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Description of document:	Peace Corps 50th Anniversary/Public Relations Support/Earned Media Technical Proposal and Statement of Objectives submitted by Burson-Marsteller in response to GSA E-Buy RFQ499022, 2010
Requested date:	2016
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Source of document:	Freedom of Information Request FOIA Officer U.S. Peace Corps 1111 20th Street, NW Washington D.C. 20526

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Since 1961.

August 10, 2017

RE: FOIA Request No. 16-0105

This is in response to your Freedom of Information Act (FOIA) request. Specifically, you request, "I request a copy of the Statement of Work and List of Deliverables associated with the contract awarded by the Peace Corps to Young & Rubicam aka Burson-Marsteller, which may be designated as contract number GS23F0130M/PC107038, [and] a copy of the releasable portions of the successful proposal by the contractor."

We have found material which is responsive. Attached, please find two documents: "Peace Corps 50<sup>th</sup> Anniversary / Public Relations Support / Earned Media" [Technical Proposal] (29 pages) and "Peace Corps / 50<sup>th</sup> Anniversary Team / Statement of Objectives [Attachment 1] (6 pages). There is certain information that will be withheld from both documents pursuant to 5 U.S.C. § 552(b)(4). Exemption 4 protects Information, either commercial or financial, and obtained from a person, which is privileged or confidential.

If you are not satisfied with this response, you may administratively appeal within 90 business days of your receipt of this letter. The appeal should be addressed to William L. Stoppel, Acting Associate Director – Management, Peace Corps, 1111 20th Street NW, Washington, DC 20526. Your appeal must include the FOIA request number and a statement explaining what you are appealing. It is possible to submit the appeal by U.S. mail (see above) or fax or email. Note that our fax number is 202-692-1385 and email is [foia@peacecorps.gov](mailto:foia@peacecorps.gov). Also, however you submit the appeal, "Freedom of Information Act Appeal" should be clearly marked on the appeal letter and envelope, or the email subject line, or the fax cover sheet.

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If you have any questions regarding this response, please contact Candice Allgaier, FOIA/Privacy Act Specialist, at 202-692-1904 or [foia@peacecorps.gov](mailto:foia@peacecorps.gov).

Sincerely,

Denora Miller  
FOIA/PA Officer

Attachments



# Peace Corps 50<sup>th</sup> Anniversary

## Public Relations Support – Earned Media

### **TECHNICAL PROPOSAL**

Submitted by **Burson-Marsteller**  
 In response to GSA E-Buy RFQ499022  
 September 3, 2010





## STRATEGIC SUMMARY

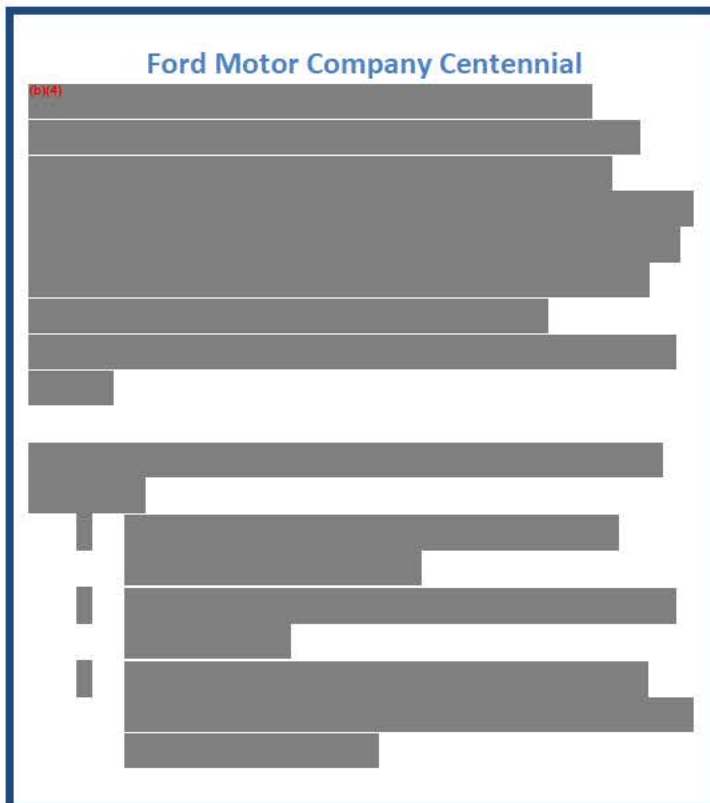
The 50<sup>th</sup> Anniversary of the Peace Corps is a cause for national celebration and presents a wonderful opportunity to support the agency's mission and legacy by honoring its past, demonstrating its effectiveness, and inspiring the next generation of volunteers through education and engagement. The 50<sup>th</sup> Anniversary can create a foundation for advancing the Peace Corps' three primary goals:

- Helping the people of interested countries in meeting their need for trained men and women.
- Helping promote a better understanding of Americans on the part of the peoples served.
- Helping promote a better understanding of other peoples on the part of Americans.

The challenge of securing earned media for any year-long anniversary celebration is to continue to find fresh new angles that will generate interest among members of the media, key audiences and the public. Burson-Marsteller's (B-M) extensive experience with media outreach surrounding anniversary initiatives enables us to give our clients this essential piece of advice:

### **Not All Anniversary Celebration Activities Are (or Should Be) Created Equal**

Simply put, long-term celebration programs that achieve the greatest success with media coverage and impact have in common a fundamental strategic approach: creation of a big splash early in the program through one large-scale, distinctive "anchor" event, followed by a steady drumbeat of activity throughout the year to keep the story alive and the message visible, and then wrapped up with another large-scale anchor event that cements program messages with targeted audiences.



The initial anchor initiative needs to create a big splash to propel the anniversary to center-stage of media and public attention, and create momentum that will keep the celebration visible and vibrant throughout the year. Momentum activities, then, benefit from the launch's big splash and create a steady drumbeat to build awareness and engagement among targeted audiences throughout the celebration year. And finally, most successful long-term observances will close with another anchor event at the end of the anniversary year, creating a final big splash and surge of media coverage to reinforce the program's message and leave a lasting impact on targeted audiences.

