

**CHEROKEE NATION
REQUEST FOR SEALED PROPOSAL
MEDIA & COMMUNICATION SERVICES**



**Acquisition Management
On behalf of
Health Services**

**CHEROKEE NATION
P.O. Box 948
Tahlequah, OK 74465
(918) 453-5000**

REQUEST FOR SEALED PROPOSAL MEDIA & COMMUNICATION SERVICES

Introduction:

The Cherokee Nation is the federally recognized government of the Cherokee people and thereby has sovereign status granted by treaty and law. Tribal sovereignty is the right to self-governance. The seat of tribal government is the W.W. Keeler Complex near Tahlequah, Oklahoma, capital of the Cherokee Nation. The jurisdictional area of the Cherokee Nation (hereinafter referred to as Nation) covers 14 counties in Northeastern Oklahoma. The Nation's Health Services Group provides medical care, service and support to Tribal Members and operates numerous facilities and departments located throughout the jurisdictional area. The Healthy Nation Department is within the Health Services Group.

The Healthy Nation has received funding from the Partnerships to Improve Community Health (PICH) Grant. The purpose of the grant is to improve health and reduce the burden of chronic diseases by working with the community, providing information, and support. The PICH Grant is for three (3) years concluding in 2017. To comply with PICH Grant requirements, the Nation is seeking proposals from interested parties to provide media and communication activities related to the grant.

The Nation is seeking sealed proposals from interested parties with qualifications, credentials, and previous experience providing services for organizations similar in size and scope. The service timeframe will extend from date of award to the end of the current fiscal year, September 30, 2015 with the option to renew based on satisfactory service and agreement of both parties for two additional fiscal years. Complete information regarding the scope of work and specifications are provided in this Request for Proposal (RFP).

The Nation will be accepting sealed proposals from Indian and Non-Indian parties. Indian preference will be given only to responding parties who provide proof of current certification from the Cherokee Nation Tribal Employments Office (TERO) located in Tahlequah, Oklahoma, telephone number (918) 453-5000. Indian preference will be applied in accordance with Cherokee Nation Acquisition Management Policy and Procedures. Proof of TERO certification must accompany and be included in proposal submittal.

General Information:

- 1. Purpose of the Request for Proposal (RFP):** The NATION, is soliciting detailed, sealed proposals from contractors interested in providing media and communication services as outlined in this RFP for the NATION. The complete scope of work and specifications are included in this RFP.
- 2. TERO CERTIFICATION & INFORMATION:** Indian preference will be given only to responding parties who provide proof of current certification from the Cherokee Nation Tribal Employments Office (TERO) located in Tahlequah, Oklahoma, telephone number (918) 453-5000. Proof of TERO certification must accompany and be included in sealed proposal submittal.

TERO requirements apply to award of contract. Successful bidder must complete required TERO paperwork and pay all applicable fees in accordance with current TERO Legislation for this project.

Please direct any questions for Cherokee Nation Tribal Employment Rights Office (T.E.R.O.) in written format by deadline, February 12, 2015 to email shelly-mcclain@cherokee.org as specified in this RFP. These questions will be addressed by TERO and included in any addendum issued by February 18, 2015 on the website www.cherokeebids.org with bid announcement (reference section 7 and 8).

3. **Conflict of Interest and Restrictions:** If any contractor, contractor's employee, subcontractor, or any individual working on the proposed contract may have a possible conflict of interest that may affect the objectivity, analysis, and/or performance of the contract, it shall be declared in writing and submitted to Cherokee Acquisition Management (Attn: Shelly McClain) no later than February 12, 2015. The NATION will determine in writing if the conflict is significant and material and if so, may eliminate the contractor from submitting a proposal.
4. **Verbal Instructions:** Interested parties shall not initiate or execute any negotiation, decision, or action arising from any verbal discussion with any Cherokee Nation employee. Only written communications from the designated Contact Person at Cherokee Nation may be considered a duly authorized expression on behalf of the NATION regarding this RFP. Additionally, only written communications from interested parties are recognized as duly authorized expressions on behalf of the vendor. The same instructions shall apply to any subsequent award and agreement communications.
5. **Contact Person:** Any additional information required or questions regarding this RFP should be submitted, by specified deadline, in written format only to:
Cherokee Acquisition Management
Attn: Shelly McClain
P.O. Box 948
Tahlequah, OK 74464
E-mail: shelly-mcclain@cherokee.org
6. **Deadline for Receipt of Proposals:** Sealed Proposals may be mailed or hand delivered, as long as one (1) clearly marked, single sided original and 7 copies are physically received by Shelly McClain no later than **February 25, 2015 by 5:00 p.m.** Proposals received after this deadline will not be considered and will be returned unopened. Proposals must be addressed and delivered to the Office of Acquisition Management at the addresses specified in this RFP. No responding party may withdraw their proposal within 90 days after sealed proposal due date.

