# AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT

1. CONTRACT ID CODE

| 2. AMENDMENT/MODIFICATION NO. | 3. EFFECTIVE DATE | 4. REQUISITION/PURCHASE REQ. NO. | 5. PROJECT NO. *(If applicable)* |
|---|---|---|---|
| A001 | 3/26/2013 | PR2374129-A001 | |

| 6. ISSUED BY | CODE HO800 | 7. ADMINISTERED BY *(If other than Item 6)* | CODE |
|---|---|---|---|
| AMERICAN EMBASSY TEGUCIGALPA<br>GSO, ACQUISITIONS UNIT, ATTN: GSO<br>TEGUCIGALPA,<br>HONDURAS | | AMERICAN EMBASSY TEGUCIGALPA<br>GSO, ACQUISITIONS UNIT, ATTN: GSO<br>TEGUCIGALPA,<br>HONDURAS | |

8. NAME AND ADDRESS OF CONTRACTOR *(NO., street,city,county,State,and ZIP Code)*

X 9a. AMENDMENT OF SOLICITATION NO. SHO80013Q0014

9b. DATED *(SEE ITEM 11)* 3/11/2013

10a. MODIFICATION OF CONTRACT/ORDER NO.

10b. DATED *(SEE ITEM 13)*

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

X The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of Offers

**X** is extended, _ is not extended **from April 3, 2013 at 10:00 am to April 12, 2013 at 10:00 am**

Offers must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning 1 copies of the amendment;(b) By acknowledging receipt of this amendment on each copy of the offer submitted; or(c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers.

**FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER.** If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA *(If required)*

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS, IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

| | |
|---|---|
| _ | A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A. |
| _ | B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation date, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b) |
| _ | C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF: |
| _ | D. OTHER *(Specify type of modification and authority)* |

E. **IMPORTANT:** Contractor _ is not, _ is required to sign this document and return copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION *(Organized by UCF section headings, including solicitation/contract subject matter where feasible.)*

The purpose of this amendment is:

1. Include the Questions and Answers received before, during and after the pre-proposal conference.
2. Correct the task reference 14.7 on Section I, the Schedule, Pricing for the base period and the two option periods.
3. Extend the submission of the offers from April 3, 2013 at 10:00 am to April 12, 2013 at 10:00 am

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

| 15A. NAME AND TITLE OF SIGNER *(Type or print)* | | 16A. NAME OF CONTRACTING OFFICER<br>Geraldine Gray Thibodeau | |
|---|---|---|---|
| 15B. NAME OF CONTRACTOR/OFFEROR<br><br>BY _____<br>*(Signature of person authorized to sign)* | 15C. DATE SIGNED | 16B. UNITED STATES OF AMERICA, BY<br><br>*(Signature of Contracting Officer)* | 16C. DATE SIGNED<br>3/26/2013 |

# Request for Proposal SHO80013Q0014
# Support Strategic Communications Campaign
# Questions and Answers

## Questions received before the pre-proposal conference.

Q. Is there a top budget in which we should base our quotation?
A. No.

Q. Which are the specific messages we should deliver?
A. The messages will be developed and designed to resonate with the target audience based on campaign objectives and ability to inspire the target audience to support and participate in campaign events.

Q. Must our proposal be written in English? Can it be presented in Spanish?
A. The proposal must be written in English.

Q. Is there a specific budget for the dissemination of messages?
A. No.

Q. What are Key Takeaway Summaries?
A. Key Takeaway Summaries are the important summarized points taken from notes during meetings, interviews, briefings, etc.

Q. Will the campaign pre/post testing be assigned to another company as a result of another quotation process or should we add its cost to our proposal
A. The campaign pre/post testing should be added to the cost of the proposal.

Q. We assume Tegucigalpa and San Pedro Sula are the cities the CSO would like to focus on more. Is this correct?
A. Yes, Tegucigalpa and San Pedro Sula are focus for this work.

## Questions received during the pre-proposal conference

Q. Do the offers have to include the costs of hotels and meals for the Intelligent visits?
A. Quote a price for intelligent visit in San Pedro Sula to include hotel and meal expenses.

