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UNITED STATES DEPARTMENT OF AGRICULTURE  
PURCHASE ORDER

1 PAGE NO. 1	2 RECEIVING OFFICE NO. 3135	3 CONTRACT NUMBER 45-3142-4-06485	4 ORDER DATE 05/13/04	5 SF-281 22	6 UNIT CODE TZ	7 FUND CODE TZ	8 ORDER NUMBER 43-3142-4-01347	9 SUB 00
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2a TYPE PURCHASE (Check one)  
 PURCHASE ORDER  DELIVERY ORDER

19 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) DONYA MELANSON ASSOCIATES 5 BISSON LANE VID042552623 A MERRIMAC, MA 01860	11 SHIP TO >	Consignee, Address, Zip Code, and Place of Inspection and Acceptance USDA/VISUAL COMM CENTER 1400 INDEPENDENCE AVENUE, S.W. ROOM 517-A WASHINGTON, DC 20250 - 1380
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12 LINE ITEM	13 QUANT. REC'D	14 DESCRIPTION	15 BUDGET OBJECT	16 ACC LINE	17 QUANTITY	18 UNIT ISSUE	19 UNIT PRICE	20 AMOUNT	21 COMM
01		THE CONTRACTOR SHALL PROVIDE CAMPAIGN SUPPORT OF THE NAT'L BSE SURVEILLANCE CAMPAIGN, IN ACCORDANCE WITH THE STATEMENT OF WORK AND AMENDMENT 01, AND PER YOUR REVISED QUOTE RFQ-OPPM-04-Q-52 DATED 5/12/04 (FIRM-FIXED PRICE)	2545	01	1	JOB	278317.000	278317	00
		FOR ADDITIONAL INFORMATION PLEASE CONTACT HEATHER CURETT ON (301) 504-9603.							

20a THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)		22 DISCOUNT AND/OR NET PAYMENT TERMS 0.00 0 0.00 0 0.00 0 30	22a TYPE COMMERCIAL/PAYMENT CODE > 0	25 Sub-Total >	278317	00
21 F.O.B. POINT DESTINATION	23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 5/31/05	24 SHIP VIA	26 ESTIMATED FREIGHT	TOTAL >	278317	00

22	FORWARD TO: USDA, Office of Finance and Management, National Finance Center, P.O. Box 60000, New Orleans, LA 70160					DISTRIBUTION	AMOUNT
01	A 5 049C5	B 10 340000	C 5	D 3	E 4	1-4	1-2

SIGNATURE AND TITLE	31b ORDERED BY (Name and Title) VERNELL THOMPSON CONTRACTING OFFICER					
RECEIPT DATE	34 TYPE SHIPMT	35 RECEIVING OFFICE PHONE (A/C & No.)	FTS	COMM	31c COMMERCIAL PHONE (Area Code and Number) (202) 720-2134	31d FTS PHONE NO.
				31e AUTHORIZED SIGNATURE <i>Vernell P. Thompson</i>		

RECEIPT COPY

## **Bid Request for *National BSE Surveillance Campaign Support***

Art Director/COTR: Heather Curlett  
(Primary Contact) USDA Visual Communications Center  
301.504.9603  
FAX 301.504.9600  
Email: [heather.curlett@usda.gov](mailto:heather.curlett@usda.gov)

Bid Request: Please fax your bid to the USDA Procurement Office.  
Submission deadline, Procurement contact name, and fax  
number will be provided.

### **Part I: Scope of Work**

#### **Introduction**

USDA's Animal and Plant Health Inspection Service (APHIS) is developing and implementing a communication strategy to promote awareness of an intensive national bovine spongiform encephalopathy (BSE) surveillance program to be conducted during a 12-18 month period, beginning approximately in June 2004. This intensive surveillance effort will help determine whether BSE is present in the U.S. cattle population, and if so, at what level. The broad aim of this communication campaign is to make cattle producers, slaughter and rendering facilities, and associated industries aware of this effort. The communication campaign will outline the components of the surveillance plan, provide information to producers and industry regarding the types of cattle to be tested, and urge producers and industry to call a toll-free hotline to identify eligible cattle for BSE testing to their local VS Area Office.