PROPOSALS MUST BE RECEIVED ON OR BEFORE FEBRUARY 25, 2015 AT 5:00 P.M. TO BE CONSIDERED. PROPOSALS MUST BE SEALED AND CLEARLY MARKED "SEALED PROPOSAL, DO NOT OPEN, MEDIA & COMMUNICATION SERVICES." Proposals submitted by e-mail or fax will not be considered. The envelopes containing the proposals must be sealed, addressed to Cherokee Nation, Attn: Shelly McClain, Acquisition Management Department, P.O. Box 948, Tahlequah, Oklahoma, 74465. Proposals may also be hand delivered (sent by carrier service) to Cherokee Nation Acquisition Management, Attn: Shelly McClain, 17665 S. Muskogee Avenue, Tahlequah, Oklahoma 74464. Proposals will

be accepted from Indian and Non-Indian responding parties. Any proposal not received by the stipulated deadline will not be accepted and will be returned, unopened.

7. **Contractor's Review and Questions:** Contractor's should carefully review this RFP for errors, questionable or objectionable materials, and items requiring clarification. Contractor's shall put these comments and/or questions in writing and submit them to the Cherokee Acquisition Management (Attn: Shelly McClain) no later than **February 12, 2015 by 5:00 p.m.** at the email previously listed.
8. **Addendum to the RFP:** The NATION reserves the right to issue written addendums to revise or clarify the RFP, respond to questions, and/or extend the due date of proposals. Any and all such interpretations and any supplemental instructions will be in the form of written addenda, and will be posted on the Nation's bid website www.cherokeebids.org with bid announcement no later than **5:00 pm February 18, 2015.** No interpretation of the proposal specifications will be made to any interest party orally. Failure to receive any issued addendum or interpretation shall not relieve responding party from any obligation contained in submitted proposal. All addenda so issued shall become part of the contract documents.
9. **Cancellation of the RFP:** The NATION retains the right to cancel, modify or amend the RFP process at any time, at the NATION's sole discretion. The NATION shall not be responsible for costs incurred by contractors for proposal preparation.
10. **Proposal Withdrawal and Correction:** A proposal may be corrected or withdrawn by a written request received prior to the date of opening proposals.
11. **Multiple Proposals:** The NATION shall not accept multiple proposals from the same contractor.
12. **Disclosure of Proposal Contents:** A proposal's content shall not be disclosed to other contractor's.
13. **Retention of Proposals:** All proposals and other material submitted become the NATION's property and may be returned only at NATION's option.
14. **Cost of Proposal Preparation:** Any and all costs incurred by contractor's in preparing and submitting a proposal are the contractor's' responsibility and shall not be charged to the NATION or reflected as an expense of the resulting contract.
15. **Delivery of Proposals:** NATION assumes no responsibility or liability for the transmission, delay, or delivery of proposals by either public or private carriers.
16. **Media Announcements:** Any and all media announcements pertaining to this RFP require the NATION's prior written approval.
17. **Other Governmental Requirements:** It is the responsibility of the contractor to indicate within their proposal the applicability of any other federal, state, municipal, or other governmental statutes, regulations, ordinances, acts, and/or requirements.
18. **Qualification of Responding Party:** The Nation may make such investigations as deemed necessary to determine the ability of the responding party to perform the work. The responding party shall furnish to the Nation all such information and data for this

purpose upon request. The Nation reserves the right to reject any proposal if the evidence submitted by, or investigation of, such responding party fails to satisfy the Nation such responding party is properly qualified to carry out the obligations of the contract and to complete the work contemplated therein. Conditional proposals will not be accepted.