As we have developed our recommended strategy for media relations in support of Peace Corps' 50<sup>th</sup> Anniversary, we have adopted this "best practices" approach, suggesting a greater allocation of resources for two anchor initiatives, while preserving sufficient resources to maintain a steady drumbeat of coverage and visibility during the long momentum period in between.





Without the benefit of knowing the Peace Corps' existing plans for each anniversary event and activity, we have provided below a brief snapshot of how we would approach the extended timeline of events presented in the RFP to maximize media coverage and ensure cost-effectiveness. Upon award of the contract, Burson-Marsteller would work closely with Peace Corps staff to create appropriate, exciting ideas to gain news coverage.

#### *Featured Events*

To gain maximum media coverage, Burson-Marsteller recommends focusing on two "anchor" events/opportunities during the 50<sup>th</sup> Anniversary year.

#### ***January – National Day of Service and Kick Off of 50<sup>th</sup> Anniversary Year***

The National Day of Service in January provides the perfect occasion for creating a big splash to kick off the Peace Corps' 50<sup>th</sup> Anniversary year. With the Peace Corps' focus on education and engagement during the Day of Service, we imagine the Peace Corps intends to hold a large event – possibly with famous Peace Corps volunteers or supporters as speakers – that will attract national attention. To support this national event and kick off the 50<sup>th</sup> Anniversary year during the month of January, Burson-Marsteller would aggressively pursue a variety of earned media opportunities, such as:

- Announcing a national recruitment drive that will last throughout the 50<sup>th</sup> Anniversary year. The announcement would include developing and distributing a press release, and managing a Satellite Media Tour that would serve to bring the story about the recruitment drive to media across the country.
- Place an op-ed bylined by a notable Peace Corps volunteer or a public figure with a strong personal connection to the Peace Corps (e.g., Maria Shriver) in a top-tier media outlet.
- Pitch "We Are 50" feature story to a national magazine (such as Parade):
  - The story would give a broad overview of the Peace Corps' 50-year history and feature photos, and potentially stories, from 50 Peace Corps volunteers and staff. With Peace Corps already in the process of collecting photos and stories in the Digital Archive on its website, we will have a jump start in identifying stories that may be of interest to media.
  - *Note: Pitching for long-lead publications must begin several months in advance. For a story of this nature and scope, we would recommend beginning to pitch it immediately upon award of the contract (approximately 3 months in advance).*
- Pitch "We Are 50" segments to a wide range of magazine-style television programs, such as CBS' 60 Minutes, ABC's 20/20, NBC's Nightline as well as segments such as NBC Nightly News' "Making A Difference," Soledad O'Brien's documentary pieces for CNN, etc.







- Coordinate with Peace Corps' social media staff to leverage the launch of a viral campaign for earned media opportunities.
  - For example, the Peace Corps could launch a "We Are 50" YouTube video initiative designed to encourage recruitment. The "We Are 50" YouTube video initiative would ask past and present volunteers and staff to upload videos about their experiences and what they learned by participating in the Peace Corps. Perhaps the Peace Corps could feature 50 videos on its website each month or throughout the course of the year. Burson-Marsteller would then pitch this story to broadcast and print outlets, who like to feature stories like this on air and on their websites, as well as bloggers.
- Collaborating with Peace Corps to create 50<sup>th</sup> Anniversary press kit materials:
  - 50<sup>th</sup> Anniversary branded press kit folder (potentially)
  - Calendar of Peace Corps milestones
  - Biographies of spokespeople at launch event
  - Fact Sheets – these can be adapted from existing Peace Corps materials
    - Peace Corps Overview fact sheet
    - Volunteers by Home State (this can then be pitched to media in each state)
      - Top States Over Past 50 Years
    - Top Colleges Producing Volunteers (this can be pitched to college new outlets and alumni magazines)
      - Top Colleges Over Past 50 years
    - Notable Returned Peace Corps Volunteers
  - B-roll – Burson-Marsteller will examine the B-roll video Peace Corps already has on file to see if there may be ways to use it in promoting 50<sup>th</sup> Anniversary events. If desired, Burson-Marsteller can assist Peace Corps with identifying important B-roll shots that will help gain traction with broadcast outlets and work to ensure they are filmed and produced.

#### ***August – Commemoration of Rose Garden Ceremony Honoring the First Group of Volunteers***

With college students across the United States headed back to campus in August, the 50<sup>th</sup> Anniversary events held during this month provide the perfect opportunity to educate this important audience about the Peace Corps' legacy, accomplishments and future. A significant portion of the earned media efforts during this month would focus on outreach to reporters at college newspapers and to outlets serving current and prospective college students, and recent graduates. This outreach could include:

- Pitching stories and activities commemorating the departure of the first group of Volunteers to Ghana and Tanganyika and the historic legislation authorizing the creation of the Peace Corps. For example:
  - Peace Corps could gain significant earned media for an event that commemorates the first group of volunteers and includes a new group of volunteers getting ready to depart for their assignments to countries that are in particularly need of Peace Corps assistance.
  - Invite media to cover orientation training for a group of volunteers about to be deployed.
  - Pitch network morning shows on an interview with one of the original volunteers, or on a combination interview with one of the original volunteers and a volunteer who is in Ghana or Tanzania today.





- Student Reporter Virtual Press Conference – this conference call or webinar-style press conference would be exclusively for reporters at college and university news outlets (including alumni outlets). The press conference would cover:
  - Ways college students and college graduates have shaped the efforts of the Peace Corps over the past 50 years.
  - Benefits of becoming a Peace Corps volunteer, including the opportunity to learn about other cultures (and help friends at home learn about them, too).
- Story Ideas for Pitching:
  - “Back to School” – pitch stories on Peace Corps volunteers who went back to pursue a graduate degree after volunteering and show the variety of degrees these former volunteers pursue.
  - What’s in Your Backpack? – pitch story to commercial teen magazine comparing what’s in an average college student’s backpack with the special supplies/materials Peace Corps Volunteers bring with them to their assignments.



