

EMERGENCY REQUEST FOR QUALIFICATIONS AND QUOTES:

Public Relations and Marketing Services: Crisis Counseling Grant – Immediate Service Program - ‘Conquering COVID-19 Together’

Under authority of Governor John Bel Edwards Proclamation JBE 20-41, relating to emergency procurement procedures during the COVID-19 pandemic, an expedited timeline and process is being used for this solicitation.

Offeror’s Response to Qualifications and Quotes must be submitted and received no later than **2:00 PM, Friday, April 24, 2020** at LAOSP.CV19@la.gov.

GOHSEP is seeking a Public Relations and Marketing Contractor to provide the deliverables of the ‘**Conquering COVID-19 Together**’ public messaging campaign, within an expedited timeframe of 45 days from start to finish. Offerors must demonstrate experience and ability with time sensitive, emergency communications messaging.

The contractor will be required to provide a Public Messaging Campaign comprised of comprehensive virtual media, inclusive of all consultant services, media placements, expenses and overhead.

Offeror must provide all-inclusive rates that include overtime costs, mobilization and demobilization, and any other travel expenses such as lodging and meals.

The maximum value of the contract will be \$500,000. Services must be delivered within the stated schedules for acceptance of work in the Scope of Services, unless otherwise agreed to by GOHSEP, or payments will not be approved.

Quotes must be provided on the Quote Submission Form included in this Solicitation. No deviations to the Quote Submission Form shall be made or offeror will be rejected. Supplemental information regarding qualifications shall be submitted as an attachment to the Quote Submission Form.

Submissions will be evaluated based on the following factors:

Proven company experience with expedited campaigns	50 points
Staffing and Qualifications	25 points
Total Price Quote:	25 points
Total Points available:	100 points

Overview of Need for Public Relations and Marketing Services:

Due to the unique and potential needs of business sectors impacted, the number of COVID -19 cases hospitalized and death totals rising, the State of Louisiana anticipates a severe impact in mental health state-wide. The contractor and tasks below are required for the services needed to manage a public messaging campaign, as well as a campaign to support targeted resourcing.

For Louisianans and communities across the country, daily life for Americans has changed in ways that are hard to fully grasp, particularly given the uncertainty of how things will unfold in the coming weeks and months. Disorientation and isolation, combined with looming increases in joblessness, are likely to create a building wave of psychological distress.

Responding to COVID-19 has exposed the vulnerabilities of many of our systems, behavioral health included. The Louisiana Governor's Office of Homeland Security and Emergency Preparedness (GOHSEP) understands that the need to impose new and innovative approaches to behavioral health service delivery, offers an opportunity to prepare for what may be a longer-than-expected period of physical distancing measures. GOHSEP designed the messaging and broadcast program, **'Conquer COVID-19 Together'**, to meet emerging and ongoing social wellbeing and emotional care.

'Conquer COVID-19 Together' public messaging campaign will provide survivors with information and education about typical reactions, helpful coping strategies, and available disaster related resources. **'Conquer COVID-19 Together'** will utilize Public Broadcasting and Public Education and Information Services, as well as social media platforms to deliver and disseminate messages to community forums, professional service associations, educational institutions and local governments.

PUBLIC RELATIONS AND MARKETING CONTRACTOR SCOPE OF SERVICE:

Professional **'Conquer COVID-19 Together'** messages delivered in 20 to 45 days

- Write scripts – 1 week
- Schedule Professional/Celebrities/Featured Subject Matter Experts
- Tape Professional messages – 1 week of production and editing
- Develop and implement broadcast schedule – begin airing no later than May 15, 2020

Community Based Messages, 15 to 45 days

- Tape messages
- Secure/design platform
- Upload and provide medium to be link to variety of platforms and partners

Social Media Integration Packet

- Design series from message to develop social media products to be incorporated on a variety of media platforms: Facebook, YouTube, websites, etc.

The public message campaign must include commercial grade quality and a complete products package to include direct supplies, equipment, production, contractor labor, design and graphic tools. The deliverables include at least:

- 7 Public Service Messages to incorporate emotional wellbeing tips and connection to resources on major TV and Radio spots
- 8 Weekly Community Based Messages on various media platforms to encourage wellness, coping skills, signs and resources for additional support
- Minimum of 38 clips/postings on Facebook, You Tube, websites, POD Casts to reinforce messaging with featured host in a Community Meeting format to be done regionally to allow hometown heroes to be recorded with key messages to help them dealing with COVID19. Examples include but not limited to:
 - 4H agent may be featured to discuss how to grow food in your back yard or patio.
 - Home economics guru to discuss how to stretch your dollar to feed your family.
 - Physician to highlight ways to take care of yourself mentally and physically.
 - Child psychologist, therapist, or counselor to share ideas about the benefits of routines and support for kids to maintain harmony at home.