19. **Binding Contract:** This RFP does not obligate the NATION or the selected contractor until a contract is signed and approved by both parties. If approved, it is effective from the date of final approval by the Contracting Officers. The NATION shall not be responsible for work done, even in good faith, prior to final approval of the proposed contract.
20. **Concerns with the Special or General Provisions:** If a contractor has concerns with either the Special or General Provisions, they should put their comments and/or questions in writing and submit them to Cherokee Acquisition Management (Attn: Shelly McClain) no later than **February 25, 2015 by 5:00 p.m.** This will allow time for an addendum to the RFP to be issued, if required, to all recipients of the initial RFP.

The NATION reserves the right to not award or to cancel the award of a contract to a contractor who will not agree to all of the Special or General Provisions of said contract. It is the intent of the NATION to utilize only the NATION'S terms and conditions for any subsequent agreement based on award from this RFP.

An award for this project will be made subject to available funding. Firms are cautioned that proposals should be submitted initially on the most favorable terms, from both a technical and cost standpoint.

21. **Governing Laws and Contract:** The Cherokee Nation will make this RFP and the successful Contractor's proposal a part of the contract. This RFP and any subsequent contract and related documents shall be construed under the laws of the United States and where applicable, the Cherokee Nation. Nothing in this RFP, any subsequent documents or contract or related documents shall be construed as a waiver of limitation upon the Nation's sovereign immunity. To the extent this statement is found to be inconsistent with any other language in this RFP or any subsequent document or contract or related document, this statement shall control. This statement shall survive the completion or termination of any subsequent contract. In the event of any dispute which may affect this Agreement, the Contractor agrees the Agreement shall be governed by the laws of the United States, and where applicable, the laws of the Cherokee Nation. The Cherokee Nation will make the final decision on the contract format to be utilized for any award(s) under this procurement. There will be no Arbitration, Mediations or Indemnification clauses, and the Nation will not waive sovereign immunity. By submitting a proposal in response to this RFP, the Contractor agrees to these terms and conditions.
22. **Additional Terms and Conditions:** The NATION reserves the right to include additional terms and conditions during contract negotiations. However, these terms and conditions must be within the scope of the original RFP and will be limited to price, clarification, definition, and administrative and legal requirements.
23. **Contract Negotiations:** Upon completion of the evaluation process, contract negotiations may commence. If the selected contractor fails to provide the necessary information for in a timely manner, negotiate in good faith, or cannot perform the contract for any reason, including completion of the project within the amount of funds available for the project and/or as proposed, the NATION may terminate award offer and negotiate with the next

highest ranked contractor, or terminate award of the contract. The NATION shall not be responsible for costs incurred by the contractor resulting from contract negotiations.

Odwyerpr.com

Terms and Conditions

Acceptance of Conditions Governing the Procurement: Vendors must indicate their acceptance of conditions governing this procurement in their cover letter.

Acceptance of Business Associate Agreement: Vendors must indicate willingness to establish agreement should it be necessary to access protected health information.

Incurring Cost: Any costs incurred by the vendor in preparation, transmittal, or presentation of any proposal, or material submitted in response to this RFP shall be borne solely by the vendor. The vendor is responsible for all costs associated with travel for on-site demonstrations upon the Nation's request.

Amended Proposals: Any vendor may submit an amended proposal before the deadline for receipt of proposals. Such amended proposals must be complete replacements for a previously submitted proposal and must be clearly identified as such in the transmittal letter.

Vendor's Right to Withdraw Proposal: Vendors will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. The vendor must submit a written withdrawal request addressed to Shelly McClain, at shelly-mcclain@cherokee.org.

Proposal Offer Firm: Responses to this RFP, including proposal prices, will be considered firm for 90 days after the date of receipt of the proposal.

Proprietary Information: Any restriction on any data included in any proposals must be clearly stated in the proposal itself. Each and every page of the proprietary material must be labeled or identified with the word "PROPRIETARY".

Vendor's Right to Withdraw Proposal: Vendors will be allowed to withdraw their proposals at any time prior to the deadline for receipt of proposals. The vendor must submit a written withdrawal request addressed to Shelly McClain, at shelly-mcclain@cherokee.org.