### *Momentum Activities*

In the earned media plan Burson-Marsteller develops for the 50<sup>th</sup> Anniversary efforts, we will create unique, newsworthy pitches and story ideas to attract media attention and coverage for the extended calendar of 50<sup>th</sup> Anniversary events. For the remaining events and activities throughout the 50<sup>th</sup> anniversary year, new story ideas and media outreach concepts will be developed on a regular basis in consultation with Peace Corps staff. Some initial ideas include:

- Pursuing Entertainment Partnerships – To create memorable and interesting media placements, Burson-Marsteller could reach out to:
  - MTV about featuring Peace Corps volunteers on an episode of their True Life show – “True Life: I’m a Peace Corps Volunteer.” We could also pitch their “The Buried Life” show to feature the work of Peace Corps volunteers – the show’s premise is that a group of young men each episode crosses something off their collective “to-do in life” list, but they also have to help another person achieve a dream of their own in the process.
  - Leading shows among teens, college students and recent grads – e.g., 30 Rock, The Big Bang Theory, Greek, etc. – about integrating a Peace Corps-related storyline into their shows.
  - The Food Network about doing a Peace Corps-related special or episode of an existing show – this could feature Peace Corps volunteers cooking cultural foods they have “brought back” with them from their assignment countries, or providing tips for Peace Corps volunteers (and college kids) on delicious meals that are easy to make when they’re on assignment (and don’t have a pantry of boxed macaroni and cheese to turn to).
  - Popular reality contest shows, such as Project Runway and Top Chef, about showcasing the Peace Corps. Possible celebrity judges can include past Peace Corps executives, staff, and past and recently returned volunteers.



- For Project Runway, have contestants design comfortable and eco-friendly, yet fashionable, clothes that volunteers can easily pack in suitcases/backpacks and wear overseas and on a day-to-day basis. The show can collaborate with the Peace Corps to sell the winning design and the proceeds from the outfit can go to the Peace Corps or an affiliated charity.
  - For a Top Chef segment, contestants could make dishes inspired by the cultures of various current Peace Corps assignment locations.
- Jeopardy about creating a Peace Corps category during Peace Corps Month in March, or pitch them on the idea of having former volunteers as competitors on the show.
- Wheel of Fortune to feature a puzzle that is Peace Corps oriented.
- Having notable former Peace Corps volunteers – such as Senator Chris Dodd, Chris Matthews, and Governor Jim Doyle of Wisconsin – appear on comedy news shows such as The Daily Show or the Colbert Report.
- Pursuing Higher Education and Athletic Partnerships – for example, reach out to universities and the NCAA about having their basketball teams wear Peace Corps 50<sup>th</sup> Anniversary warm-up shirts during March Madness. Or, ask schools to have their mascots, cheerleaders and yell crews wear shirts or other Peace Corps-branded items.
- Having Peace Corps volunteers appear on national morning talk shows such as The Today Show, Good Morning America, and the Early Show. These morning shows can feature such segments as reconnecting with family members and following stories of past volunteers.
- Pitching daytime television shows to include one hour specials on Peace Corps volunteers. For example, a national daytime show such as Oprah could hold a Peace Corps special where the entire audience is returned Peace Corps volunteers and the show focuses on current and past Peace Corps initiatives over the last 50 years.
- Issuing a daily media alert during Peace Corps Month in March that includes “gee whiz” facts about the Peace Corps, such as the fluctuation in the average age of Peace Corps volunteers over time, the countries that have hosted the most Peace Corps volunteers, etc.
- Collaborating with Peace Corps to develop a bank of story ideas for pitching :
  - What do Peace Corps volunteers do when they come back? Highlight some individual volunteers to show the enormous variety of careers they pursue, include some celebrities. This will help reinforce that Peace Corps is a valuable experience no matter what career you ultimately decide to pursue.
  - “All in the Family” – Burson-Marsteller would pitch feature stories on families that have had multiple family members participate as volunteers – maybe a grandparent and a grandchild, siblings, etc.

Given the strategy provided above, we anticipate the following allotment for the percentage of time needed to achieve the objectives.





DATE	DELIVERABLE	% OF TIME
October 30th	Earned Media Implementation Plan	5%
January 2011	Earned Media for National Day of Service	25%
March 2011	Earned Media for various events during Peace Corps Month	10%
June/July 2011	Earned Media for Folklife Festival	10%
August 2011	Earned Media for departure of the first group of Volunteers in 1961 and the historic legislation authorizing the creation of the Peace Corps	15%
September 2011	Earned Media for various September Events	10%
Ongoing 2011	Earned Media for various events throughout 2011 (complete list available in September, 2010 – upon award.)	25%

## TECHNICAL APPROACH

With extensive experience in securing earned media for Fortune 50, government and national nonprofit clients, Burson-Marsteller is well-equipped to assist with the implementation of Peace Corps communications goals surrounding the agency's 50<sup>th</sup> Anniversary.

### Objectives of the Contract

Burson-Marsteller will:

1. Support the Office of Communications and the 50<sup>th</sup> Anniversary team with 50<sup>th</sup> Anniversary external outreach;
2. Implement a proactive media relations/earned media outreach plan to support the overall Peace Corps 50<sup>th</sup> Anniversary strategy; and,
3. Evaluate effectiveness of media strategy and tactics.

### Strategic Communications and Earned Media Planning

Upon receipt of the overall Peace Corps communications strategy for the 50<sup>th</sup> Anniversary and overviews of the anniversary events, Burson-Marsteller will develop an earned media plan for the 50<sup>th</sup> Anniversary of the Peace Corps that is in line with the overall communications strategy. The earned media plan will support core messages, identify key media and messaging opportunities, and provide a calendar and timeline for implementation around an editorial calendar of opportunities. In addition, the earned media plan will promote events and initiatives already created and anticipated for the 50<sup>th</sup> Anniversary. The plan will be designed to generate news articles, op-eds, letters to the editor, press events, and radio and television coverage of 50<sup>th</sup> Anniversary events.

