

QUESTIONS

In Paragraph 3.2.1, the RFQ states that the Contractor will produce one (1) thirty (30) minute lecture script per one (1) week for a period of fifty-two (52) weeks, but in Paragraph 3.2.5., the RFQ states that The Contractor will subcontract a Somali Government run radio station for the broadcast of three (3), sixty-minute (60) minute, live radio shows per week, for a period of fifty-two (52) weeks. Please clarify if the 1x weekly lecture is to be repeated on the other 2 live shows or if there are to be 3 lectures prepared for each week (i.e., Are there to be 156 separate and distinct live shows, or 52 shows broadcast 3 times each?)

52 scripts. 1 script is used as a theme for the 3 shows during the week.

Per paragraph 3.2.9, 20 minutes of each broadcast will be used for radio show listener interaction, and per Paragraph 3.2.1, each lecture is to be 30 minutes. This is a total of 50 minutes. However, Paragraph 3.2.5 states that each broadcast is to be 60 minutes. Should Offerors plan content for the missing 10 minutes? If yes, of what should the content consist?

No, the 10 minutes allots time for commercials from the radio station.

Does CJTF-HOA have a specific, vetted Somali Sheikh in mind they would prefer for Contractor to employ?

The contractor is expected to have the cultural and religious knowledge for vetting the Sheikhs. Sheikhs that promote 'mainstream' or 'moderate' Islam are preferred for the radio show.

3.2.2 States that the Contractor shall produce lecture scripts in accordance with the attached work plan, yet the proposal does not seem to include an attached work plan. Is the work plan missing from the original solicitation? Will CJTF-HOA provide the work plan?

Please see chart under 4.0 DELIVERABLES.

Per 3.2.5, is the live internet stream audio only?

Yes.

Unless the government-run FM radio station also has a satellite broadcast capability co-located, it is highly improbable that both the FM and satellite broadcast can occur live concurrently. Has CJTF-HOA taken this into account when developing Paragraph 3.2.8 and 3.2.5.?

If the contracted Somali Government operated radio station broadcasts their shows on live internet stream and satellite in addition to radio, than those will be the broadcast methods utilized.

When the Government uses the term satellite, does it mean satellite radio?

Yes.

As the type of domain host affects our price, does CJTF-HOA have a preference for the type of domain to host the broadcast's website?

No.

Will the government provide official emails to US citizen contractors to facilitate the transmission of digital media deliverables to the US Embassy – Nairobi Project Manager?

The Government will provide the Nairobi Project Manager POC.

Per page 13 of the RFQ, Factor 1 under Evaluation – Commercial Items in FAR 52.212-2, "Offerors need to demonstrate solid understanding of the requirement, and present the hardware, as well as software capability to deliver the products via radio broadcast service." Does CJTF-HOA have specific content or format desired for Offerors to use when forming our response? If yes, could CJTF-HOA provide these guidelines to Offerors?

No. Offerors need to submit a technical capability proposal that will demonstrate a solid understanding of the requirement to include their hardware and software capability.

Per page 13 of the RFQ, Factor 1 under Evaluation – Commercial Items in FAR 52.212-2, “Delivery and Mobilization – The Government will ensure offerors can deliver on the requirements.” By what criteria will the Government “ensure offerors can deliver on the requirements?” Does the Government have a specified time frame for contract ramp-up?

The desired POP begins 1 January 2013.

Per Paragraph 3.3, the Government states that “The Contractor will sub-contract the live syndication of the radio show to additional radio stations at the discretion of the United States Embassy – Nairobi project manager.” If the government chooses to exercise this capability, this will significantly affect our Price to the Government. Will CJTF-HOA provide a contract modification to the Contractor if this capability is exercised?

If necessary.

By what method does the Government propose the show concurrently run live on additional radio stations when the same Sheikh that wrote the script is required to be the one who reads out the script live?

If the Somalia government operated radio station rebroadcasts live in multiple locations, than the one live broadcast will be heard in multiple locations.