## Questions received after the pre-proposal conference

Q. Must there be a lineament on how must the seal envelope( that contains the quotation) should be titled?
Ex: At the time we deliver the quatation this will be delivered in a seal envelope. But must there be a lineament on how we should name this package.
A. The envelope must be marked quotation enclosed, refer the RFQ number SHO80013Q0014 to the attention of Geraldine Gray Thibodeau, Contracting Officer.

SECTION 1 – THE SCHEDULE

A. The contract will be for four months from the date of the contract award, with one five-months option and one ten-month option.

Base Period: Four Months

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|---|---|---|---|---|
| Task Management and Implementation Plan. Include a cost and production time estimate for the products listed in paragraph 14.7 Task 7. | 14.1.1 | 1 | | |
| Provide strategic communications technical assistance and service support | 14.2 | (4- 10) -Key takeaway summaries.<br>(1) -Key contacts database<br>(1) -Media communications report<br>(1) -Key contact interview report<br>(1) -Final Strategic Communications Report | | |
| Design and develop media to support plan for the Ministry of Security | 14.3 | (8) 500 copies of professionally designed one sheet informational | | |
| Design and develop media to support plan for the Under Secretary of Security | 14.4 | (8) 500 copies of professionally designed one sheet informational | | |
| Design and develop media to support plan for the Ministry of Communications<br><br>Intelligent Visits | 14.5 | (8) 500 copies of professionally designed one sheet informational<br><br>4-8 Intelligent Visits | | |

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|---|---|---|---|---|
| Support spokesperson training program | 14.6 | (2) Spokesperson Training 2-3 day Course sessions | | |
| **Design, develop and propose media messaging products** | **14.7** | **(8) - 3-5 minute videos for TV (8) – 30 sec. radio spots (12) 3-5 images for print material and social media (8) 30 sec TV spots (30) posters (500) handbills (1) webpage development (1) Facebook page development** | | |
| Design, develop and propose media dissemination plan | 14.8 | (1) Media dissemination plan | | |
| Design, develop and propose public opinion survey(s) | 14.9 | (1) Public opinion project plan | | |
| Design, develop and propose a strategic communication program evaluation framework | 14.10 | (1) Program evaluation plan | | |
| Deliver program evaluation draft report | 14.10 | 1 | | |
| Deliver program evaluation report | 14.9 | 1 | | |
| Deliver Final Report Outline | 14.11 | 1 | | |
| Deliver Draft Final Report | 14.11 | 1 | | |
| Final Project Report for all Task Orders | 14.11 | 1 | | |

Total Estimated for Base Period: _____

"This amount is based on total estimated Government requirements. If more than one award is made, the estimated amount of work awarded under task order(s) to any single contractor will be less."

MINIMUM AND MAXIMUM AMOUNTS

During this contract period, the Government shall place orders totaling a minimum of **3 orders.** This reflects the contract minimum for this period of performance. The amount of all orders shall not exceed **76 orders.** This reflects the contract maximum for this period of performance."

First option period: Five Months

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|---|---|---|---|---|
| Task Management and Implementation Plan. Include a cost and production time estimate for the products listed in paragraph 14.7 Task 7. | 14.1.1 | 1 | | |
| Provide strategic communications technical assistance and service support | 14.2 | (4- 10) -Key takeaway summaries.<br>(1) -Key contacts database<br>(1) -Media communications report<br>(1) -Key contact interview report<br>(1) -Final Strategic Communications Report | | |
| Design and develop media to support plan for the Ministry of Security | 14.3 | (8) 500 copies of professionally designed one sheet informational | | |
| Design and develop media to support plan for the Under Secretary of Security | 14.4 | (8) 500 copies of professionally designed one sheet informational | | |
| Design and develop media to support plan for the Ministry of Communications<br><br>Intelligent Visits | 14.5 | (8) 500 copies of professionally designed one sheet informational<br><br>4-8 Intelligent Visits | | |
| Support spokesperson training program | 14.6 | (2) Spokesperson Training 2-3 day Course sessions | | |