### Media Relations

A well-executed, proactive and responsive media relations strategy drives an organization's message platform and initiatives through the most credible and influential channels available to many key stakeholders. Through media relations, your Burson-Marsteller team will provide strategic counsel and execution that amplifies and supports Peace Corps' 50<sup>th</sup> Anniversary events and initiatives.

Burson-Marsteller will support Peace Corps staff by executing the earned media outreach plan developed for the 50<sup>th</sup> Anniversary. This will include:





- Developing key messages, story pitches and other press materials
- Writing and placing letters to the editor and op-eds
- Pitching stories to the media
- Scheduling interviews with members of the media
- Providing support at press events

Burson-Marsteller will work with the Peace Corps to develop clear, compelling messages and story angles regarding the 50<sup>th</sup> Anniversary. Informed by the overall communications plan and theme the Peace Corps already has developed for the 50<sup>th</sup> Anniversary, we will work to craft media-savvy messages and pitches that highlight unique elements of the program. We will customize media pitches to attract the interest and meet the needs of specific outlets and reporters, and (in collaboration with Peace Corps staff) develop high-impact collateral communication materials.

To generate media coverage for the 50<sup>th</sup> Anniversary, we will aggressively reach out to targeted reporters across multiple sectors. This will include national news, college news outlets and media outlets that focus on teens, current college students, recent college graduates and boomers. Outlets may include:

- National newspapers
- Magazines and long-lead trade or association publications
- Wires
- Major cable news outlets: CNN, MSNBC, Fox
- Network news: NBC, CBS, ABC
- Cable and network morning shows and public affairs programming
- College and university news outlets
- National Public Radio
- Blogs and websites such as The Washington Post's Campus Overload and CollegeTimes.us



In addition, Burson-Marsteller has expertise in conducting outreach to Spanish-language media outlets. Juan Niño, a media outreach specialist on Burson-Marsteller's team for the Peace Corps, was previously a reporter for *El Día*, Houston's largest Spanish-language newspaper. As a former reporter, Juan is well-versed in developing compelling stories that will resonate with Spanish-speaking audiences.

Lastly, we will work closely with Peace Corps' social media team to ensure the earned media efforts are leveraging any social media initiatives or contests that are being conducted. We have extensive experience in planning and executing high-impact social and digital media programs and stand ready to assist the Peace Corps with developing ideas for social media initiatives if desired.

#### Special Events

As described in the Strategic Summary section above,







Burson-Marsteller recommends conducting a satellite media tour during January. Ideally, the satellite media tour will be held in conjunction with a specific, significant event celebrating the 50<sup>th</sup> Anniversary of the Peace Corps and commemorating the agency’s creation. Burson-Marsteller has considerable experience managing satellite media tours for government clients, as well as close relationships with industry-leading satellite media tour vendors. Should we be selected as the Peace Corps’ partner for earned media efforts, we will negotiate with our vendors to secure the best possible price for a satellite media tour.

In addition, if required, Burson-Marsteller stands ready to assist the Peace Corps with the organization and execution of press events, news conferences, radio news tours, desk-side briefings, editorial board meetings and related activities.

**Metrics**

Burson-Marsteller will develop for Peace Corps a system to track, evaluate and monitor progress of the communications efforts surrounding the 50<sup>th</sup> Anniversary. Leveraging daily media monitoring conducted by the Peace Corps, we will compile a monthly Media Snapshot report that will quantify media placements and editorial coverage, as well as impressions. The Media Snapshot also will provide an analysis of the media coverage, to include the identification of most frequent themes or messages in the coverage, as well as a return on investment comparison for each media strategy.

The monthly Media Snapshot will serve as a tool to track the effectiveness of the communications campaign. At the same time, the Media Snapshot will help provide Peace Corps with more substantive insights on the media coverage, which can be used to fine-tune the media relations program.

If needed, Burson-Marsteller can conduct daily media monitoring services for the Peace Corps 50<sup>th</sup> Anniversary efforts. Should this be required, Burson-Marsteller will contract with one of its vendors to secure the best possible price for media clipping services.

Burson-Marsteller anticipates the following Level of Effort (LOE) to achieve the objectives of this contract.

Labor Category	LOE
Senior	(b)(4)
Mid-Level	
Junior	
TOTAL	

As requested in the RFP, Burson-Marsteller estimates the following lead time requirements and potential materials needed from the Peace Corps to effectively generate earned media for various events.

DATE	DELIVERABLE	LEAD TIME	MATERIALS REQUIRED
October 30 <sup>th</sup>	Earned Media Implementation Plan	Immediately upon award of contract	<ul style="list-style-type: none"><li>• Overall 50<sup>th</sup> Anniversary communications plan</li><li>• Specific event plans</li></ul>







January 2011	Earned Media for National Day of Service	Immediately upon award of contract	<ul style="list-style-type: none"> <li>• Information about specific events</li> <li>• Access to volunteer and staff stories that can be used for national magazine pitch</li> <li>• Biographic and specialty information about spokespeople</li> </ul>
March 2011	Earned Media for various events during Peace Corps Month	December 2010	<ul style="list-style-type: none"> <li>• Information about specific events</li> </ul>
June/July 2011	Earned Media for Folklife Festival	March 2010	<ul style="list-style-type: none"> <li>• Information about specific events</li> </ul>
August 2011	Earned Media for departure of the first group of volunteers in 1961 and the historic legislation authorizing the creation of the Peace Corps	March 2010	<ul style="list-style-type: none"> <li>• Access to information that can be used for a TBD national magazine pitch</li> <li>• Information about specific events</li> </ul>
September 2011	Earned Media for various September events	June 2010	<ul style="list-style-type: none"> <li>• Information about specific events</li> </ul>
Ongoing 2011	Earned Media for various events throughout 2011 (complete list available in September 2010 – upon award.)	Two-three months prior to events to allow ample time for Peace Corps review of media materials developed.	<ul style="list-style-type: none"> <li>• Information about specific events</li> </ul>

## BURSON-MARSTELLER'S CAPABILITIES

Burson-Marsteller LLC is a Young & Rubicam Group Company, which is wholly owned by WPP Group PLC. WPP is a public company listed on the Nasdaq in the U.S., as well as on the London Stock Exchange. Founded by Harold Burson and Bill Marsteller in 1953, Burson-Marsteller has maintained a common philosophy of client service and quality throughout the world delivered to a single standard of excellence. Starting as a single office in the United States, Burson-Marsteller now enjoys a strong presence throughout the world.