Location of Services: Cherokee Nation Healthy Nation Department, Tahlequah, OK for quarterly meetings at a minimum, more as needed, balance of services through telephone conference calls and written communication.

Term of Proposed Contract: NATION anticipates establishing a contract with a performance period ending September 30, 2015 with the option to renew based on satisfactory performance, mutual agreement of both parties, and funding availability through September 30, 2017.

General Responsibility: The successful contractor will provide all necessary tools, equipment, parts, supplies, labor and supervision to provide media and communication services for the Cherokee Nation Healthy Nation Department in RFP scope of work.

Material Development, Approval & Retention: The successful contractor will develop material based on information, guidance, input, and approval by the Cherokee Nation Healthy Nation Department. The Nation must provide final approval on all material prior to use in any media or communication format. Any material produced by successful contractor as a part of this agreement, Cherokee Nation will retain full and complete ownership.

Contractor's Compensation: Compensation to the contractor shall be based on specific price and/or rates identified in the Contractor's proposal, as negotiated. This shall include any proposed subcontractor pricing.

Subcontracts: Contractor is solely responsible for fulfillment of the contract terms. NATION will make payments only to the Contractor. Contractor must identify in response to this RFP any subcontractors that may perform services on the project. Except for those subcontractors identified by the Contractor in response to the RFP, Contractor shall not subcontract any portion of the services to be performed under this contract without prior written approval of NATION. The NATION reserves the right to approve or disapprove any subcontractors.

Contractor shall notify NATION no less than ten (10) days in advance of its desire to subcontract and include a copy of the proposed subcontract with the proposed subcontractor. Any subcontract must be in writing and contain provisions consistent with the Contractor's obligations pursuant to this contract.

Approval of any subcontract shall not obligate NATION the subcontractor against NATION or its agents, employees, representatives, directors, officers, successors or assigns.

The Cherokee Nation, in giving such acceptance, assumes no responsibility in connection with the terms of the subcontract and their performance will be the responsibility of the Contractor. All sums due to any suppliers must be paid or will be paid within ten (10) days of receipt of any money received from the Cherokee Nation under any executed Agreement.

Confidentiality: It is understood any information submitted to the interested party by the Cherokee Nation in respect to this Request for Proposal embodies certain proprietary information and is loaned to the party on a confidential basis. Any information acquired at the Cherokee Nation or otherwise relating to processes belonging to the Cherokee Nation incorporated into this project shall be kept confidential. The party agrees not to use in any unauthorized manner or communicate to others any such confidential items without the prior written consent of the Cherokee Nation and will undertake such measures as are necessary to require its employees and all approved subcontractors to maintain complete confidentiality.

Debarment, Suspension, Proposed Debarment, and Other Responsibility Matters: The responding party certifies to the best of its knowledge and belief that the person, the firm, or any of its principals are not presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any Federal agency or Indian tribe. The bidder will also certify they have not, within a three-year period preceding this Request for Proposal, been convicted of or had a civil judgment rendered against them for: commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, Local or Tribal) contract or subcontract; violation of Federal or State antitrust statutes relating to the submission of offers; or commissions of embezzlement, theft, forgery, bribery, falsifications or destruction of records, making false statements, and are not presently indicted for, or otherwise criminally or civilly charged by a governmental entity with, commission of any of the offenses enumerated in this provision. The responding party certifies they have not, within a three-year period preceding this Request for Proposal, had one or more contracts terminated for default by a Federal, State, Local or Tribal agency.

DRUG AND TOBACCO FREE WORKPLACE:

- Any Contractor performing work for the Cherokee Nation agrees to publish a statement notifying all employees, subcontractors, and other workers that the unlawful

manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the Contractor's workplace and specifying the actions that will be taken against violators of such prohibition.

- The Nation will consider lack of enforcement or lax enforcement of the statement by Contractor a default of the contract.
- The Contractor further agrees to provide all persons engaged in performance of the contract with a copy of the statement.
- A copy of responding party's Drug Free Workplace statement shall be included with the proposal or else the successful responding party will be deemed to accept and agree to use the statement provided by Nation.
- The Contractor understands and recognizes that all Cherokee Nation buildings, whether leased or owned, and the grounds surrounding those facilities are considered by the Nation to be a tobacco free workplace. The Contractor will ensure all employees, subcontractors, and other workers will abide by this policy.

