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UNITED STATES DEPARTMENT OF AGRICULTURE

PURCHASE ORDER

1 PAGE NO. 1 CF 1	2 RECEIVING OFFICE NO. 3135	3 CONTRACT NUMBER 45-3142-4 06481	4 ORDER DATE 04/20/04	5 RF-261 22	6 UNIT CODE TZ	7 FUND CODE TZ	8 ORDER NUMBER 43-3142-4-01303	9 SUB. 00
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**COPY FOR YOUR INFORMATION**

10 PURCHASE (Check one)  PURCHASE ORDER  DELIVERY ORDER

10 TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.) SPARKMAN & ASSOCIATES 1025 CONN. AVE., N.W., STE 1201 VID520966122 A WASHINGTON, DC 20036-	11 SHIP TO > 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
01		THE CONTRACTOR SHALL PROVIDE CAMPAIGN SUPPORT SERVICES FOR BIOSECURITY FOR THE BIRDS CAMPAIGN, IN ACCORDANCE WITH STATEMENT OF WORK AND PER YOUR QUOTE RFQ-OPPM-04-Q-42, DATED 4/12/04. (FIRM-FIXED PRICE)	2545	01	1	JOB	210015.000	210015.00
02		AD PLACEMENT BUDGET 1	2545	01	1	JOB	875000.000	875000.00
03		AD PLACEMENT BUDGET 2	2545	01	1	JOB	875000.000	875000.00

FOR ADDITIONAL INFORMATION, PLEASE CONTACT: HEATHER CURLETT ON (301-504-9603)

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 > 10	25 Sub-Total >	1960015.00
23 DELIVER TO F.O.B. POINT ON OR BEFORE (Date) 12/31/04	24 SHIP VIA	26 ESTIMATED FREIGHT.	27 TOTAL >	1960015.00

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

12 SIGNATURE AND TITLE I certify that articles and/or services annotated above have been received, inspected and accepted as complying with this order.	31a ORDERED BY (Name and Title) VERNELL THOMPSON CONTRACTING OFFICER
13 RECEIPT DATE	31b COMMERCIAL PHONE (Area Code and Number) (202) 720 2134
34 TYPE SHIPMT	31c AUTHORIZED SIGNATURE <i>Verneil R. Sharp</i>
35 RECEIVING OFFICE PHONE (A/C & No.)	31d FTS PHONE NO.

RECEIPT COPY 1

## **Bid Request for *Biosecurity for the Birds* 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 campaign to promote the *Biosecurity for the Birds* message in 2004. The broad aim of this campaign is to promote the importance of practicing biosecurity among non-commercial bird owners in order to prevent the introduction and spread of disease and to urge bird owners to report any unusual signs of disease or unexpected deaths among their birds by calling a toll-free hotline that will connect them with a veterinarian in their State.

#### **Background**

Exotic Newcastle Disease (END) and Avian Influenza (AI), two significant poultry diseases of concern, have been identified in the United States in the past year. Efforts to contain and eradicate the diseases have been successful, but at a great cost. For example, in 2003 it took 10 months to eradicate END at a cost of \$180 billion. Four million birds were depopulated—the majority of which came from backyard flocks and bird enthusiasts.

APHIS has developed a plan to enhance national surveillance for poultry diseases. Commercial poultry operations in the United States already conduct high levels of biosecurity and disease surveillance, and they work closely with state and Federal authorities to identify, control, and eradicate any disease threat. This same level of vigilance needs to be extended to non-commercial bird owners, including small producers, backyard operations, pet bird owners, etc. Detection and testing of possible cases of END or AI in the non-commercial bird population is critical to preventing the development of another large-scale outbreak.

The purpose of this campaign is to educate noncommercial bird owners about

1. the importance of practicing biosecurity to prevent the introduction and spread of disease, and

1. the importance of rapidly reporting any unusual signs of disease or unexpected deaths among their birds to State or Federal animal health professionals or authorities.