With 16 offices throughout the U.S., offices in 97 countries and multilingual, multicultural professionals worldwide, Burson-Marsteller is precisely positioned to help guide the Peace Corps' 50<sup>th</sup> Anniversary earned media efforts. Our seasoned professionals have led government agencies and global Fortune 500 companies, managed large-scale global media and public relations accounts, and helped some of the world's best-known brands successfully implement public relations strategies and overcome corporate reputation challenges.

### *Experience*

Some 57 years ago, Burson-Marsteller began as a business-to-business specialist. Over the past six or so decades, the company has grown into a worldwide enterprise with sound expertise, a wide range of skills, and a long list of impressive accomplishments across the spectrum of public relations specializations for our hundreds of clients. Burson-Marsteller is carefully structured to maximize its extensive capabilities. The company's





practices are devoted to diverse areas of expertise. A sampling of our expertise relevant to this Request for Proposals is noted below and throughout this submission:

**Media Relations** – Burson-Marsteller has developed solid relationships with major influencers around the world, which gives us insights into the highest levels of media, interest groups and government. For example, we can draw upon award-winning journalists in our ranks to pitch the Peace Corps’ 50<sup>th</sup> Anniversary to a former peer.

To provide great media results, Burson-Marsteller draws on a wide range of evidence-based tools, including media perception audits, audience targeting, media mapping and strategy and message development, all of which help our clients to make adjustments and improvements to corporate communications or media relations strategies, to identify target audiences and suitable media channels and to develop powerful messages that journalists want to hear.

From a tactical standpoint, we have arranged news packages for morning network television shows, global webcasts, CEO tours of business media, satellite media tours and editorial briefings with such publications as *Forbes*, *Barron’s*, *The New York Times*, *The Washington Post* and *The Wall Street Journal*.

**Integrated Social and Digital Media** – Burson-Marsteller recognized early on the importance of digital communications and social media, and we have made these core strengths of our company. Our approach to online media relations, reputation communications and issues management begins with the basic fundamental assessment that in today’s messaging environment, any strategy relying exclusively on traditional media simply won’t work. Stakeholders – and the general public at large – need honest answers and they need them fast, and no messaging vehicle is better suited to meet this demand than digital communications.

In addition to these capabilities, Burson-Marsteller is also an industry leader in issues management, corporate communications, brand communications, crisis communications, government relations and a number of other fields.

## MANAGEMENT APPROACH

**Burson-Marsteller’s Dedicated Account Team for Peace Corps:**

**Promoting Efficiency, Ensuring Cost-Effectiveness and Reducing the Management Burden**

Critical to the Peace Corps’ objectives for this contract is the efficient, cost-effective management of the account. Burson-Marsteller has put together a dedicated team for the Peace Corps’ 50<sup>th</sup> Anniversary Earned Media Program to minimize the management burden on the Peace Corps and ensure smooth integration with the organization’s various 50<sup>th</sup> Anniversary communications initiatives.

Lauren Freedman, our Peace Corps Project Manager (RFP Labor Category Mid-level), is the day-to-day account manager, intimately familiar with every aspect of the program and in-tune with the directives and preferences of the COTR and her expanded client team. She ensures the direction each team member receives is consistent with your wishes and coordinated with every other team member’s work, as well as the work on other 50<sup>th</sup> Anniversary communications initiatives. Lauren also ensures all work adheres to quality standards, client preferences and best practices, down to the smallest detail. If client feedback on a press release indicates we should always refer to “the 50<sup>th</sup> Anniversary of the Peace Corps” rather than “the Peace Corps’ 50<sup>th</sup> Anniversary,” our Project Manager will make sure the entire team is aware of that feedback and applies it to all







deliverables for the contract. This attention to detail is essential to efficient use of your time as the client and, importantly, to the cohesiveness and consistency of the initiative's public "face."

### Reporting and monitoring progress

To ensure efficient and cost-effective management of the account, Burson-Marsteller's management approach includes:

- **Customized Client Extranet Site.** This will provide the Peace Corps with 24/7 access to the latest information on earned media activities, a central file-sharing platform for sharing feedback and edits on documents and other deliverables, and an archive of all final program documents and deliverables. So, on Saturday afternoon when a member of your internal media team receives a media call asking for a quote from the Director about the anniversary events, no worries, because the final copy of the latest press release is just a couple of clicks away on the team extranet site. (Or, you can just call the Project Manager on her cell phone and ask her to draft a statement or send you the press release right away. You'll have 24/7 access to B-M's people, as well as the extranet!)
- **Activity report/tracker.** Once a month or on an alternative schedule, as desired by the Peace Corps, Burson-Marsteller will submit a detailed but streamlined activity report, showing the progress made, status and next steps for each deliverable or assignment.
- **Conference calls/meetings.** Weekly or at other intervals, as desired by the Peace Corps, the Project Management Team will meet with or conduct a conference call with the client team to "walk through" work in progress, lay out what's on-deck for the near-term, raise flags about any potential roadblocks, report on results and share lessons learned.
- **Budget monitoring.** We will track the budget weekly, comparing actual expenditures to the projected budget, to ensure we stay on-budget.
- **Billing.** Our finance team will provide invoices that are customized to your needs and desires. All billings are fully supported, and reflect only those services already delivered to the Government.
- **Government contract compliance.** Our business management team is well-versed in Government contracting rules and regulations in general, and will be intimately familiar with the particular compliance needs for this project. In tandem with the Project Management Team, they will ensure full compliance on an ongoing basis.
- **Protocols for B-M/client interactive and client approval process.** In collaboration with the Peace Corps, we will develop clear protocols for Project Management Team communications with Peace Corps staff, and for client review and feedback of deliverables.