Indemnity and Insurance: The Cherokee Nation assumes no responsibility for negligent acts of either the offeror or their employees; therefore, the offeror is responsible for obtaining the insurance coverage the NATION considers appropriate. The offeror will keep harmless and indemnify the Cherokee Nation against any or all loss, cost, damage, claims, expense or liability for all acts related to quality care management and enforcement of this contract.

Following are the insurance requirements for this contract:

General Liability, including premises/operations and products/completed operations

\$1,000,000 each occurrence/\$2,000,000 annual aggregate

Such policy will name Cherokee Nation as an additional insured and include a waiver of subrogation in favor of the Cherokee Nation.

Professional Liability, covering professional services rendered under this contract.

\$1,000,000 each wrongful act/\$3,000,000 annual aggregate.

Professional Liability policies issued on a claims-made basis must include a three year extended reporting endorsement, in the event the coverage is cancelled or non-renewed by the contractor.

Automobile Liability, including hired and non-owned auto

\$1,000,000 combined single limit

Such policy will name Cherokee Nation as an additional insured and include a waiver of subrogation in favor of the Cherokee Nation.

Workers' Compensation – statutory to the State of jurisdiction

Employers' Liability - \$500,000/\$500,000/\$500,000

Such policy will include a waiver of subrogation in favor of the Cherokee Nation

All coverage will be written with an AM Best "A X" rated carrier. Contractor will provide a certificate of insurance to the Cherokee Nation, evidencing coverage outlined above.

Availability of Funds: Any contract awarded as a result of this RFP is contingent on the appropriation of funds. A contract award may be terminated or reduced in scope if sufficient appropriations or authorizations do not exist. This vendor will be notified in writing of such terminations. The vendor will accept, as final, the Nation's decision as to whether sufficient appropriations and authorizations are available.

Legal Review: The Nation requires that all vendors agree to be bound by the general requirements contained in this RFP. Any vendor concerns must be properly brought to the attention of Shelly McClain, Cherokee Nation Purchasing Manager.

Governing Law: This RFP and subsequent agreements shall be governed by, construed, and enforced in accordance with the laws of the United States, and where applicable, the laws of the Cherokee Nation.

Contract Terms and Conditions: The contract between the Cherokee Nation and the vendor will follow the standard format of the Cherokee Nation.

Vendor's Terms and Conditions: Vendors must submit with the proposal a complete set of any additional terms and conditions that they expect to have included in a contract negotiated with the Cherokee Nation.

Right to Waive Minor Irregularities: The proposal evaluation committee reserves the right to waive minor irregularities. This right is at the sole discretion of the proposal evaluation committee.

The Nation reserves the right to determine a proposal acceptable in terms of meeting RFP requirements. The Nation reserves the right to accept or reject any and all proposals received and to negotiate with offerors regarding the terms of their proposals or parts thereof. The Cherokee Nation reserves the right to award a contract in the best interests of the Cherokee Nation.

Ownership of Proposals: All documents submitted in response to this RFP shall become the property of the Cherokee Nation and will not be returned to the vendors. Responses received will be retained by the Acquisition Management Department.

Prompt Payment: The successful firm agrees to pay all sums due to subcontractors, laborers and material suppliers within ten (10) days of receipt of payment by the Cherokee Nation.