Per Paragraph 3.2.7, the Contractor will set up a Twitter feed, but “The Contractor will not “re-tweet” messages, “tweet” on other Twitter® feeds, or comment on other Facebook® pages without United States Embassy – Nairobi project manager approval.” Of what will the Twitter posts consist?

Twitter posts will be excerpts from the broadcast or script that promote feedback from followers.

Per Paragraph 3.2.18, “The Contractor will provide written transcripts of all text messages (SMS), emails, website, Twitter® posts and Facebook® posts, in the provided format.” Could the Government please provide the format?

Please see chart under 4.0 DELIVERABLES. MP3 format will be acceptable for audio.

Per Paragraph 3.2.20, “The Contractor will not translate to English emails, text messages, Twitter® posts, Facebook® posts, telephone calls or radio show transcripts.” Does this also include the copy of the lecture script which is required to be provided per Paragraph 3.2.1?

Yes, all documents sent to the United States Embassy – Nairobi project manager will be in their original format, and not translated.

Per Paragraph 3.2.12 “The Contractor will utilize IP Tracking software on its website to identify where the individual viewing the page originates from. This software will be utilized per topical page and not just utilized to track only main page views.” To what level of fidelity does the Government want the origination location captured? Country? Region? Host? Client IP issued by a DHCP server?

Country and region would be preferred. If more information can be attained and documented, it will help the United States Embassy – Nairobi project manager gather assessment data.

Is there a requirement to capture user’s MAC address?

No.

Will the Government allow Contractor to use Google Analytics to meet the requirements set forth in Paragraph 3.2.12 presupposing fidelity goes only to Host?

The United States Embassy – Nairobi project manager will allow other solutions for gathering geographic/demographic data if deemed more appropriate.

At the bottom of page 3, the RFQ states, "Please return only those pages where entries have been made." Does this mean the Government does not want a technical capability nor past performance section write-up included in our response?

Please submit your technical capability and past performance write-up as well. For submitting the SF1449, please submit only pages where entries have been made.

1.3 "moderate Islamic teachings as supplied by MIST-KE". How will these be supplied and in what format? Are these instructions for the Sheikh to adhere to?

Themes for the scripts are provided by the United States Embassy – Nairobi project manager. The scripts are written by the contractors with guidance from the Sheikhs or by the Sheikhs. The scripts will then be approved by the United States Embassy – Nairobi project manager.

3.1 "the Contractor will manage all feedback to include web content associated with this talk show". Please define. Does this relate to content on the website/Facebook/Twitter constructed by the Contractor only?

The contractor is responsible for website/Facebook/Twitter content, as well as documenting all calls during the show and documenting all SMS received.

3.2.1 "The Contractor will produce one (1) thirty (30) minute lecture script per one (1) week for a period of fifty-two (52) weeks" however 3.2.5 asks for 3 shows per week. Does this mean 52 different scripts or 156 different scripts? How is the script to be delivered to the client; in Somali, English or both?

52 scripts. 1 script is used as a theme for the 3 shows during the week.

Yes, all documents sent to the United States Embassy – Nairobi project manager will be in their original format, and not translated.

3.2.3 "All proposed scripts are developed through direct collaboration with a Sheikh".

Who will be responsible for selection, recruiting and vetting of the Sheikh(s)? What screening considerations are to be used? [There are a number of religious paths or interpretations that Imams or Sheikh's follow, many of the Madrasa in Somalia have been heavily influenced by the actions or interventions of Al Shabaab and therefore it would be difficult to identify a 'moderate' Sheikh without a clear understanding of what the US Government prescribe as acceptable or moderate. Partnering with an Islamic organization would perhaps mitigate some of the risks, assuming that the version or interpretation of Islam practiced is acceptable to the US Government.]

The contractor is expected to have the cultural and religious knowledge for vetting the Sheikhs. Sheikhs that promote 'mainstream' or 'moderate' Islam are preferred for the radio show.

3.2.4 "The radio show will be broadcast in the Somali language by a person that lives in Somalia." Is there latitude in this deliverable? Can a Somali living in Kenya (Eastleigh or Dadaab) be used – not least for the convenience of developing the scripts and recording the shows? Past experience demonstrates that this constraint may have a negative influence on operational delivery.