### Ensuring quality

Burson-Marsteller has instituted a robust process that ensures quality assurance in ongoing products. This process includes:

- Two-tiered review process: documents and other deliverables are reviewed by the Project Manager and then by an expert editor on the Peace Corps team to ensure accuracy and consistency in style and language.
- Testing of materials for compliance with Section 508, as appropriate.
- Weekly analysis of activity tracker. For example: Are an unusual or unacceptable number of outgoing e-mails to media bouncing back, indicating a potential quality problem with the contact information or perhaps data entry?
- Review of the strategic plan, analysis and reports by senior Burson-Marsteller counsel with expertise in the appropriate field (in this case, earned media).





Burson-Marsteller further proposes asking the Peace Corps to complete a client satisfaction survey on a quarterly basis. We have found this facilitates an “honest look” at how we’re doing by both the client and ourselves; it forces an assessment that we will follow up on with adjustments, as needed.

#### **A team that can expand and contract, as necessary**

In addition to the core Peace Corps team, Burson-Marsteller can marshal, at quite literally a moment’s notice, the right kind of communications expertise to address any situation that may arise. We have 2,000+ professionals at B-M, and among them are leading experts in every specialty and discipline within the area of communications, public relations, marketing and research. We can bring in the right expertise at any time, as the need arises. This applies equally to marshalling extra “arms and legs” to handle intense media outreach on a temporary basis (e.g., as an event approaches) and to tapping individuals throughout our network for one-off assistance (e.g., pitching a particular national producer with whom she has a longstanding professional relationship).

## **KEY PERSONNEL**

For the Peace Corps, Burson-Marsteller has created a team combining seasoned earned media strategists with strong media relations professionals who bring a specialist’s level of expertise to Burson-Marsteller’s clients. Our team holds strong media relationships across various media disciplines including, traditional and new media, and also includes specialists who have considerable experience working for government clients.

### **Team Biographies**

#### **Mary Crawford**

**Managing Director, Public Affairs**

**Role: Pro-Bono Senior Counsel**

**LOCATION: Washington, D.C.**

Mary Crawford brings 20+ years of experience in strategic communications, media relations, issues management and public education to her work on behalf of Burson-Marsteller clients. As a former press officer in the Peace Corps’ Office of Public Affairs (1983-1984), Mary is particularly enthusiastic about the opportunity to design an earned media effort that will help the agency successfully celebrate its 50<sup>th</sup> Anniversary.

At Burson-Marsteller, she directs the Treasury Department’s multiyear global public education campaign for redesigned currency, which has been recognized with more than 20 industry awards, including PR Week Magazine’s “Global PR Campaign of the Year.”

Mary conceived the first voter education program in the nation to comply with the national electoral reforms mandated by Congress in 2002 and led the team executing the program in the State of Ohio. She subsequently provided strategic counsel to the federal Election Assistance Commission through the first national election in which all states were required to be compliant in 2006. Other government clients that have tapped Mary’s expertise in public education include the Census Bureau, the U.S. Patent and Trademark Office, the Federal Reserve Board and the Transportation Department’s Federal Motor Carrier Safety Administration.

Prior to joining Burson-Marsteller in the fall of 2002, Mary was Director of Public Affairs for the U.S. Department of Commerce. Mary’s experience includes serving as Director of Communications for the NFIB, and as a spokeswoman and communications strategist for the Republican National Committee, the National Republican







Congressional Committee, the U.S. Department of Education, former U.S. Sen. Bob Kasten of Wisconsin, and the National Policy Forum.

**Rob Van Raaphorst**

**Manager, Public Affairs**

**Role: Senior Counsel**

**LOCATION: Washington, D.C.**

Rob Van Raaphorst is a seasoned earned media strategist who came to Burson-Marsteller after having worked for R&R Partners in their Public Affairs Practice. There he oversaw clients in the energy, mining, transportation, education and home security fields. Specifically, Rob's work included managing, devising or working on campaigns for the American Coalition for Clean Coal Electricity, the National Mining Association, the American Public Transit Association, the Western High-Speed Rail Alliance, TriWest Healthcare, Envision EMI and APX Alarm Security Solutions Inc.

Prior to working at R&R Partners, Rob worked for Multistate Associates, where he oversaw all communications efforts for the Community Financial Services Association (a national trade association dealing with sub-prime lending). Rob has also previously served as the Press Secretary for the Republican Governors Association (RGA) under the leadership of both Governor Mitt Romney (MA) and Governor Kenny Guinn (NV). As Press Secretary he was responsible for planning and implementing communications strategies for the RGA as well as 38 governors' races.

Additionally, Rob worked as a Bureau Reporter for the ABC affiliates in Butte and Bozeman, Montana. While at ABC he extensively reported on the 2004 gubernatorial race, as well as other various mayoral elections.

**Lauren Freedman**

**Associate, Public Affairs**

**Role: Project Manager**

**LOCATION: Washington, D.C.**

Lauren Freedman is a member of Burson-Marsteller's Public Affairs Practice in Washington, D.C. Lauren serves as the market lead of the Merrill Lynch account in Washington, D.C. and Baltimore, securing all earned media for Merrill Lynch in those markets and developing relationships with the press. She also advises Royal Dutch Shell and Constellation Energy on media and C-suite positioning and thought leadership opportunities. Her knowledge spans international public policy issues, environmental and green building issues, media relations, social media, corporate social responsibility, government relations, event planning and execution, political and nonprofit fundraising, and corporate and philanthropic recognition. Lauren's current clients include Royal Dutch Shell, the IMF, Merrill Lynch/Bank of America, Constellation Energy, Ginnie Mae, and the Bureau of Engraving and Printing. She is able to read, write and speak French and has traveled throughout Europe.

Lauren previously led public relations, marketing and business development efforts for NY&A Wealth Management Group and for The Meltzer Group, a large financial services firm. Her expertise builds on experience with strategic, multi-stakeholder communications campaigns and building relationships amongst the government, for-profit, and nonprofit sectors.