- Clergy or known community leader to share how to be a good neighbor during this physical and social distancing time.
- Business leader or Employee Assistance Professional (EAP) to talk about valuing employees and understanding teleworking during this time.
- Exercise, athlete or nutrition guru to share tips on how to be healthy, both mentally and physically
- Elderly champion to reach out to grandparents and older residents to encourage them to call friends and families
- Engage student peer participation to submit Conquering COVID19 Together segments to be included (after submission is approved for appropriateness)
- Engage associations and trade organizations to do THANK YOU VIRTUAL RALLY to thank those who have been Conquer COVID19 Together (nurses, law enforcement, grocers, etc.)

These processes will require Crisis Counseling Program /Immediate Service Program contractor to build or re-tool certain social media presentation models as training and tools with informative properties, as well as to create interactive programs addressing specific recovery and adjustment issues suitable to different age groups and stages of development. These actions must include multi-cultural features, as well as reflecting general community differences, such as being viable tools for persons with physical or psychological vulnerabilities.

Outreach with educational content regarding self and targeted care will be provided utilizing technology. This will include webinar programs such as Zoom and other technologies that enable interaction in a HIPAA compliant way.

The degree, scope and intensity of services is further stratified by the following factors:

1. Health care workers and other allied health and support staff with direct and routine (ongoing) active job duties interacting with symptomatic and/or presumptive diagnosis of COVID-19
2. Other first responder active duty personnel including but not limited to fire, police, emergency management, and emergency medical services unit staff and other adjunct, volunteer and public health workers responding to the crisis.
3. Patient populations diagnosed with COVID-19;
4. Individuals temporarily placed in isolation in cabins of state parks and those homeless individuals who have been re-located to shelters
5. General population residents:
 - a. Presenting for screening and testing with symptoms
 - b. Advanced COVID-19 including life threatening conditions.
 - c. Caregiver persons accompanying COVID-19 patients as caregivers most often family members, partner relationships where daily contact is ongoing.
 - d. Persons experiencing bereavement and related emotional and instrumental needs associated with the death of family members from COVID-19 related conditions
 - e. Persons requiring health services due to COVID-19 in greater metropolitan areas with health services resources already overwhelmed and affecting quality of care that can be provided.

Crisis Counseling Program – Immediate Services Program objectives for social messaging services:

1. Stratified assessment of immediate and long-term priority programs supports the population groups identified above.
2. Implement community education and community support models of social messaging delivered through existing resource venues such as public sector communication structures
3. Provide additional media campaigns designed for specific population groups:
 - a. Marriages are in a complex state. The stress of working at home, lay-offs, and managing children’s schoolwork with household responsibilities are an added layer of responsibility that could present overwhelming challenges. Couples are in need of tools to stay centered and together. It is a great opportunity to partner with professionals on marriage counseling
 - b. Children and Youth need reassurance and dedication from the personnel (teachers, principals, parents, and caregivers) that they trust to stay committed and engaged, in order to embrace the opportunity to continue to learn. The evolving challenges that children and youth continue to face offer an opportunity to partner with Louisiana Department of Education to deliver team building toolkits, Zoom interactive sharing and check-ins, and disseminate COVID-19 support material.
 - c. Partnering with licensed nutritionists to promote maintaining a routine and to disseminate healthy recipes and family friendly advice on keeping health goals
4. Develop social media platforms and a mobile application for citizens to have a streamlined link to services and resources to aid integration of traditional media strategies.
5. Identify scope of non-direct contact interventions and low density in-person planning and emotional support models (10 persons or less) of assistance.
6. Prepare, with local stakeholder input, reintegration and activation plans for normalizing routine activities and on-going intervention strategies based on initial implementation of services. Essential to this process is to build a social messaging plan available through trusted conventional media and high integrity social media platforms.

Summary:

When viewed as an ongoing and evolving disaster incident, the recovery process from COVID-19 requires developing brief interventions for addressing immediate issues which people are struggling with. This process is conceptualized as helping survivors in communities achieve a perspective of what has happened to them, their family and community, what recovery is needed, and what skills and information they need to recover.

Suggested Contractor Positions and Responsibilities:

1. Project and Production Manager
2. Production Assistant Creative Content (Freelance Artist)
3. Production Admin support (intern level)

Project / Production Manager:

Media Production Manager must have proven technical expertise in all aspects of media and social media design, production, and delivery. The person will ensure all products meet the needs and expectations and follow project timelines, and is responsible for communications with

the State of Louisiana on outputs and deliverables. This agent will provide input to strategic decisions that affect the quality and continuity of the project. Capable of resolving escalated issues arising from '**Conquer COVID-19 Together**' operations and production, coordinating with GOHSEP staff for resolutions.

