

STATEMENT OF WORK

Program title: Media Monitoring and Distribution Service
Program office: NASA Headquarters Office of Communications

1.0 Background

The National Aeronautics and Space Administration (NASA) needs to reach a variety of critical audiences with its news and information products and to assess and report on the reach, outcomes and return on investment for its news and information dissemination efforts.

The contractor shall provide tools and services that enable NASA to 1) assess the volume, popularity, reach and tone of coverage about NASA issues and events, gauge the pace and quality of social conversations, and to understand the impact of communications campaigns at aggregated and granular levels; 2) distribute up-to-the-minute full-text news and information products to audiences including the news media, the investment community, government decision-makers, and the general public; 3) establish contact and manage relationships with representatives of the news and information media, and enable strategic communicators to target specific media audiences; 4) obtain media intelligence to aid assessment of crisis situations, quick response across time zones, and leveraging of coverage by communication campaigns, events or spokespersons; and 5) distribute news and information electronically to knowledge workers across the agency.

The contractor shall provide capabilities including, but not limited to, traditional and social media measurement with analysis to understand reach, obtain insight about audiences, and gauge return on investment; news wire distribution; contact and customer relationship management database of journalists and news media outlets; executive news briefing; and electronic clipping.

These tools and services will assist NASA's associate administrator for communications and Office of Communications staff in fulfilling their responsibilities as outlined in NASA Policy Directive 1000.3, Chapter 4, Section 2.1, including, but not limited to, developing and implementing plans that address objectives, metrics and actions needed to execute the strategic goals and outcomes in the NASA Strategic Plan; monitoring communications performance and metrics, as well as effectiveness and efficiency of programs and processes; and building and maintaining the NASA brand.

2.0 Objectives

The capabilities described in 1.0 Background will address an important annual performance indicator for NASA: to use current and emerging technologies, platforms and methods to reach increasingly broad and diverse audiences. The data collected, analyzed and reported will address a key performance goal: to assess the reach and effectiveness of public communication programs and efforts. Over time, NASA's Office

of Communications will be able to demonstrate its level of effort, quantify its reach, and better characterize the relationships between its output, its desired impact, and the agency's goals. Ultimately, these tools and capabilities will help bring NASA's public communications into closer alignment with its strategic goals and provide taxpayers with a better understanding of the agency and its vision, mission and values.

3.0 Scope

Traditional media monitoring and electronic clipping, a contact management database, news wire distribution capability, an executive news briefing, and social media monitoring shall be provided to NASA through an interactive dashboard that integrates content from all media channels (national/local print, broadcast, Web, social) into a single online software application with analytic capabilities and exportable results. The dashboard shall be available to registered NASA computers, and shall have a user interface that is intuitive, easy to operate, and efficient for performing tasks. The contractor shall accommodate multiple users and/or accounts and permit NASA to distribute accessibility as it sees fit among agency users. The contractor shall assist with setup and configuration of the contracted tools and services and ensure NASA has continual access to them throughout the entirety of the performance period or periods described in 7.0 Performance Period. The contractor shall provide user training, technical support and customer service as described in 7.0 Performance Period, throughout the entirety of the performance period or periods.

4.0 Tasks or Requirements

The contractor shall provide administration and program management for effective direction and control of this contract. The contractor shall provide planning, coordination and surveillance of overall project activities to assure disciplined performance of work and the timely application of resources necessary for the completion of all services and tasks of this statement of work.

The contractor shall provide the necessary management, personnel, equipment and supplies to provide the services and perform the work of the nature described in subsequent paragraphs and as further delineated in individual task directives issued under this contract and within the scope of this statement of work.

4.1 Traditional media monitoring and electronic clipping

4.1.1 Traditional media monitoring

The contractor shall monitor and provide a continually updated collection of a variety of Web-based content and non-social media platforms including, but not limited to news websites and print sources of major and regional newspapers, magazines, trade/business journals in the United States and around the world; near real-time domestic and foreign newswires; editorially vetted websites; closed-caption text from all

national and cable news television programs as well as local coverage in all U.S. markets; blogs, aggregators and digital communities.

