REQUEST FOR PROPOSAL

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<tr>
<th>RFP Number:</th>
<th>719170-RFP-04</th>
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<tr>
<td>Project Title:</td>
<td>Video on substance use and opioids</td>
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<tr>
<td>Application Deadline 11:59 pm CST:</td>
<td>May 25, 2018</td>
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<tr>
<td>Proposals must be emailed to:</td>
<td><a href="mailto:719rfp@aap.org">719rfp@aap.org</a></td>
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<tr>
<td>Questions about this RFP must be submitted to the application email address above and will be accepted until:</td>
<td>May 10, 2018</td>
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<td>Responses to questions will post on:</td>
<td>May 18, 2018</td>
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BACKGROUND

The American Academy of Pediatrics is a professional membership organization of 66,000 pediatricians committed to the optimal physical, mental, and social health and well-being for all infants, children, adolescents and young adults.

Founded in 1930, the AAP advocates for the health of all children and works with government, communities and other national organizations to shape many child health and safety issues. The AAP provides professional education and resources to member pediatricians, and provides patient education and public information campaigns.

STATEMENT OF PURPOSE

The issue of substance use and misuse, particularly with regards to opioids, is quickly being recognized as a significant public health threat. The National Center on Early Childhood Health and Wellness (NCECHW) seeks to develop a 7-8 minute video that will provide early care and education programs, including Head Start and Early Head Start (HS/EHS), the information they need to educate staff and families on this issue and become familiar with best practices in supporting families with information and connections to services.

The NCECHW envisions a video team (the consultant) that will work with the NCECHW team from the Georgetown University Center on Child and Human Development (GUCCHD) to plan and produce the video. The GUCCHD team will create the draft outline of questions and desired topics and interactions. The consultant will work with the NCECHW team at GUCCHD to clarify the intended interview topics and outline of potential interactions.

PRODUCT SPECIFICATIONS OR SCOPE OF WORK

The consultant will work with the NCECHW to plan the shoots. The consultant will provide all production equipment and personnel for filming the interviews and interactions. The video shoots will occur at two separate sites (TBD) and will entail 1 day on-site (at each site) plus travel to and from sites.

Final product deliverables will include:
- 7-8 minute video and snippets of video to be used in training as well as photographs
- A collection of edited material for use in future presentations, as well as B roll content
Georgetown project staff will identify the portions of classroom interactions, interviews etc desired for training purposes. The consultant will edit interactions and other examples, color grade the images, and provide audio sweetening.

Each interaction will be delivered in encodes suitable for future editing, with a copy ready for Web use and for presentations along with a transcript and reference thumbnail images.

Roughly 30 minutes of interactions video content will be delivered. Video team will also color grade and sync the footage from the interviews and deliver these elements separately for use by NCECHW. The consultant will deliver RAW photo files of all shots from the two travel locations for editing by NCECHW.

Allowances are included for crew travel and lodging, but will be reimbursed separately and travel will be scheduled through the AAP. Participant honoraria or travel and lodging, postage, printing, closed captioning, and duplication are not in the scope for this project.

The consultant will be expected to abide by the NCECHW photo and video policy, which will be provided upon contract.

PLEASE PROVIDE HOURLY RATES OR COSTS, HOURS REQUIRED (IF APPLICABLE), AND TOTAL BUDGET FOR EACH OF THE LINES BELOW.

Pre-Production
- Shoot list consult
- Shoot planning
- Project management

Production
- Film for 1 day at each of the two locations (so, 2 days total of filming)
- Still camera (digital SLR)
- Please provide the number of crew that will be traveling and their locations (so we can estimate travel costs for each proposal)

Post-Production
- External hard drives for project storage and backup
- Editing
- Delivery of RAW format at full resolution for editing by NCECHW, as well as converted photos (please indicate number of photos that will be delivered for cost indicated)
- Graphics (please indicate up to how many graphics could be developed for the cost indicated)
- Color grading
- Audio postproduction
- Transcripts
- File encoding and delivery

SCHEDULE OF DELIVERABLES
June 25, 2018 - Finalize shoot plan and location with NCECHW
July 20, 2018 - Complete filming
August 15, 2018 - Submit video for review and editing by NCECHW team and federal steering committee members
September 10, 2018 - Submit final video with comments incorporated to NCECHW team at GUCCHD
Mandatory Qualifications

The consultant selected must have demonstrated experience with video shoots involving early care and education settings and working with children. In addition, the consultant must have experience working with multiple stakeholders within a project and have the ability to incorporate a variety of perspectives. Familiarity with the style guide for the ECLKC (https://eclkc.ohs.acf.hhs.gov/web-standards) is strongly preferred.