#### **Background**

BSE was confirmed in a Holstein cow in Washington State on December 25, 2003. As questions about the safety of the U.S. food supply surfaced, international beef and cattle markets closed. Efforts to reassure consumer confidence both here and abroad were successful, but came at a great cost. During the investigation, 38,000 pounds of raw meat were recalled; several thousand tons of rendered protein product was destroyed; 704 animals were depopulated; 58 countries implemented at least limited trade bans against U.S. meat products and live cattle; and major policy changes regarding disease surveillance and animal identification were called for.

To ensure that a robust disease surveillance program continues to exist in the U.S., the Secretary of Agriculture called for a team of international experts to review USDA's epidemiological investigation and response to the case and make recommendations if necessary. The scientific panel recommended a one-year enhanced surveillance program targeting cattle from the populations considered at highest risk for the disease, as well as a random sampling of slaughter animals from the aged cattle population.

The objective of this surveillance plan is to test as many cattle as possible from the targeted high-risk population in 12-18 months. If APHIS is able to test at least 268,000 cattle from the high-risk population during this intensive one-time surveillance effort, it will be able to detect BSE at a rate of 1 positive in 10 million adult cattle with a 99 percent confidence level. In other words, the enhanced program could detect BSE even if there were only 5 positive animals in the entire country.

The purpose of the outreach campaign is to educate cattle owners, slaughter establishments, rendering facilities, veterinary diagnostic laboratories, public health laboratories, sale barns, and livestock auctions about:

1. the components of this intensive surveillance effort
2. the definition of the target cattle population
3. the vital importance of producers and industry to participate in this program
4. the importance of rapidly reporting any cows that are non-ambulatory, that exhibit central nervous system disorders or other signs that may be associated with BSE, or that die for unknown reasons.

All data gathered through this national program will help APHIS provide consumers, trading partners, and industry with increased assurances about the status of BSE in the U.S. cattle population.

### **Need for a Communication Campaign**

In order to generate a heightened level of awareness of the surveillance effort in a very short period of time, it will be necessary to engage in a communication campaign. The majority of cattle eligible to be tested will have to be identified either on the farm by producers or in slaughter and rendering facilities by plant employees. This audience must be made aware of the surveillance plan and understand their vital role in its success.

The data collected through this program will benefit the target audience by

- creating a greater consumer confidence in the safety of U.S. cattle and cattle products.
- helping to create an opportunity to open any foreign markets that remain closed, and
- demonstrating the health and vitality of the U.S. cattle population.

With the data collected through this one-time intensive surveillance effort, USDA will be able to provide increased assurances about the BSE status of the U.S. cattle population to consumers, trading partners, and industry.

### **Communication Objectives**

**Awareness:** To increase awareness among the target audience of

- The components of this intensive surveillance effort
- The definition of the target cattle population
- The vital importance of producers and industry to participate in this program

- The importance of rapidly reporting cows that are non-ambulatory, that exhibit central nervous system disorders or other signs that may be associated with BSE, or that die for unknown reasons, to ensure that samples do not autolyze and become unusable.
- The benefits to producers and associated industries if they participate.

**Attitudes:** To create

- A sense of personal relevance to the messages of the campaign,
- A sense of immediacy regarding the need to report cattle via the hotline, and
- A sense of partnership or teamwork between Federal and state government, industry, and producers to increase consumer confidence in the safety of U.S. cattle and cattle products.

**Behaviors:** To increase the target audience's intention to

- Participate in the program, and
- Call the toll-free hotline and identify eligible cattle for testing.

## **Part II: Tasks**

### **Task 1: Concept Development.**

The contractor shall develop creative and audience-appropriate themes for the campaign. Themes should be appeal to target audiences' motivations for participating in this surveillance effort.

### **Task 2: Research/Concept Testing.**

The contractor shall conduct concept testing research to determine target audiences' reaction to and perception/understanding of campaign themes and messages. Research should also identify barriers to increasing awareness and changing attitudes and behaviors among the target audience. Findings and recommendations are to be provided in the form of a written report and verbal presentation.

### **Task 3: Develop a Communication/Marketing/Media Plan.**

The contractor shall develop and present a written communication/marketing/media plan to motivate the target audience(s) to follow the campaign's call to action. Plan will primarily focus on the primary target audience, but will also address the secondary target audiences. In developing the plan, the contractor shall frequently consult the campaign coordinator (USDA) and art director/COTR. The contractor will evaluate the potential effectiveness of each media and recommend to the campaign coordinator the most cost effective way to spend the allocated funds. The plan must specifically support the communication aims outlined in the communication strategy document, identify what audience segment will be targeted, identify the frequency and type of communications proposed, determine the cost, produce an implementation schedule, and develop a methodology for assessing the effectiveness of any media used.