Review of Proposals

1. **Proposal Format:** Sealed Proposals may be mailed or hand delivered, as long as one (1) clearly marked, single sided original and 7 copies of the complete proposal are physically received by Shelly McClain no later than **February 25, 2015 by 5:00 p.m.**
2. **Table of Contents:** The proposal will have a table of contents with page numbers and pages numbered throughout the proposal.
3. **General Information:** Brief introduction which includes:
 - 1) The contractor's name and address;
 - 2) Statement that indicates the proposal is valid for at least 90 days from the proposal submission deadline;
 - 3) Statement that indicates the contractor's willingness to perform the services described in this RFP;
 - 4) A statement that all staff and other resources which are required to perform the services described in this RFP will be made available by your organization over the life of the anticipated contract;
 - 5) Statement that the signatory has authority to bind the contractor; and
 - 6) Signature of authorized individual.
4. Specific requirements listed in the Specifications provided by the Nation's Healthy Nation Department in this RFP must be included in responses.
5. **TERO CERTIFICATION:** Indian preference will be given only to responding parties who provide proof of current certification from the Cherokee Nation Tribal Employments Office (TERO) located in Tahlequah, Oklahoma, telephone number (918) 453-5000. Indian preference will be applied in accordance with Cherokee Nation Acquisition Management Policy and Procedures. Proof of TERO certification must accompany and be included in proposal submittal.
6. **Responsiveness:** Prior to evaluation, each proposal shall be reviewed to determine whether or not it is responsive. Nonresponsive proposals shall be eliminated and will not be evaluated. Factors that may result in a proposal being declared nonresponsive are:
 - a. Not providing evidence of meeting the Minimum Requirements.
 - b. Substantive and material conflicts of interest which were not declared and/or were declared and determined to be significant enough that the NATION requested the potential contractor not submit a proposal.
 - c. Substantive and material noncompliance to requirements of the RFP proposal submission guideline.
 - d. Not providing a price, if applicable.
7. **Evaluation Process:** An evaluation committee consisting of NATION employees shall evaluate responsive proposals. Each proposal shall be independently evaluated by each member of the evaluation committee. The evaluation will be based on the evaluation factors and values stated in this RFP. Discussions, presentations, and/or site visits, if held, may result in individual evaluation committee members changing their scores. Evaluation factors not specified in this RFP may not be considered.

8. **Evaluation Factors:** The evaluation factors are listed below and must be clearly stated and addressed and stated in the sealed proposal.

<u>SPECIFICATIONS</u>	<u>POINTS</u>
1. Cost	30
2. Organizational Capacity	20
3. Experience with tribal entities & grant projects similar in scope/size	20
4. Approach to meet RFP requirements	20
4. Indian Preference/TERO	10
TOTAL	100

9. **Notice of Award:** After award of Contract, award information will be posted on the Nation's website www.cherokeebids.org with RFP announcement.

**PROGRAM INFORMATION
SCOPE OF WORK & SPECIFICATIONS
PROVIDED BY
CHEROKEE NATION HEALTHY NATION DEPARTMENT**

PROGRAM OVERVIEW

The Cherokee Nation Community Health Promotion, a program of the Cherokee Nation Health Services, is seeking proposals from individuals and/or organizations with the expertise to support strategic and integrated public health media and communication activities related to the Partnerships to Improve Community Health (PICH) grant to help advance program efforts to key audiences (public, partners, stakeholders), including:

- Provide support for planning, developing/creating, placing/implementing, and evaluating media and communication activities,
- Implement, and evaluate communication activities, and
- Track and report activities annually.

Cherokee Nation Health Services is a tribal awardee of the Partnerships to Improve Community Health Grant. This funding is administered by the Centers for Disease Control and Prevention out of the Division of Community Health. The purpose of the grant is to improve health and reduce the burden of chronic diseases by working with multiple sectors of the community to create environments that support health and healthy behaviors through the implementation of population based strategies that expand the reach and health impact of policy, system, and environmental (PSE) improvements. The Cherokee Nation Community Health Promotion Program will lead the planning and coordination of PICH efforts. PICH is a three-year grant concluding in 2017.

Based on the CDC FOA requirements the Cherokee Nation has identified priority populations located in the tribal jurisdictional service area where funding and implementation activities will be targeted. Cherokee Nation will work with existing multi-sector community coalitions with the capacity to oversee funding and technical assistance and other resources to support the effective implementation of community work plan activities in the identified priority populations. Media and Communication activities will support the PICH grant goals and objectives with focus areas that include: tobacco use and exposure; poor nutrition; clinical and community linkages; and media & communication.

PROJECT SCOPE OF WORK

The Cherokee Nation PICH grant goals and strategies provide for improvement in community health through reduction in high risk factors for chronic disease, with a particular emphasis on promoting health equity and reducing disparities in health outcomes. Communicating accurate and timely information is a necessary component of effective public health programs and helps to inform, educate, and empower people about health issues.