Lauren holds a degree in Public Policy Analysis from the University of North Carolina, Chapel Hill and remains active in the Washington, D.C. community, serving multiple nonprofits as a volunteer or Board member.







#### **Juan Niño**

**Client Executive, Public Affairs**

**Role: Media Outreach Specialist/Spanish-Language Media Outreach**

**LOCATION: Houston, Texas**

Since joining Burson-Marsteller in 2008, Juan has supported an array of government, energy and international clients, including Accenture, BP, Colombia's National Oil and Gas Agency, the U.S. Election Assistance Commission and the Texas Department of State Health Services.

He has participated in media efforts for Accenture, BP and Merrill Lynch, securing placements in national and local media markets and establishing relationships with key media. Juan also participated extensively in the ANH's (National Hydrocarbons Agency of Colombia) 2008 road show in Houston, managing the logistics for the road show and conducting media outreach to top-tier reporters.

In addition, Juan undertook Hispanic media outreach efforts for Dallas Water Utilities' "Save Dallas Water" and "Cease the Grease" campaigns, and for the Election Assistance Commission during the 2008 election process.

Prior to joining Burson-Marsteller, Juan was a reporter for *El Dia*, Houston's largest Spanish-language newspaper, and also worked for the National Mississippi River Museum & Aquarium in Dubuque, Iowa. Juan is a native of Bogotá, Colombia, and has lived in Venezuela, Brazil, Ecuador and England. He is a graduate of Clarke College, in Dubuque, IA.

#### **Louise Eich**

**Client Staff Assistant, Media Practice**

**Role: Media Outreach Specialist**

**LOCATION: Washington, D.C.**

Louise Eich is currently a Client Staff Assistant in the Media Practice of Burson-Marsteller's Washington, D.C. office. Since she joined Burson in June, she has worked with HP, Microsoft and a confidential client. Her duties have included media relations, media monitoring and research. In May of 2010, she graduated from the University of Notre Dame with a B.A. in English and a minor in Irish studies.

Prior to working with Burson-Marsteller, Louise interned in the Office of Senator Christopher Dodd, a former Peace Corps volunteer, in Washington, D.C. and Connecticut. She researched and compiled memorandums for local Connecticut transportation initiatives and health care education. Her responsibilities also included monitoring Connecticut newspapers and staffing various events, such as embassy receptions.

While in college, Louise spent a year abroad in Dublin, Ireland, where she worked in the Office of Senator Mark Daly of Seanad Éireann. As an intern, she researched and collaborated on a variety of projects with a focus on publicity and constituent awareness, and helped draft a "Proposal to Increase Public Awareness about Organ Donation in Ireland."

At the University of Notre Dame, she worked in the International Studies Office and facilitated various study abroad events. She also helped to organize promotions and convey study abroad information to students and professors, and acted as an adviser to those wishing to pursue study in Ireland.







# Peace Corps 50<sup>th</sup> Anniversary

## Public Relations Support – Earned Media

### **PAST PERFORMANCE & PRICE PROPOSAL**

Submitted by **Burson-Marsteller**  
 In response to GSA E-Buy RFQ499022  
 September 3, 2010

## PAST PERFORMANCE

### Past Performance Questionnaires & References

Questionnaires were provided to the following clients with a request to e-mail or fax the contract specialist specified in the RFP by 12 Noon on September 3, 2010:

#### Ginnie Mae

Ms. Gina Screen

Ginnie Mae

U.S. Department of Housing and Urban Development

(202) 475-7816

[Gina.B.Screen@hud.gov](mailto:Gina.B.Screen@hud.gov)

1. **NAME OF CONTRACTING ACTIVITY:** Financial Industry/Media Marketing Services
2. **CONTRACT NUMBER:** GS-23F-0130M
3. **CONTRACT TYPE:** Time and Materials
4. **TOTAL CONTRACT VALUE:** \$2,807,777.23 (over entire Period of Performance: April 23, 2008 - April 23, 2011).
5. **DESCRIPTION OF WORK:** Ginnie Mae sought to improve its corporate image, enhance key audiences' understanding of its purpose and increase participation in its programs. Burson-Marsteller was tasked with developing and implementing a communications and marketing program to include multiple methods of outreach to key audiences and the general public that would result in a measurable increase in the awareness and understanding of Ginnie Mae's purpose, function and societal benefits. The integrated communications program included the following communications components: Marketing Materials Services; Media Relations Services; Media Monitoring and Reporting Services; Conference, Event and Outreach Support; Third-Party Outreach and Validation; and Web Page Support.
6. **CONTRACTING OFFICER AND TELEPHONE AND E-MAIL:** Robyn J. Zellars
7. **PROGRAM MANAGER/COTR AND TELEPHONE AND E-MAIL:** Terry Carr, 202.475.7812, [terry.m.carr@hud.gov](mailto:terry.m.carr@hud.gov)
8. **ADMINISTRATIVE CONTRACTING OFFICER, IF DIFFERENT FROM #6, AND TELEPHONE AND E-MAIL:** Same as #6

#### DFW International Airport

(b)(4)

(b)(4)

(b)(4)

(b)(4)

(b)(4)

1. **NAME OF CONTRACTING ACTIVITY:** DFW International Airport
2. **CONTRACT NUMBER:** 8001894
3. **CONTRACT TYPE:** (b)(4)
4. **TOTAL CONTRACT VALUE:** (b)(4)
5. **DESCRIPTION OF WORK:** (b)(4)





6. **CONTRACTING OFFICER AND TELEPHONE AND E-MAIL:** (b)(4)
7. **PROGRAM MANAGER/COTR AND TELEPHONE AND E-MAIL:** (b)(4)
8. **ADMINISTRATIVE CONTRACTING OFFICER, IF DIFFERENT FROM #6, AND TELEPHONE AND E-MAIL:** (b)(4)

#### Flowserve Corporation

(b)(4)

(b)(4)

(b)(4)

(b)(4)

(b)(4)

1. **NAME OF CONTRACTING ACTIVITY:** Flowserve Corporation
2. **CONTRACT NUMBER:** N/A
3. **CONTRACT TYPE:** (b)(4)
4. **TOTAL CONTRACT VALUE:** (b)(4)
5. **DESCRIPTION OF WORK:** (b)(4)
6. **CONTRACTING OFFICER AND TELEPHONE AND E-MAIL:** (b)(4)
7. **PROGRAM MANAGER/COTR AND TELEPHONE AND E-MAIL:** (b)(4)
8. **ADMINISTRATIVE CONTRACTING OFFICER, IF DIFFERENT FROM #6, AND TELEPHONE AND E-MAIL:** (b)(4)



## Relevant Prior Experience

Established in 1953, Burson-Marsteller is a leading global public relations and communications firm. Our mission is to create superior value for our clients by providing the best in strategic counsel, integrated communications and innovative programming to build and sustain strong reputations for governments, corporations and brands.