It will be easier to use Sheikhs from Somalia if the show is produced in Somalia. The show is live and will resonate better with the Somali populace if it is a recognizable entity in the country.

3.2.5 "The Contractor will subcontract a Somali Government run radio station for the broadcast..." Please define the target audience in order to that we are able to develop an appropriate dissemination plan.

The target audience for the radio show is residents of Mogadishu. The secondary audience is residents of South/Central Somalia based off of the radio propagation of the radio station(s) playing the show.

"The broadcast methods for each show will be frequency modulation (FM), live internet stream, and satellite." Please explain what is meant by "satellite" as a broadcast method – is this for audio or audio/visual product?

If the contracted Somali Government operated radio station broadcasts their shows on live internet stream and satellite in addition to radio, than those will be the broadcast methods utilized.

3.2.7 “approved by the United States Embassy – Nairobi project manager.” The success of social media engagement is based on the timeliness of that engagement. Waiting for US Embassy approval for engagement on Twitter or Facebook could hamper this significantly? What process does the MIST suggest for the approval process in order to maintain the credible engagement through the medium?

Pre-approved messages and responses can potentially be used if they fall in the scope of approved themes. There is potential for Sheikhs to respond to comments in a similar manner to how they would respond to call-ins during the radio show. Social media will generally be used to gather responses to pre-approved topics that are posted.

3.2.8 “The satellite broadcast of each show will be live and must be broadcast by a satellite provider with sufficient coverage to provide service to fifty (50) percent or greater of the Somali population.” Is this for Broadcast of audio or audio/visual product?

Audio product

Please define “fifty (50) percent or greater of the Somali population”.

The satellite broadcast will reach more than 50 percent of the population of Somalia, in Somalia.

3.2.11 “The Contractor will record all broadcasts of the radio show in RealPlayer® format.”Real Player is not a format, but a media player. We suggest that the format is MP4 such that it can be played by a variety of media players?

MP3 format will work for audio broadcasts. MP4 format could be utilized if the broadcast is visually recorded.

3.2.12 “The Contractor will utilize IP Tracking software on its website to identify where the individual viewing the page originates from. This software will be utilized per topical page and not just utilized to track only main page views.” Please define the output sought – if it is metrics that can provide demographic and geographic data then there may be a better solution to just IP tracking software.

The United States Embassy – Nairobi project manager will allow other solutions for gathering geographic/demographic data if deemed more appropriate.

3.2.13 “The Contractor will create a counter on its website to track the number of website views, lecture views, audio files accessed, emails and posts/comments.” Is this information to visible to all users of the site or only for Client/Contractor use? It is recommended that this data be available only to the Government and the contractor?

Website view counters and posted comments are acceptable to be viewed by all users. Emails can be posted if the content is relevant for discussion.

3.2.15 “The Contractor will not delete and/or omit any posts or comments to its website, Twitter® Account or Facebook® page.” Whilst it is understood that inclusion of negative statements and dialogue reflects an open and balanced forum there is a need for the Contractor to retain a degree of oversight and moderation and an ability to delete certain content that may be uploaded/posted to the Contractor managed platforms e.g. pornographic material.

The United States Embassy – Nairobi project manager will determine what entries should be deleted. The project manager and contractor have the ability to work out an agreement authorizing the contractor to delete certain material, such as pornographic material.

3.2.19 “The Contractor will provide, in email (HTML) format, all demographic data collected by the website....” Will users be required to complete a demographic questionnaire before being able to engage the website? We would recommend that this is an optional feature.

It is optional for users to post demographic information but not required. For metric collection, it is preferred that users state their name and location before commenting or asking questions. This can re-iterated on a routine basis by the contractor.

3.3 “Expansion. The Contractor will sub-contract the live syndication of the radio show to additional radio stations at the discretion of the United States Embassy – Nairobi project manager.” Expansion will have a proportional associated cost. How many sub contracted stations are expected as this will need to be defined for costing purposes (of air time, equipment and training in order to satisfy 3.3.1) What limit will be put on Expansion?

This will be addressed in the revised SOW which will also be in accordance with the questions.