### **Task 4: Implement Media Plan/Develop Communication Products.**

The contractor will coordinate all media buys and ad placements as outlined in the communications plan. Each ad placement will be reported to the COTR including providing copies of all tear sheets. Ad placement budget is to be determined, but will not exceed \$1 million.

*Note on ad placement budget:* The amount available for ad placement will be determined by USDA by the time the contract is awarded After the completion and approval of the media plan (outlining proposed media placements, schedules, costs, etc.), USDA will give the media placement funds to the contractor to disburse according to the schedule outlined in the media plan. After each placement, the contractor will need to provide tear sheets, etc. to verify the placement.

The contractor will develop the following communication products fully, ready for final use to include camera-ready art (for print media) and the equivalent for all other media.

*Note:* It is anticipated that the work performed in Task 1 and 2 will reveal the need for certain communication products. The specific kinds and number of products cannot be determined until that work is complete. However, for bidding purposes, the contractor is

asked to submit a separate cost estimate for the items listed below. USDA shall reserve the right to commission or not commission the contractor to develop these products. If all or some of the products are not used, or if additional products are required based on the work performed in Task 1 and 2, the cost of the contract will be adjusted accordingly.

- **Print Ads/PSAs**

Create concept, write, design, and illustrate

- full page 4-color ad
- full page 1-color ad
- 1/2 page 4-color ad
- 1/2 page 1-color ad
- 1/4 page 4-color ad
- 1/4 page 1-color ad

- **Poster**

Create concept, write, design, and illustrate one [1] 4-color, 11"x17" poster.

- **Outreach/Press Kit**

Create concept, write, design, and illustrate

- 4-color, 9"x12" kit folder
- 2-color kit envelope
- four 2-color fact sheets (including charts/graphs explaining statistical aspects of surveillance effort)
- Q & A
- fill-in-the-blank press release
- sample feature article
- sample broadcast script
- black/white and color ad slicks (based on ads listed above)

- **Direct Mail Pieces**

Create concept, write, design, and illustrate

- 17"x11" (folds to 8.5"x11"), 4-color, newsletter-style self-mailer
- two 6"x4" 4-color, post cards

- **Exhibit**

Create concept, write, design, and illustrate one 10 ft. pop-up exhibit. Order structure and coordinate production/fabrication of mural panels.

The contractor will also provide creative direction and advice on the development and production of the following items:

- **TV PSA and Commercial**

To ensure consistency with other campaign materials, the contractor will work closely with COTR and the campaign coordinator to develop draft script, review PSA/commercial progress and provide recommendations or advice to the COTR

for USDA's Broadcast Media Technology group in the development of the PSA and commercial.

- **Radio PSA and Commercial**

To ensure consistency with other campaign materials, the contractor will work closely with campaign coordinator to develop draft script, review PSA/commercial progress and provide recommendations or advice to the COTR for USDA's Broadcast Media Technology group in the development of the radio PSA and commercial.

**Task 5: Language Translations**

All materials listed above will need to be translated into Spanish. The contractor will be responsible for producing the translations and creating the Spanish language versions of the above listed materials.

**Task 6: Public Affairs Support**

The contractor will meet on a weekly basis (usually by phone; in person as necessary) with the COTR and the campaign coordinator to provide objective analysis and advice for the development of the communications plan and products and campaign implementation for the duration of the contract.

## **Part III: Schedules, Deliverables, File Preparation, Work by Others, Ownership, and Costs**

### **Schedule of Work**

The work in this contract shall be conducted over a period of 12 months (May 1, 2004 – May 31, 2005). The schedule outlined below will be finalized with contractor input at first meeting after award of contract. Contractor should bear in mind that the schedule will need to accommodate agency review and clearance (averaging 3-5 business days per task). [Note: Work may be shifted among the categories at the discretion of the COTR in tangent with the campaign coordinator to take advantage of or coincide with other non-contract campaign-related activities or initiatives.]

#### Task 1:

To be completed within 5 business days after award of contract.

#### Task 2:

To be completed within 10 business days after completion of Task 1.

#### Task 3:

To be completed within 15 business days after award of contract.