Using the tools and services described in this statement of work, the contractor shall gather and provide access to data assessing the frequency, reach, tone, publicity value and mix of coverage from established news and information sources about NASA issues and events through a fully integrated dashboard. The dashboard shall provide NASA access to all monitored content and associated measurement data; enable searches with unlimited standard key word sets specified in advance and unlimited unique key words specified on demand; and enable creation and export of charts, graphs, maps and reports in formats including, but not limited to, Microsoft Excel and Microsoft Word. The contractor shall provide a minimum six-month archive of media "hits" and email notices of hits; ability to weigh sentiment manually; advertising or public relations value of monitored content; and reach value for each item including, but not limited to, views, subscribers, circulation, distribution and impressions.

4.1.2 Electronic clipping

The contractor shall enable NASA to automatically and continually access articles relating to the agency's missions, goals, objectives and interests, from their original sources including, but not limited to, proprietary and exclusive content of interest to NASA full-text news content behind Web-based paywalls of media organizations, without passwords required; or the ability to order searchable scanned copies of selected articles from their print publications for delivery within one business day at no extra charge; streaming video clips of the segments in which NASA is mentioned for all nationwide broadcasts and top 100 markets; and ability to view, edit, download and share snippets of radio and TV broadcast and other audiovisual coverage.

4.2 Contact and customer relationship management database

The contractor shall provide a comprehensive and regularly updated directory of U.S. and international news media outlets, journalists, and editorial staff and management; and access to data including, but not limited to, audiences, contact preferences and beat specializations for the individuals and organizations contained in the database. The contractor shall enable creation and storage of customized lists using search terms selected and keyed by NASA users; and enable NASA users to record, capture, search and view details of interactions with individual journalists and their organizations through a workflow accessing database contents and incorporating new entries created by NASA users.

4.3 News wire distribution

The contractor shall provide electronic distribution, targeting, measurement, translation and broadcast services for an average of 10 news products per week, with unlimited word count and images, at any time of day, any day, all year round.

4.3.1 Electronic distribution

Electronic distribution of NASA's news and information shall include, but not be limited to electronic transmission directly into newsroom computer systems of print, broadcast and online media nationwide, or in specific news markets or geographical regions; into U.S. government news systems used by the White House, Congress and cabinet agencies to monitor news from multiple sources in real time; and into other government, nonprofit and other public interest sources. Electronic distribution also shall include comprehensive online distribution and placement of NASA's full releases in the news sections of the world's leading online news portals, such as Yahoo! and Google News; delivery to leading news media outlets, such as the New York Times, Washington Post, USA Today, ABC News, and CNN.com; delivery of news, in blog-ready format, to bloggers; and automatic posting and archiving of all news releases with links back to NASA's website from all releases.

4.3.2 Targeting

Targeting of NASA's news and information shall include, but not be limited to media targeted by geography; language; ethnicity; designated market areas; and by type of media, such as print, electronic, social, and broadcast; and media focus, such as business, leisure, sports. Targeting also shall include supplemental email distribution to individual journalists, industry/issue analysts and bloggers based on source, topic, beat, geography and other similar differentiations; and customized coding of each NASA release to individual journalists, online news consumers, policymakers and other audiences who seek news by industry, issue or subject code.

4.3.3 Measurement

Measurement of NASA's news and information shall include, but not be limited to, a report for each NASA release, including statistical data on how journalists, online consumers, bloggers, social media networks, businesses and government officials have viewed and engaged NASA's releases worldwide. The contractor shall have a high Google PageRank to help maximize the NASA website public exposure and related news releases search engine optimization.

4.3.4 Customer support and technical capabilities

The contractor shall provide customer support and technical capabilities including, but not limited to, 24/7/365 access to all services via email and secure online portal for an unlimited number of authorized users, each with a unique user-selected password; comprehensive security measures to prevent unauthorized users from uploading counterfeit materials; expert editorial assistance from experienced news editors who carefully proofread NASA releases to check for consistency, grammatical and typographical errors prior to distribution; permanent archiving of all releases in electronic media research databases including Lexis-Nexis, Dialog, Dow Jones Interactive, Comtex, and Bloomberg news; formatting, including embedded links, anchor

text, photos, italics, bullets and more to maintain the look and feel of NASA's original news release; high resolution, downloadable NASA logo with each release; and ability to include embedded downloadable multimedia content, such as video, audio, graphs, tables, and maps in distributed releases.