On a microcosmic level, a successful campaign will create an early warning/detection system for avian disease threats by encouraging the target audience to report any suspicious or sick birds to local, state, or Federal veterinarians. On a macrocosmic level, a successful campaign will create a decentralized disease surveillance system that will help USDA to detect avian disease threats (accidentally or intentionally introduced) by encouraging the target audience to report any suspicious or sick birds to local, state, or Federal veterinarians. And finally, all data gathered through this national program will help APHIS document the disease-free status of the majority of the United States' bird populations in the event of a future disease outbreak and help keep international markets open to poultry from those unaffected areas.

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

It has been determined that a communication campaign is necessary to reach the target audience because this audience currently exists outside of normal Federal and state disease surveillance communication channels, like those available to commercial poultry operations. As a result, a special effort must be made to reach out to this audience, to educate them on the importance of practicing biosecurity and to urge them to call the toll-free hotline if their birds are sick or dying.

The primary benefit to the target audience is learning how to protect their birds against disease through biosecurity. By incorporating six simple steps into their daily routine, they will significantly reduce the chance of their birds becoming sick or dying as a result of a contagious avian disease. By extension, they will also significantly reduce the chance of the government having to confiscate and euthanize their birds to control the spread of a contagious disease.

### **Communication Objectives**

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

- the importance of practicing biosecurity to prevent disease,
- the clinical signs of END and AI,
- the devastating nature of END and AI (in terms of avian health),
- the need to report unusual disease signs or unexpected deaths among their birds to an animal health professional, and
- the availability of a toll-free hotline for reporting sick and dying birds.

**Attitudes:** To create

- a sense of personal relevance to the messages of the campaign,
- a sense of immediacy regarding the need to report sick and dying birds, and
- a sense of partnership or teamwork with the Federal and state government to protect birds against disease.

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

- practice biosecurity, and
- call the toll-free hotline and report sick or dying birds.

## **Part II: Tasks**

### **Task 1: Research.**

A. Benchmark Research. The contractor shall develop benchmark research to determine target audiences' awareness, attitudes, and behavior against the communications objectives at the commencement of the campaign, and evaluate and present findings and recommendations in the form of a written report and verbal presentation.

B. Tracking Research. The contractor shall provide tracking research to monitor any changes in the target audiences' awareness, attitudes, and behavior after the campaign begins, analyze research and provide recommendations for changing or modifying campaign, and present findings and recommendations in the form of a written report and verbal presentation.

### **Task 2: Develop a Communication/Marketing/Media Plan.**

Based on the findings in Task 1A: Benchmark Research, 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 must build on current research and materials developed for campaign. 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 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 3: 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 campaign coordinator including providing copies of all tear sheets. Ad placement budget will not exceed \$1,750,000.

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. The contractor will use already developed campaign theme art and 3 key message spot illustrations (see attached) in the development of the communication products to create a consistent visual approach. Additional illustrations may be needed and will be the responsibility of the contractor to develop.

*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.

- **Ads**

Create concept, write, design, and illustrate as necessary

- one [1] 1/2 page 4-color ad;
- one [1] 1/2 page, 1-color ad;
- one [1] 1/4 page 4-color ad; and
- one [1] 1/4 page 1-color ad for primary target audience.

Create concept, write, design, and illustrate as necessary

- one [1] 1/2 page 4-color ad;
- one [1] 1/2 page, 1-color ad;
- one [1] 1/4 page 4-color ad; and
- one [1] 1/4 page 1-color ad for secondary target audience.

- **Biosecurity Poster**

Design, illustrate one [1] 4-color, 11”x14” poster (based on existing industry-focused poster). USDA will provide final text.

- **“How Disease Spreads” flyer**

Design, illustrate one [1] 1-color, 11”x8.5” flyer (based on existing industry-focused flyer). USDA will provide final text.

- **Biosecurity Brochure**

Design, illustrate one [1] 4-color, tri-fold brochure. USDA will provide final text.

- **Avian Disease Information Cards**

Design, illustrate two [2] 4-color, 4”x9”, 2-sided cards. USDA will provide final text.

- **PowerPoint Presentation/Talking Points**

Develop, write, and produce basic PowerPoint presentation with talking points to promote campaign messages.