Cherokee Nation PICH grant staff and partners will use media and communication to support program efforts and convey PICH program messages, activities and successes throughout the funding period. Cherokee Nation will routinely communicate to partners; the public, decision

makers, and key stakeholders about the work funded under this FOA, and disseminate the results of the programs work to decision makers and the public, as appropriate. The successful contractor will support strategic and integrated media and communication activities to help advance Cherokee Nation PICH grant program efforts to key audiences (public, partners, stakeholders), including:

- Provide support for planning, developing/creating, placing/implementing, and evaluating Cherokee Nation PICH media and communication activities,
- Implement, and evaluate media and communication activities, and
- Track and report activities annually.

The successful Contractor will be responsible for assisting in the achievement of the project goals and objectives to increase the number of messages to the public and key partners about community needs, planned efforts, and achievements from 0 to 20 by September 2015. In addition, the subcontractor will be responsible for the following key activities:

1. Develop and implement an integrated public health media and communication campaign to help advance the PICH grant program goals and efforts to key audiences (public, partners, stakeholders and priority populations)
2. Revise and update the media and communications plan based on input from Cherokee Nation PICH staff, and program partners, which outlines paid, earned and social media activities, and ensures priority populations experiencing health disparities are reached. Submit plan for review and approval by Cherokee Nation PICH staff.
3. Ensure consistent messages; local, regional exposure; and outreach to priority populations experiencing disparities relating to the PICH grant chronic diseases and related risk factors.
4. Research and make recommendations for use of existing media and communications channels, products and templates in supporting project goals. As much as possible, recommendations should include using existing and effective media content that is available through CDC media libraries and the Cherokee Nation Health Services resources.
5. Support Cherokee Nation PICH staff and contractors in tracking and submitting the media impressions tracking tool, including submission with annual progress reports to funding agency.
6. Monitor and track progress towards targets set by Cherokee Nation PICH program for individuals overall and particularly for reaching priority populations with communications and media activities.
7. Assist with development and placement of paid media to support project goals.
8. In collaboration with Cherokee Nation PICH staff to develop communication tools and assist in content development for partners and the public, including the PICH program and community partners, such as e-newsletters, project factsheets, program briefs and reports, social media and web site content.
9. In collaboration with Cherokee Nation PICH staff, and subcontractors, develop and disseminate two or more success stories each year, to be disseminated to partners, other stakeholders, and the CDC.

10. Evaluate overall effectiveness of media and communications activities, particularly in reaching priority populations, and key partners.
11. Meet with Cherokee Nation PICH Project Manager to obtain copies of existing information applicable to the project, including grant requirements, reports.
12. Conduct monthly and as needed project management meetings with Cherokee Nation PICH Staff.
13. Provide written progress reports and invoices at a minimum quarterly, or monthly as requested.
14. Monitor the relationship of scope of project vs. available funding, document deviations and present/discuss with Cherokee Nation PICH Project Manager.
15. Ask for and receive prior approval for deviations from the original contract. This includes both the scope of work and the budget.
16. Provide all necessary information and support to Cherokee Nation PICH grant staff for the Interim and Annual Performance Report of each fiscal period of grant.
17. Meet deliverables detailed in the scope of work. Performance will be evaluated on a quarterly basis. Those not meeting expectations may have their budgets reduced or contracts terminated.

Qualifications

- Must be knowledgeable about and experienced working with various media outlets, including social media, and have knowledge of public health issues
- Must be knowledgeable about and experienced in developing and maintaining a working relationship with media outlets and media campaigns working within an established budget.
- Experience with grant projects similar in scope and size; and, meeting grant requirement milestones.
- Experience working with or knowledge of sovereign tribal nations is preferred

Years of Experience

- A minimum of 3 years of media & communication experience is preferred

Work Hours

- Varies. Some meetings will be scheduled during regular Cherokee Nation business hours (Monday through Friday, 8am to 5pm). Meetings onsite will be quarterly at a minimum with more scheduled as needed; telephone conference calls will be monthly at a minimum with more scheduled as needed; written communications as needed.

Proposed Cost

- Cost/billing should be outlined in the submitted proposal with a bottom line yearly amount listed

References

Provide references from similar, completed projects.