ANNOUNCEMENT NO.: 75N97022R00011

POSTING DATE: 06/15/2022

CLOSING DATE: 06/25/2022

PROPOSED AWARD DATE: 07/01/2022

REQUEST FOR QUOTATIONS NO.: N/A

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CLASSIFICATION CODE (NAICS): 611430

SMALL BUSINESS SIZE STANDARD: $12M

DESCRIPTION:

It is the intent of the National Library of Medicine (NLM) to negotiate on a sole-source basis with The Communication Center/Susan Peterson Productions, Inc., 1825 K Street, NW, Suite 225, Washington, DC 20006, under authority of FAR 13.106-1(b) Soliciting from a Single Source. Contracting Officers may solicit from one source if the contracting officer determines that the circumstances of the contract action deem only one source reasonably available (e.g. urgency, exclusive licensing agreements, brand name or industrial mobilization).

The objective of this requirement is to provide up to two (2) group crisis media training sessions. Each group training session shall consist of up to 15 NLM participants. Group sessions shall include small group breakouts to participate in recorded mock interviews with feedback and critique. Training sessions are expected to be held virtually.

Coordinate all preparation activities including the development of a tailored agenda, practice interviews for each participant, small group breakouts, and PDF resource workbook for participants.
Provide crisis communications coaching. Provide up to 15 hours of communication coaching to NLM for activities including individual coaching with select NLM staff. Coaching may focus on message and talking point review, interview preparation, message development, panel discussions, Q&A scenarios, or other relevant communications scenarios. Private coaching sessions may include recorded practice and feedback. The Communication Center organization has a unique understanding of NIH and its recent work with NLM provides a foundation and level of knowledge necessary for progression and continuity to build on activities conducted to date.

This notice of intent is not a request for competitive proposals. However all responses received not later than the closing date of this announcement will be considered by the government.

A determination by the government not to compete this proposed acquisition based upon responses to this notice is solely within the discretion of the government. Responses received will be considered solely for the purpose of determining whether to conduct a competitive procurement. The anticipated period of performance is 7/1/2022 – 3/31/2023.

ALL RESPONSIBLE SOURCES MAY SUBMIT A QUOTATION WHICH, OF TIMELY RECEIVED, SHALL BE CONSIDERED BY THE AGENCY.