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

- **Biosecurity Video**

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

- **TV PSA**  
To ensure consistency with other campaign materials, the contractor will work closely with campaign coordinator to develop draft script, review PSA progress and provide recommendations or advice to the COTR for USDA's Broadcast Media Technology group in the development of the video PSA.
- **Radio PSA**  
To ensure consistency with other campaign materials, the contractor will work closely with campaign coordinator to develop draft script, review PSA progress and provide recommendations or advice to the COTR for USDA's Broadcast Media Technology group in the development of the radio PSA.
- **Interactive Biosecurity Training Video**  
The contractor will review existing training videos and provide feedback and/or recommendations to the COTR and the campaign coordinator on how to modify to make video consistent with other campaign materials.

#### **Task 4: 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, campaign implementation, and campaign evaluation for the duration of the contract.

#### **Task 5: Campaign Evaluation**

The contractor will provide research at the conclusion of the campaign implementation phase to determine campaign's effectiveness, including determining the level of changes in the attitudes, behaviors, and knowledge of the target audience. Contractor will provide a written report citing changes from initial benchmark and tracking research objectives.

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

### **Schedule of Work**

The work in this contract shall be conducted over a period of 9 months (April 1, 2004 – December 31, 2004). 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 work 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 1A: To be completed within 30 calendar days after award of contract

Task 1B: To be conducted for a total of 30 calendar days over the life of the contract

Task 2: To be completed within 21 calendar days after completion of Task 1.

Task 3: To be completed within 180 calendar days after completion of Task 2.

Task 4: To be provided for a total of 40 days (320 staff hours) over the life of the contract.

Task 5: To be completed within 30 calendar days of completing Task 3.

### **Deliverables**

The following are specific items that shall be delivered to the COTR. COTR will deliver materials to the campaign coordinator.

1. Task 1a—Benchmark 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.
2. Task 1b—Tracking 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 2—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 3—Communication Products. The contractor shall deliver all final materials as outlined in Task 3 description of work. This material shall include, but is not limited to, all camera-ready art for above listed products, insertion orders and tear sheets for print ads, and final PowerPoint file with script. For

5. Task 4—Public Affairs Support. The contractor shall propose, recommend, advise, and respond to and initiate frequent contacts with the COTR and the campaign coordinator.
6. Task 5—Campaign Evaluation. The evaluation phase shall include a written report that explains the methodology used, critiques the effectiveness of all communication efforts, and makes recommendations for improvement.
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 publications (ads, poster, flyer, etc.) 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 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.

Note: see USDA Design Center's handout, "Submitting Electronic Files for Printing".

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

1. Printing. All printing will be performed by the Government Printing Office through USDA.

2. Photography, Graphics, Symbols. USDA photographs and existing graphics that have been developed for USDA or for the campaign will be supplied by USDA as necessary.

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

USDA Visual Communication 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 in the budgets for each project, the necessary costs to assure that full ownership rights pass to the USDA Visual Communication Center.

#### **Part IV: 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 V: 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.
<b>Reports</b>	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 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.

<b>Item</b>	<b>Supplies/Services</b>	<b>Quantity</b>	<b>Price</b>
01	Task 1: Benchmark & Tracking Research	1	\$_____
02	Task 2: Develop Communication/Marketing/Media Plan	1	\$_____
03	Task 3: Implement Media Plan/Develop Communication Products		
	• Ads (for primary target audience)		
	1/2 page 4 color ad	1	\$_____
	1/4 page 4 color ad	1	\$_____
	1/2 page 1 color ad	1	\$_____
	1/4 page 1 color ad	1	\$_____
	• Ads (for secondary target audience)		
	1/2 page 4 color ad	1	\$_____
	1/4 page 4 color ad	1	\$_____
	1/2 page 1 color ad	1	\$_____
	1/4 page 1 color ad	1	\$_____
	• Advertising Placement Budget		\$1,750,000
	• Biosecurity Poster	1	\$_____
	• “How Disease Spreads” flyer	1	\$_____
	• Biosecurity Brochure	1	\$_____
	• Avian Disease Information Cards	2	\$_____
	• PowerPoint Presentation/Talking Points	1	\$_____
	• Biosecurity Video (draft script/review)	1	\$_____
	• TV PSA (draft script/review)	1	\$_____
	• Radio PSA (draft script/review)	1	\$_____
	• Biosecurity Training Video (review)	1	\$_____
04	Task 4: Public Affairs Support	1	\$_____