4.4 Executive news briefing

The contractor shall provide a comprehensive, edited review, of the day's major news stories and discussions from key print, broadcast and Web-based sources including national and local television and radio, national and local newspapers, news wires, Internet publications, magazines, legal and scientific journals, other specialty press, and blogs. The contractor shall eliminate redundancies; include a brief summary of each story, a list of outlets running the story and links to their versions; and deliver this news briefing by 6 a.m. ET daily (Monday through Friday, with Monday recapping the previous weekend) to the NASA administrator, key staff members and agency field centers through an easy-to-navigate Web portal. In this briefing, the contractor shall provide access to the full-length, text versions of print and broadcast news articles, not simply electronic links to Web stories on third-party Internet sites and coverage of general topics including, but not limited to, NASA-related issues involving the Administration and Congress, aeronautics, commercial space flight, Earth sciences, human space flight, International Space Station, Mars, solar system, planetary and astrophysical science, and space technology.

4.5 Social media monitoring

The contractor shall track and listen to 5-10 social media platforms; including, but not limited to, Facebook, Google+, Instagram, Reddit, Twitter, UStream and YouTube, using NASA--specified search terms to find coverage relevant to NASA and track major campaigns/hashtags with reach and engagement metrics. The contractor shall provide an online, interactive dashboard for tracking, listening and reporting in real-time on blogs, social networking sites, microblogs, online forums, news websites, and video and image-sharing sites with the features including, but not limited to, charts and graphs, customizable by date range, key word and trending topic at a minimum, to provide comprehensive insights including trend analysis, platform comparisons, brand health and competitive analysis; key metrics to demonstrate return on investment including campaign level, engagement level, comments and unique commenters, new influencers, number of views and inbound links, followers and counts for posts, votes and likes; word clouds to identify key words associated with NASA topics; and access to Twitter fire hose.

5.0 Deliverables and Delivery Schedule

5.1 Multiple user access

The contractor shall deliver the tools and services fully described in Section 4, Tasks or Requirements, through a system providing access to as many as 40-50 users in the

initial level of service, which shall be distributable as NASA sees fit among users at Headquarters and any or all field centers, with appropriate security features to limit or tailor access according to individual user need.

5.2 Dashboard

The contractor shall deliver the subscription described in this statement of work through a single online, interactive application (dashboard). The dashboard shall deliver around-the-clock access to all contracted services through an integrated system or offer, at a minimum, one-click hyperlinks to services not otherwise integrated through the dashboard. The dashboard also shall be accessible, intuitive, efficient for performing tasks, and easy to learn, understand, operate, and reestablish proficiency on after periods of disuse.

5.3 Content

5.3.1 Monitoring

The contractor shall deliver access to content from all media channels (e.g., national/local print, broadcast, Web, social) with analytic capabilities and exportable results; the ability to track, listen and report in real-time on blogs, social networking sites, microblogs, online forums, news websites, and video and image-sharing sites; search, monitoring and analytics functions for creating and exporting customized charts, graphs, maps and reports; and the ability to view, edit download broadcast and other video clips.

5.3.2 Archive

The contractor shall deliver archival access to full-length broadcast and full-text print news content behind Web-based paywalls of media organizations, and licensing rights enabling NASA to share media content and monitoring results obtained through the dashboard and the archive.

5.3.3 Database

The contractor shall deliver a database of U.S. and international media representatives and media outlets accessible online, with customer relationship management features (see 3.2).

5.3.4 Distribution

The contractor shall deliver a news wire distribution service accessible online and via email and telephone contact with a dedicated customer service representative (see 3.3).

5.3.5 Briefing

The contractor shall create an edited executive news briefing and deliver it online by 6 a.m. ET daily (Monday through Friday, with Monday recapping the previous weekend) to the NASA administrator, key staff members and agency field centers (see 3.4).

