**Radio Ad Sponsorship Support**

##### **Statement of Work (SOW)**

**Blanket Purchase Agreement (BPA)**

***\*Note that this sample has been revised from the source document on the Government Point of Entry as necessary to align formatting and applicable FAR procedures.\****

1. **BACKGROUND**

The Division of Transplantation (DoT), within the Department of Health and Human Services (HHS), Health Resources and Services Administration's (HRSA) Healthcare Systems Bureau (HSB), is the primary federal entity responsible for oversight of the organ and blood stem cell transplant systems in the U.S. and for initiatives to increase organ donor registration and donation in this country. DoT supports HRSA's mission to improve health and achieve health equity through access to quality services, a skilled health workforce and innovative programs by increasing the number of organs available for transplants.

The primary purpose of DoT is to extend and enhance the lives of individuals with end-stage organ failure for whom an organ transplant is the most appropriate therapeutic treatment. DoT works towards achieving this purpose by providing for a national system, the Organ Procurement and Transplantation Network (OPTN), to allocate and distribute donor organs to individuals waiting for an organ transplant. The allocation of organs is guided by organ allocation policies developed by the OPTN with analytic support provided by the Scientific Registry of Transplant Recipients (SRTR). In addition to the efficient and effective allocation of donor organs through OPTN, DoT also supports public education and outreach efforts to increase the supply of deceased donor organs made available for transplant and other efforts to ensure the safety of living organ donation.

Despite increases in the number of organ donors over the years, the number of patients in need of life-saving organ transplantation continues to exceed the number of available organs. Until such time that the technology provides the means of creating artificial organs or growing replacement human organs, achieving the necessary increases in organ availability to ensure every patient’s ability to receive a transplant requires continued reliance on the public’s willingness either to donate an organ while still living or to commit to becoming a donor after death.

**2.** **PURPOSE**

The purpose of this BPA is to purchase sponsorships of traffic reports in designated media markets throughout the United States during prime time when most people are either driving to or from work and during the holidays or seasonal busiest drive time to publicize the urgent need for organ, eye, and tissue donation and encourage donor registry enrollment. The traffic sponsorships messages shall reach a wide variety of audiences including the general population while also focusing on markets with high concentration of African Americans, Asians, Hispanics, teens, and people over the age of 50.

**3. PERIOD OF PERFORMANCE**

The period of performance shall be a 12-month base period with four 12-month option periods. All work will be performed at the contractor’s facility.

**4. TASKS**

**Task 1: Federal Records Management**

The contractor shall manage and maintain Federal records, including electronic records, ensuing from this contract in accordance with all applicable records management laws and regulations, including but not limited to:

* The Federal Records Act (44 U.S.C. Chapters. 21, 29, 31, 33); 36 CFR,
* 1236.20 “What are appropriate recordkeeping systems for electronic records?”, and
* 1236.22 “What are the additional requirements for managing electronic mail records?” (http://www.ecfr.gov/cgi-bin/text-idx?rgn=div5&node=36:3.0.10.2.25);
* NARA Bulletin 2013-02, August 29, 2013, “Guidance on a New Approach to Managing Email Records” (https://www.archives.gov/records-mgmt/bulletins/2013/2013-02.html)
* NARA Bulletin 2010-05 September 08, 2010, “Guidance on Managing Records in Cloud Computing Environments” (http://www.archives.gov/records-mgmt/bulletins/2010/2010-05.html).

Managing the records includes, maintaining records to retain functionality and integrity throughout the records’ full lifecycle including: (1) maintenance of links between records and metadata, and (2) categorization of records to manage retention and disposal, either through transfer of permanent records to NARA or deletion of temporary records in accordance with NARA-approved retention schedules.

**Task 2: Records Management Training**

The contractor (and/or subcontractor) shall ensure that all employees having access to (1) Federal information or a Federal information system, or (2) personally identifiable information (PII), complete the HRSA Records Management Training before performing work under this contract, and thereafter completing the annual refresher course during the life of the contract. The training can be requested by emailing the records management team at (email). The listing of completed training shall be included in the first progress report. Any revisions to this listing as a result of staffing changes shall be submitted with the next required progress report.

**Task 3: Kick-Off Meeting**

The Contractor shall:

1. Participate in an initial meeting with the HRSA Contracting Officer (CO), BPA Contracting Officer’s Representative (COR) and designated HRSA officials within ten (10) business days after the effective date of BPA and any BPA Call Order to discuss the general requirements under this BPA and each BPA Call Order such as deliverables, delivery schedule, goals and objectives, processes, and priorities.
2. Submit a draft meeting agenda to the COR electronically at least five (5) business days before the meeting and the final meeting agenda including COR’s recommendations at least two (2) business days before the meeting.
3. Submit a draft meeting summary to the COR electronically no later than five (5) business days following the meeting and the final meeting summary no later than two (2) business days after receiving the COR’s recommendations. The Meeting summary shall include:
   * high-level summary, of the Kickoff meeting discussion and decisions made
   * action items from the meeting
   * responsible party to carry out any actions
   * due dates for any agreed action items

**Task 4: Additional Meetings**

The contractor shall:

1. Participate in additional meetings with the COR and other HRSA DoT staff to discuss current activities and provide status updates. The types and frequency of the meetings will be determined at the kickoff meeting for each Call Order.