Production Assistant / Creative Content (Freelance Artist):

Production Assistant will support the overall project with expertise in developing content appropriate for the Professional and Community '**Conquering COVID-19 Together**' Messages. Background and experience in advertising, media, and social network is required. This person will provide guidance on utilization of social media platforms and be able to develop Sites and Pages. Production Assistant will support the manager and work to ensure project expectations and timelines are met.

Production Administrative (intern level):

Preferably a media and communications graduate level intern that will support the Production Assistant in developing content for both Professional and Community Messages, provide expertise in developing Social Media Pages, Sites and media dissemination. The person will provide over administrative support to both the Production Assistant and the Project Manager.

INSURANCE:

The Contractor shall purchase and maintain for the duration of the contract insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder by the Contractor, its agents, representatives, employees or subcontractors. The cost of such insurance shall be included in the quoted price.

A. Minimum Scope and Limits of Insurance

1. **Workers Compensation**

Workers Compensation insurance shall be in compliance with the Workers Compensation law of the State of the Contractor's headquarters. Employers Liability is included with a minimum limit of \$1,000,000 per accident/per disease/per employee.

2. **Commercial General Liability**

Commercial General Liability insurance, including Personal and Advertising Injury Liability and Products and Completed Operations, shall have a minimum limit per occurrence of \$1,000,000 and a minimum general aggregate of \$2,000,000.

3. **Automobile Liability**

Automobile Liability Insurance shall have a minimum combined single limit per occurrence of \$1,000,000.

B. Other Insurance Provisions

1. The State of Louisiana shall be named as an additional insured as regards to negligence by the Contractor.

2. Contractor shall furnish the State with Certificates of Insurance reflecting proof of required coverage.

3. The Certificate Holder shall be listed as follows:

State of Louisiana
Office of State Procurement
P. O. Box 94095
Baton Rouge, LA 70804

C. Subcontractors

Contractor shall include all subcontractors as insureds under its policies OR shall be responsible for verifying and maintaining the Certificates provided by each subcontractor. Subcontractors shall be subject to all of the requirements stated herein.

ELECTRONIC FUNDS TRANSFER (EFT) PAYMENT:

Contractor may be required to receive electronic payment of invoices through Electronic Funds Transfer (EFT). EFT payments are sent from the State's bank directly to the payee's bank each weekday. The only requirement is that you have an active checking or savings account at a financial institution that can accept Automated Clearing House (ACH) credit files and remittance information electronically. To facilitate this payment process, the Contractor will need to complete and return the EFT enrollment form which can be requested from: DOA-OSRAP-EFT@la.gov

VENDOR ENROLLMENT:

In order to receive a purchase order, your company must be registered as a vendor with the State of Louisiana. Registration is intuitive at:

https://lagoverpvendor.doa.louisiana.gov/irj/portal/anonymous?guest_user=self_reg

In order to receive payment, a W-9 must be submitted to: DOA-OSRAP-LAGOV@la.gov .

QUOTE SUBMISSION FORM

Offeror must provide the following information to be considered for award. No deviations to the Quote Submission Form shall be made or offeror will be rejected.

For evaluation purposes, Total Price includes the sum of all hourly rates. Selected contractor's time will be monitored by the GOHSEP Project Manager.

Hourly rates – must be all-inclusive rates that include overtime costs, mobilization and demobilization, and any other travel expenses such as lodging and meals.

Position Description	Hourly Rate
(1) Project and Production Manager	\$ _____
(1) Production Assistant Creative Content (Freelance Artist)	\$ _____
(1) Production Admin support (intern level)	\$ _____
TOTAL PRICE QUOTE	\$ _____

COMPANY INFORMATION:

- Company Name: _____
- Company Address: _____

- Contact Name: _____
- Contact Email: _____
- Contact Phone Number: _____
- Contact Phone Number: _____

As an attachment to this Quote Submission Form, Offeror should provide supplemental documentation demonstrating the following:

- Proven company experience with expedited campaigns. Offerors should provide concise (1 page) summaries of two public relations campaigns and two examples of digital communication tools (e.g., social media, e-newsletters, e-blasts, websites produced for a client in a time frame of two weeks to 6 months, in the past 2 years. Include objectives/description of the project; research that went into the development of the project; target audience; resulting concept, including strategy, marketing and deadlines.

- Staffing and Qualifications. Provide concise summaries of qualifications of firm and personnel. Desirable qualifications include experience with public relations and marketing campaigns, emergency communications, website development and management, digital and social media communications tools, project management, copywriting, media buying and placement.