) a blueprint for where we need to go next.
2. Analyze FSE's current priorities and likelihood of success within a range of options and offer at least two plans to maximize outreach to Hispanic community (including public health professionals) using a multi-media approach. These plans should include promoting the USDA Meat and Poultry Hotline at 1-888-MPHotline or 1-888-674-6854, as a source for obtaining safe food handling information as well as highlighting its Spanish speaking experts who answer consumer questions. Recorded messages are also available in Spanish.

3. Suggest a multi-media strategy that could involve publications with prominent graphics, and/or radio, and/or TV/video production, and/or Internet. Produce a plan that could incorporate radio or TV/video and texts, and hard copy materials (print advertising or pro bono ads/ letters to the editor/ articles in free community newspapers)
4. Target areas of the country and sub-populations for highest priority. Using contractor's expertise about high concentration Hispanic populations, plus review of previous efforts, prepare a brief suggested plan for multi-media activities targeting strategic states and sub-populations including parents, the elderly and other at-risk groups (e.g. immune compromised such as HIV or diabetics).
5. Outline sample pilot (model) scripts, story boards, and layout in consultation with FSE staff (including designated COTR.) Only one sample of each is requested – one radio text for a radio spot; one TV text for a TV spot; one TV storyboard for a TV spot and one suggested print ad (with low resolution images.) By "outline" – we mean that in addition to preparing one sample, describe a plan in outline form (e.g. bullets) how these models could be expanded for follow-up in a potential series to build upon the creative messages of the pilot. (Clarification: layout refers to a print ad, i.e. seeking advice on would a photo or a graphic serve this population better?)
6. Provide expected outcomes, specifically, in terms of numbers expected to be reached, geographic locations, and target populations by age and other guidelines (e.g. head of household, family food purchaser, meal planners, child care provider for children under the age of 10.) Include a tracking proposal, showing how the success of the outreach would be measured, and a model for follow-up evaluation of materials, both in the pre- and post-production stages.
7. Offer two marketing proposals (higher and lower cost – varying outreach) to be reviewed in conjunction with FSE staff. These could serve as the base for expanded multi-media education outreach within the overarching food safety theme.

Given the demographics of this target market, we anticipate aiming at young families (including pregnant women) and parents of young children, older adults (those over the age of 60) and at-risk populations (vulnerable through illnesses such as diabetes, cancer, HIV) and other immune-compromised individuals.

**Reports:** The contractor shall provide the following:

1. Reports/submissions (multimedia products) shall be reported/produced in accordance with the delivery schedule. Reports/submissions shall be submitted in Microsoft Word and video materials submitted in VHS format. USDA/FSIS will decide which reports/submissions/photos/videos will be placed on the FSIS Web site, noting the contractor's work.
2. Monthly status reports are required in Microsoft Word format.

3. Three copies of the Final Report (including summaries/copies of radio, video, graphics or other multimedia products resulting from the contract) shall be submitted in a Microsoft Word and pdf format (Web-ready) for placement on the

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