5.4 Support

5.4.1 Configuration

The contractor shall deliver setup and configuration services including, but not limited to, collaboration with NASA service managers on keyword string development and data verification, to NASA Headquarters during period beginning no later than seven days from the date of contract award and ending no later than 30 days from the date of contract award.

5.4.2 Training

The contractor shall deliver familiarization training on-site at NASA Headquarters for Office of Communications leadership and NASA service managers during the initial setup and configuration period and via electronic tutorial for all users beginning no later than 31 days from the date of contract award.

5.4.3 Customer service

The contractor shall provide an account manager or dedicated customer service representative who is readily available from 7 a.m. to 7 p.m. local time daily and through a technical support pool for after-hours emergencies; and around-the-clock customer assistance for news wire distribution as further described in 4.3 News wire distribution and 4.3.4 Customer support and technical capabilities.

5.4.4 Delivery schedules

Item	Deliverable	Frequency of deliverable	Format of deliverable	Recipient
5.1	Multiple user access	Around-the-clock and throughout the life of the contract	Up to 50 users initial capacity, via World Wide Web, with appropriate security controls to tailor individual access	NASA Headquarters Office of Communications
5.2	Dashboard	Around-the-clock and throughout the	Via World Wide Web, with services	NASA Headquarters Office of

		life of the contract	integrated	Communications and designated users
5.3	Content	Around-the-clock and throughout the life of the contract	Via dashboard	NASA Headquarters Office of Communications and designated users
5.3.1	Monitoring	Around-the-clock and throughout the life of the contract	Via dashboard	NASA Headquarters Office of Communications and designated users
5.3.2	Archive	Around-the-clock and throughout the life of the contract	Via dashboard	NASA Headquarters Office of Communications and designated users
5.3.3	Database	Around-the-clock, beginning approximately six months after contract award, then throughout the life of the contract	Via dashboard	NASA Headquarters Office of Communications and designated users
5.3.4	Distribution	Around-the-clock, beginning approximately six months after contract award, then throughout the life of the contract	Via dashboard, with secure upload site and alternate email and telephone interfaces	NASA Headquarters Office of Communications and designated users
5.3.5	Briefing	Every weekday by 6 a.m. ET, beginning the first weekday following	Via dashboard	NASA Headquarters Office of Communications, designated

		contract award		users, and NASA leaders and employees
5.4.1	Configuration support	For 30 days beginning no more than one week after contract award	On-site or other face-to-face collaboration	NASA Headquarters Office of Communications service managers
5.4.2	Training support	Throughout the life of the contract	On-site or other face-to-face during initial configuration, then via electronic tutorial	NASA Headquarters Office of Communications, designated users, and NASA leaders and employees
5.4.3	Customer support	7 a.m. to 7 p.m. ET daily except around-the-clock for distribution as described in 3.3; throughout the life of the contract	Via dashboard link, email or telephone	NASA Headquarters Office of Communications, designated users, and NASA leaders and employees

6.0 Place of Performance

Except as described in 5.4 Support, the contractor will perform the work at its own offices with its own equipment, delivering tools and results electronically to NASA government-owned equipment via the World Wide Web and email.

7.0 Period of Performance

The contractor will provide the services described in this document for a period of 12 months from the date of contract award with four additional 12-month options.

8.0 Security Clearance

No security clearances are necessary for the work.

9.0 Special Knowledge or Skills

Specialized experience, expertise, skills and training requirements by NASA are not applicable to the contractor's services in support of this statement of work.

10.0 Special Licenses

Special licenses requirements by NASA are not applicable to the contractor's services in support of this statement of work.

11.0 Travel Requirements

The contractor's services may require travel in support of this statement of work. If the contractor does not operate an office in the Washington, D.C., metropolitan area, any configuration, collaboration and training conducted on-site at NASA Headquarters will require overnight stays at the on-site location. The travel destination will be within the United States. Travel expenses will be reimbursed at actual cost in accordance with the Federal Travel Regulations (FTR) and the Federal Acquisition Regulations, Part 31. All travel shall be approved in advance by the government.