Those submitting proposals will provide the following:
- Proposal addressing the scope of work and schedule described above, including a budget that provides line item totals as well as hourly rates for the project
- Resume/CV and including qualification to perform scope of work of all consultants involved in the project
- Sample of previous work
- Names, phone number and email addresses of individuals at three organizations who have been your clients for the last eighteen months whom we can contact as references

Contractual Arrangements

Period of performance June 2018 - September 2018. Payment will be made at intervals mutually agreed upon and specified in the contract. The NCECHW may terminate the contract at any time in the event that the consultant is unable or unwilling to perform the services or in the event of a material breach of any of the consultant’s other covenants or representations.

Evaluation Criteria

All proposals will be reviewed by the appropriate NCECHW team members. Proposals will be evaluated in the following categories:
1) Content of the project proposal, including all required elements addressed and completed, including the budget and budget narrative
2) Qualification of consultant(s)
3) Previous work of consultant applicable to proposed project

Retention of Records

Information related to the resulting contract must be retained for at least three years after the end of the contract and must be available for examination by authorized representatives of the AAP and the grantor (federal cognizant or oversight agency, federal agencies providing direct or indirect funding, the Government Accountability Office or nonfederal entity providing funding for the project).

Right to Reject / Bid Dispute Resolution / Confidentiality

The AAP reserves the right to reject any and all proposals submitted and to request additional information from all applicants.

Any protest or dispute related, respectively to the solicitation or the resulting contract shall be construed and determined in accordance with the laws of the State of Illinois applicable to contracts made and to be performed in that state, notwithstanding anything to the contrary provided by applicable conflict of law rules, and notwithstanding that any party may now or hereafter be a resident of another state or a foreign country.

The AAP shall not disclose to a third party Proprietary or Confidential Information of the other applicants or potential applicants. AAP further agrees to act as trustee for any Confidential Information jointly created or acquired through the applicant’s participation in this RFP.
**CONTACT INFORMATION**
American Academy of Pediatrics  
345 Park Boulevard, Itasca, Illinois, 60143  
(630) 626/6000  
www.aap.org

**COMPLETE THE APPLICANT INFORMATION, SIGN THE CERTIFICATION OF ELIGIBILITY, INCLUDE ALL RFP PAGES, AND SUBMIT YOUR PROPOSAL AND REQUIRED INFORMATION TO THE EMAIL ADDRESS LISTED ABOVE.**

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<th>APPLICANT INFORMATION</th>
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<td>WEBSITE</td>
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**CERTIFIED AS SMALL, MINORITY or WOMAN'S BUSINESS** ☐ YES ☐ NO

**BUSINESS IS LOCATED IN CURRENT YEAR’S LABOR SURPLUS AREA** ☐ YES ☐ NO

**BUSINESS IS ELIGIBLE FOR FEDERAL CONTRACTS** ☐ YES ☐ NO  
(Not debarred or suspended on SAM.gov and not listed as "not qualified" on FAPIIS.gov)

**CURRENT OR PREVIOUS CONTRACTS WITH AAP** ☐ YES ☐ NO  
If yes, attach a listing of dates, brief description of work done and name of AAP contact for 5 most recent projects.

**CERTIFICATION OF ELIGIBILITY**
By signing and submitting this RFP application, the applicant certifies that the applicant is not debarred, suspended or otherwise excluded from or ineligible for participation in federal assistance programs or activities, the applicant is an equal employment opportunity employer, and the applicant will comply with all applicable contract provisions required for contracts under federal awards or other grantor stipulations.

The applicant further certifies that if the applicant is awarded a contract as a result of this RFP and the contract exceeds the Federal Simplified Acquisition Threshold, the applicant agrees to negotiate profit as a separate element of the price as required under 2 CFR 200.323.

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