#### Task 4:

1A. Campaign product design/camera ready production to be completed within 25 business days after award of contract.

2A. Media plan implementation to be completed within 300 calendar days after completion of Task 3.

#### Task 5:

To be completed within 20 business days after completion of Task 4, 1A.

#### Task 6:

To be provided for a total of 40 business days (320 staff hours) over the life of the contract.

### **Deliverables**

The following are specific items that shall be delivered to the COTR. COTR will deliver materials to the campaign coordinator (USDA). [Note on client/contractor interactions: All client/contractor interactions must include the COTR. If client contacts contractor directly, contractor is to refer client back to COTR before proceeding.]

1. Task 1—Concept Development. Contractor will provide campaign theme(s) in a PDF document for client and COTR review.



2. Task 2—Concept Testing Research Report. The report shall show the research plan, recordings or transcripts, include places and names of participants, expenditures, list of questions asked, manner of interviews, recommendations for how to understand or address findings, and other elements agreed to by the principals.
3. Task 3—Communication/Marketing/Media Plan. The plan shall reflect the basic strategy, how audiences shall be targeted and reached, type and frequency of messages, and the manner of assessing the effectiveness of media that may be used.
4. Task 4—Communication Products. The contractor shall deliver all final materials as outlined in Task 3 description of work. These materials shall include, but are not limited to, all camera-ready art for above listed products, insertion orders and tear sheets for print ads.
5. Task 5—Language Translation. The contractor shall deliver Spanish versions of all final camera-ready materials for above listed products.
6. Task 6—Public Affairs Support. The contractor shall propose, recommend, advise, and respond to and initiate frequent contacts with the COTR and the campaign coordinator.
7. After the award of the contract, the contractor shall provide a Monthly Payment Schedule outlining anticipated costs per month per task. As work begins, the contractor shall provide monthly billing reports/invoices to the COTR showing actual costs by task. All monthly billing reports/invoices must be accompanied by supporting documents such as tear sheets, subcontractor fees, etc.
8. Weekly activity reports shall be provided to the COTR summarizing work started or completed to date, as well as providing pertinent information (assignments, costs, schedules, etc.) per task.

### **Camera-Ready File Preparation**

Contractor to provide layout and design for all products listed above. Comps for USDA review should be submitted in color (300 DPI laser prints acceptable). Contractor shall make AA's as required, not to exceed 2 separate sets of corrected proofs plus 1 final proof.

Software/hardware. Files to be provided in Apple Macintosh format, using Adobe Quark XPress 4.11. USDA prefers art/images be in Adobe Illustrator 10 and/or Photoshop 7.0.

Fonts. USDA prefers Type 1 Postscript fonts. Please provide all fonts used in product on final disk.

Scans and Images. All photographic images used in the publication should be scanned for high-resolution output. Artwork should be scanned at high-resolution and placed in files.

Disk and Materials furnished. USDA can accept 100 and 250 MB ZIP disks and CDs (final disks will not be returned to contractor). Final electronic files and materials should be set up for offset printing, and include the following:

- Color page proofs and printer's dummy if necessary
- Completed "USDA Camera-Ready Specifications for Printing" form. This will be provided to the contractor at the first meeting after award of contract.
- Printout of disk directory.

### **Work to be Performed by Others**

All printing will be coordinated through the Visual Communications Center and performed by the Government Printing Office.

### **Clearances, Copyright, Ownership**

USDA's Visual Communications Center shall have full, complete ownership of all slogans, copywriting, designs, illustrations, photography, and any other creative work produced to fulfill the requirements of this contract. This includes all creative material produced by the contractor and those materials bought from subcontractors and other vendors (stock photography suppliers, etc.). It is the contractor's responsibility to itemize the necessary costs for each project in the budgets and to assure that full ownership rights pass to USDA's Visual Communications Center.

### **Costs**

Cost for each project is determined by the number of hours required to produce the product/deliverable by the hourly rate, plus materials, supplies, shipping, travel, applicable media buys, full USDA ownership rights of products and concepts. Materials, supplies, shipping, travel, and applicable media buys are at cost to the government with supporting documentation submitted with the project estimate and invoice.