3.3.1 “The Contractor will ensure that all sub-contracted radio stations have the necessary equipment to conduct a live broadcast of the radio show and that the radio station’s equipment is fully functioning.” If equipment/capability deficiencies are identified (e.g. no equipment to allow for properly managed phone-in) at selected radio stations will the contract cover costs of equipment purchase/import/training?

This will be addressed in the revised SOW which will also be in accordance with the questions.

3.3.2 “The Contractor will ensure that all sub-contracted radio stations broadcast the radio show live on Monday, Wednesday, and Friday evenings from 1900 EAT to 2000 EAT.” It is recognized that such a constraint may not be possible due to existing station program schedules and will require negotiation with the station(s). Is there latitude for a change in these dates/timings?

This will be addressed in the revised SOW which will also be in accordance with the questions.

If for whatever reason Broadcast does not go ahead, is the concession of alternative broadcast permitted?

If for whatever reason a broadcast cannot be aired, rebroadcasting a previously used broadcast would be preferred.

3.3.3 “The Contractor will ensure that all sub-contracted radio stations do not conduct activities associated with the radio show unless approved by the United States Embassy – Nairobi project manager. Both Somalia and Kenya have free and democratic media space – as a Contractor we will not be able to control how a radio station conducts a program that has been sub contracted nor other activity out-with our program broadcast. This would be perceived as controlling the media countering Somali and Kenyan laws.

This will be addressed in the revised SOW which will also be in accordance with the questions.

3.4 “Period(s) of Performance. This contract has one Base Year and 1 Option Year. Base Year: 01 January 2013 – 31 December 2013. Option Year 1: 01 January 2014 – 31 December 2014”. Are these timelines fixed? Given the timelines of contracting and approval (para 3.2.1) the first program would not be able to be broadcast before 01 February 2013.

The desired POP is 1 January 2013-31 December for the base year. Contractors may submit their delivery proposals as necessary.

How will the program/social media/website be attributed?

The program will be contributed to the Somali government radio station.

How will the program be marketed in order to develop an audience (branding and promotion will be needed in order to generate a credible and effective audience such that the program achieves effect and is value for money)?

The program will use the established listenership and credibility of the Somali government radio station.

OBJECTIVES: Is it a 1 hour radio program, 3x a week (Mon, Wed and Fri), where 30 minutes portion of the program will be supplied by the MIST-KE?

The first 30 minutes of the broadcast are lectures and the rest of the time is dedicated to call-ins and discussion. The lectures are based off of an approved weekly script. The script will be developed by the contractor based off themes, guidance and approval from the U.S. Embassy – Nairobi project manager.

TECHNICAL REQUIREMENTS: If question 1 above is yes, why then does the solicitation again state the following: The Contractor will produce one (1) thirty (30) minute lecture script per one (1) week for a period of fifty-two (52) weeks? Is this in addition to the 1 hour program (weekly hours will then be 3.5 hours a week) stated above or is it part of the 1 hour program?

The contractor will be required to produce one written script per week. The script will be utilized as the topic for the entire week (3 shows). The show is live so each discussion of the approved script will vary throughout the week.

Under 3.2.5 it says that the contractor will subcontract programs on item 1 above to the Somali government radio. But they aren't 'live' programs but prerecorded, unless of course only 30 minutes is prerecorded and the rest is live call-in show? Please clarify.

The entire show is live.

Again please clarify the daily and weekly hours of the program, the program contents, the role of Radio Mogadishu, and what portion of the programming will come from the MIST-KE team.

The radio program will be approximately 45 minutes in length and it will be played on Monday, Wednesday and Friday from 1900 – 2000. Talking points/themes for the radio scripts will come from the U.S. Embassy – Nairobi project manager. The themes change on a weekly basis, but they are all tied into the promotion of mainstream Islam.

And finally, who will be responsible for the program management, HOA or MIST-KE at US Embassy Nairobi?

The U.S. Embassy – Nairobi project manager will manage the program.

What is the delivery date? I gather that it's 1 January 2013. Is that correct?

The desired POP is 1 January 2013.