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|---|---|---|---|---|
| **Design, develop and propose media messaging products** | **14.7** | **(8) - 3-5 minute videos for TV (8) – 30 sec. radio spots (12) 3-5 images for print material and social media (8) 30 sec TV spots (30) posters (500) handbills (1) webpage development (1) Facebook page development** | | |
| Design, develop and propose media dissemination plan | 14.8 | (1) Media dissemination plan | | |
| Design, develop and propose public opinion survey(s) | 14.9 | (1) Public opinion project plan | | |
| Design, develop and propose a strategic communication program evaluation framework | 14.10 | (1) Program evaluation plan | | |
| Deliver program evaluation draft report | 14.10 | 1 | | |
| Deliver program evaluation report | 14.9 | 1 | | |
| Deliver Final Report Outline | 14.11 | 1 | | |
| Deliver Draft Final Report | 14.11 | 1 | | |
| Final Project Report for all Task Orders | 14.11 | 1 | | |

Total Estimated for first option period: _____

"This amount is based on total estimated Government requirements. If more than one award is made, the estimated amount of work awarded under task order(s) to any single contractor will be less."

MINIMUM AND MAXIMUM AMOUNTS

During this contract period, the Government shall place orders totaling a minimum of **3 orders.** This reflects the contract minimum for this period of performance. The amount of all orders shall not exceed **76 orders.** This reflects the contract maximum for this period of performance."

Second option period: Ten Months

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|---|---|---|---|---|
| Task Management and Implementation Plan. Include a cost and production time estimate for the products listed in paragraph 14.7 Task 7. | 14.1.1 | 1 | | |
| Provide strategic communications technical assistance and service support | 14.2 | (4- 10) -Key takeaway summaries.<br>(1) -Key contacts database<br>(1) -Media communications report<br>(1) -Key contact interview report<br>(1) -Final Strategic Communications Report | | |
| Design and develop media to support plan for the Ministry of Security | 14.3 | (8) 500 copies of professionally designed one sheet informational | | |
| Design and develop media to support plan for the Under Secretary of Security | 14.4 | (8) 500 copies of professionally designed one sheet informational | | |
| Design and develop media to support plan for the Ministry of Communications<br><br>Intelligent Visits | 14.5 | (8) 500 copies of professionally designed one sheet informational<br><br>4-8 Intelligent Visits | | |
| Support spokesperson training program | 14.6 | (2) Spokesperson Training 2-3 day Course sessions | | |

| Deliverable | Task Reference | Estimated Quantity | Unit Price in USD | Total Estimated Amount in USD |
|---|---|---|---|---|
| **Design, develop and propose media messaging products** | **14.7** | **(8) - 3-5 minute videos for TV (8) – 30 sec. radio spots (12) 3-5 images for print material and social media (8) 30 sec TV spots (30) posters (500) handbills (1) webpage development (1) Facebook page development** | | |
| Design, develop and propose media dissemination plan | 14.8 | (1) Media dissemination plan | | |
| Design, develop and propose public opinion survey(s) | 14.9 | (1) Public opinion project plan | | |
| Design, develop and propose a strategic communication program evaluation framework | 14.10 | (1) Program evaluation plan | | |
| Deliver program evaluation draft report | 14.10 | 1 | | |
| Deliver program evaluation report | 14.9 | 1 | | |
| Deliver Final Report Outline | 14.11 | 1 | | |
| Deliver Draft Final Report | 14.11 | 1 | | |
| Final Project Report for all Task Orders | 14.11 | 1 | | |

Total Estimated for Second option period: _____

"This amount is based on total estimated Government requirements. If more than one award is made, the estimated amount of work awarded under task order(s) to any single contractor will be less."

MINIMUM AND MAXIMUM AMOUNTS

During this contract period, the Government shall place orders totaling a minimum of **3 orders.** This reflects the contract minimum for this period of performance. The amount of all orders shall not exceed **76 orders.** This reflects the contract maximum for this period of performance."

GRAND TOTAL

| | |
|---|---|
| Base period | _____ |
| Option period 1 | _____ |
| Option period 2 | _____ |