#### Part IV: Performance Requirements

The contractor shall be responsible for maintaining the performance requirements as described in each individual task order issued with each performance requirement summary as in the following table:

Task Performance Indicator	Standard	Non-performance penalty
Research	Accurate and complete. Delivers on time according to schedule including rush situations.	See note 1
Communication Planning and Development	Accurate, imaginative, and complete development from concept to final. Project-specific standards established by government.	See note 1
Design and Documentation	Accurate, imaginative, and complete design development and documentation from concept to final. Complete and accurate documentation of designs, copy writing, editorial, written specifications for printing, distribution, GPO production services purposes. Up-to-date knowledge of production, materials, and processes.	See note 1
Phase Deadlines and Final Delivery Deadlines	Delivers on time according to determined schedule including rush situations.	5% cost deduction on fee for current phase of work made for each day deadline is missed.
Courier Service	Delivers on time according to determined schedule including rush situations. Contractor to notify USDA immediately by telephone in the event of a delay in	5% cost deduction on fee for current phase of work if not an excusable delay or lack of advance notification of delay. Additional 5% deduction made for each

	delivery beyond the control of the contractor.	day established deadline is missed.
Reports	Submit reports including task assignments, costs, schedules, and pertinent information per project.	1% cost deduction on current phase of work for all active projects.
Software	Uses the latest available design, layout, and illustration applications for Mac and PC platforms that are compatible with USDA.	See note 1.
Technical Support and Consultation	Provides accurate support and information on matters of content, materials, and technical issues relating to each task.	See note 1.
Americans with Disabilities Act and Section 508	Prepares all project materials in compliance with ADA and Section 508 requirements, where applicable, to accommodate all audience's or for project's predetermined audience.	See note 1.
Editorial and Translation Support Services	Provides highest level of accurate proofing, editing, rewriting, indexing, and language translation of manuscripts. Provides proofing of camera-ready artwork for final delivery of project.	See note 1.

Note 1: Contractor shall meet or exceed standards set forth within this task order. A 5% cost deduction may be applied on overall task order if contractor fails to meet solicitation requirements. Repeated failure to meet any or task performance indicators (3 or more failures) may result in USDA canceling individual projects with contractor or complete cancellation of entire contract. In the event of termination of work, USDA will pay contractor only for USDA-accepted work up to termination.

## **Part V: Criteria for Selection**

Bid/proposals will be evaluated according to the following criteria:

- Criteria 1: Project Understanding 25%
- Criteria 2: Project Staffing/Management Plan 35%
- Criteria 3: Project Approach 45%

### **Criteria 1: Project Understanding**

Offeror's proposal should demonstrate an understanding of the tasks requested in this contract. Offeror may provide samples of previous work similar in nature to this project to show how they have approached similar projects.

### **Criteria 2: Project Staffing/Management Plan**

Offeror's proposal should detail the principal staff contacts for this project and their respective roles/responsibilities as well as discuss how offeror intends to manage their time in meeting the requirements of this contract.

### **Criteria 3: Project Approach**

Offeror's proposal should discuss how the offeror intends to address the various aspects of the project. Proposal should demonstrate an understanding of the audience and discuss the creative approach.

## Part VI: Items and Prices

The contractor shall furnish all labor, supplies, materials, equipment, and supervision to perform the services stated herein and within the specified timeframes.

Item	Supplies/Services	Quantity	Price
01	Task 1: Concept Development	1	\$_____
02	Task 2: Concept Testing Research	1	\$_____
03	Task 3: Develop Communication/Marketing/Media Plan	1	\$_____
04	Task 4: Implement Media Plan/Develop Communication Products		
	• Ads/Print PSAs	1	\$_____
	• Advertising Placement Budget		TBD*
	• Poster	1	\$_____
	• Outreach/Press Kit	1	\$_____
	• Direct Mail Pieces	1	\$_____
	• Exhibit	1	\$_____
	• TV PSA/Commercial (draft script/review)	1	\$_____
	• Radio PSA/Commercial (draft script/review)	1	\$_____
05	Task 5: Language Translations	1	\$_____
06	Task 5: Public Affairs Support	1	\$_____

*\* Note on ad placement budget:* The amount available for ad placement will be determined by USDA by the time the contract is awarded. As mentioned above, the budget will not exceed \$1 million. After the completion and approval of the media plan (outlining proposed media placements, schedules, costs, etc.), USDA will give the media placement funds to the contractor to disburse according to the schedule outlined in the media plan. After each placement, the contractor will need to provide tear sheets, etc. to verify the placement.