**Task 5: Reporting**

The contractor shall:

1. Pre-Broadcast Report

* Submit a report to the COR no later than 14 business days before the planned date of traffic ads under the BPA Call Order. The pre-broadcast report shall include:
* Names of cities/markets
* Names of stations/Call letters if applicable
* Dates and times for each ad

1. Broadcast Report

* Submit a broadcast report no later than 30 calendar days after the inventory of purchased ads have been aired for the month. Broadcast Report shall include :
  + Names of cities/markets targeted
  + Number of ads per city/market (i.e., total number of times the ad was broadcast)
  + Breakdown of gross impressions per audience (Blacks, Hispanics, etc..,)
  + Net Reach and impressions per audience
  + Total Gross Impressions and Total Net Reach

1. Final Report

* Prepare and submit a draft report for work accomplished under each BPA Call Order 30 calendar days before the end of the BPA Call Order performance period. The draft report shall include :
* Purpose and Background
* Actual performance versus expected performance (reach, impressions, etc…,)
* Audiences targeted and reached
* Effectiveness of the ads
* Conclusions and recommendations
* Submit a final report incorporating the COR’s feedback within five (5) business days before the end of the BPA Call Order performance period.

**Task 6: Traffic Ad Spotlights Placements**

The Contractor shall:

1. National Spots

* Purchase sponsorship of ad spots for 10, 15, and 30 seconds traffic ads as requested by the COR that cover at least the top 50 media markets/cities in the United States to raise awareness about the need for more organ, eye, and tissue donors.
* DoT will provide the appropriate ad scripts to the Contractor for each week of sponsorship purchased.
* Broadcast the traffic ad spots during morning, noon, and evening high traffic times.
* Provide recommendations to the COR on the weeks, months, and national observances to run the ad spots.
* Introduce each ad as being sponsored by HHS’s Health Resources and Services Administration, HRSA, followed by the approved organ donation content provided by the COR.
* Make the message available in both English and Spanish for areas with high concentrations of Hispanics.

1. Local, regional, and selected markets

* Place 10, 15, and/or 30 seconds traffic ad spots in local, regional, or selected media markets/cities as requested by the COR.
* DoT will provide the appropriate ad scripts to the Contractor for each week of sponsorship purchased.
* Broadcast the traffic ad spots during morning, noon, and evening high traffic times.
* Provide recommendations to the COR on the weeks, months, and national observances to run the ad spots.
* Introduce each ad as being sponsored by HHS’s Health Resources and Services Administration, HRSA followed by the approved organ donation content provided by the COR
* Make the Ads available in both English and Spanish for areas with high concentrations of Hispanics.

**5. SCHEDULE OF DELIVERABLES**

Regardless of format, all digital content or communications materials produced as a deliverable under this contract 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. Remediation of any materials that do not comply with the applicable requirements as set forth below, shall be the responsibility of the vendor.

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| **Base Period and All Option Periods** | | | | | |
| **Item** | **Deliverables** | **Quantity** | **Format** | **Due Date** | **Submit To** |
| 1 | Federal Records Management Schedule and Disposition Plan. (Section IV, Task 1). | One (1) per 12 month period. | .Word, PDF | Federal Records Management Schedule and Disposition Plan due after initial BPA Call Order Award and prior to commencing work. | Email to COR. |
| 2 | Federal Records Management Training. (Section IV, Task 2). | One (1) per 12 month period. | .PDF | Federal Records Management Schedule and Disposition Plan due after initial BPA Call Order Award and prior to commencing work. | Email to COR. |
| 3 | Kick-Off Meeting Draft Agenda (Section IV, Task 3.b). | One (1). | Word | Five (5) business days prior to the kick-off meeting. | Email to COR. |
| 4 | Kick-Off Meeting Final Agenda (Section IV, Task 3.b). | One (1). | .PDF | Two (2) business days prior to the kick-off meeting. | Email to COR. |
| 5 | Draft Kick-Off Meeting Summary (Section IV, Task 3.c). | One (1). | .Word | Five (5) business days after the kick-off meeting. | Email to COR. |
| 6 | Final Kick-Off Meeting Summary. (Section IV, Task 3.c). | One (1). | .PDF | Two (2) business days after the COR recommendations. | Email to COR. |
| 7 | Pre-Broadcast Report (Section IV, Task 5.a). | One (1). | .Word, Excel, PDF | 14 business days prior to the planned date of traffic ads. | Email to COR. |
| 8 | Broadcast Report (Section IV, Task 5.b). | One (1). | .Word, Excel | 30 calendar days after inventory of purchased ads have been aired. | Email to COR. |
| 9 | Draft Report (Section IV, Task 5.c). | One (1). | .Word | 30 calendar days before BPA Call Order Completion Date. | Email to COR. |
| 10 | Final Annual Report (Section IV, Task 5.c). | One (1). | .Word, PDF | Five (5) business days before the BPA Call Order Completion Date. | Email to COR. |