Whether supporting the creation of a national historic landmark, devising creative anniversary programs or advising college and universities on overall strategic communications programs, Burson-Marsteller knows how to design and execute successful public education and media relations programs.

### Tribute to a Generation:

#### Campaign to Construct the National World War II Memorial 1996-2004

##### Type of Work:

Fundraising, Media Relations, Public Awareness, Grassroots/Community Relations, Cause-Related Marketing, Collateral, Large-Scale Events, Research



##### Awards:

Public Relations Society of America's 2000 Public Affairs Campaign of the Year and Public Service Advertising Campaign of the Year, Honorable Mention for Print Campaign of the Year, the Ad Council's C.D. Crain Award for Outstanding Public Service Advertising Volunteer Work, a District ADDY for Radio Public Service Advertising

##### Challenge/Situation:

More than 50 years after World War II, there still stood no national monument to remind us of the sacrifices made by an entire generation, represented in many American's families and dying at a rate of 1,100 per day. Burson-Marsteller was called upon to support the American Battle Monuments Commission (ABMC) in its plans to build a National World War II Memorial on the Mall in Washington, D.C. B-M's charge was to create positive public opinion and raise national awareness with the purpose of bolstering fundraising efforts for the US\$100 million capital campaign, and assist with issues surrounding the Memorial's proposed site and design so the project could gain approval from the National Capital Planning Commission and Commission of Fine Arts. Growing misperceptions by the public and political influencers about the project – i.e., that the memorial would block the vista between the Lincoln Memorial and Washington Monument – and lack of national awareness about the need for a memorial, made fundraising difficult.

By law, all the funds had to be in hand, and final site and design approval from the Commission of Fine Arts (CFA) and the National Capital Planning Commission (NCPC) had to be obtained, before construction could be begin.





Burson-Marsteller was called upon to create positive public opinion, raise national awareness of the Memorial, stimulate the fundraising campaign, and finally to plan, design and execute a first-class, highly controlled groundbreaking ceremony on Veteran's Day 2000 and the culminating, historic event – Tribute to a Generation Dedication Ceremony on Memorial Day Weekend 2004.

*Strategy/Creative Execution:*

*Gain Approval of the Memorial's Site and Design*

(b)(4)



(b)(4)



*Stimulate Public Awareness and Drive Funds to the Capital Campaign*

(b)(4)



(b)(4)



(b)(4)



*Create a memorable event: Groundbreaking Ceremony – Veterans Day 2000*

(b)(4)



*Tribute to a Generation – Dedication Celebration – May 27-30, 2004*

(b)(4)



(b)(4)



Measurement/Results:

(b)(4)



(b)(4)





## McDonald's 50<sup>th</sup> Anniversary

### Situation Analysis:

On April 15, 2005, McDonald's marked its 50<sup>th</sup> Anniversary with the opening of its new flagship restaurant in downtown Chicago. The theme of the celebration was "Opportunity at McDonald's," based on the company's long-time track record of providing limitless possibilities for its employees.

At the event, McDonald's CEO Jim Skinner, was joined by Andy McKenna, Chairman of the Board; Mike Roberts, COO; Ralph Alvarez, President, North America; Glen Volkman, one of McDonald's first customers in 1955; and, local, national and global media. The event was broadcast on MCN and viewed live by employees around the world.

To support this initiative, Burson-Marsteller was charged with generating global and national media coverage to highlight the company's golden anniversary, commitment to opportunity and unveiling of the new flagship restaurant.

### Strategy/Implementation:

(b)(4)



### Media relations tactics:

(b)(4)

Ronald McDonald and McDonald's executives cut the ribbon officially opening the 50<sup>th</sup> Anniversary McDonald's restaurant in downtown Chicago.

(b)(4)



Results:

(b)(4)

(b)(4)

(b)(4)



(b)(4)

(b)(4)

(b)(4)

(b)(4)

At the drive-thru window, McDonald's Corporation CEO Jim Skinner serves Ronald McDonald and Glenn Volkman, the first drive-thru customers at the new 50<sup>th</sup> Anniversary McDonald's restaurant in downtown Chicago.





## Ford: Centennial Operations

### Overview:

Ford Motor Company officially observed its 100<sup>th</sup> anniversary on Monday, June 16, 2003. The company's Centennial centered on its people – customers, dealers, suppliers, and most importantly, employees and retirees. It was also about celebrating products – not only great products of the past, but the products that will lead the company's revitalization. To both internal and external audiences, the Centennial served as a rallying point, played an important role in the company's revitalization plan, and presented a defining point or platform from which the company positioned itself for the next century.

In the months following the actual celebration, the company achieved significant improvement in overall corporate reputation, CEO reputation, employee morale, and improved public opinion.

### Situation Analysis:

(b)(4)

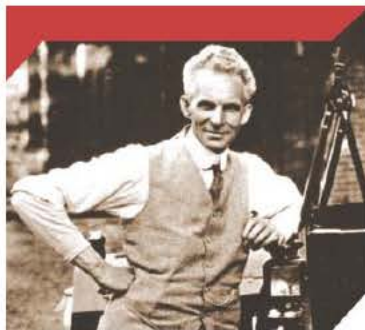
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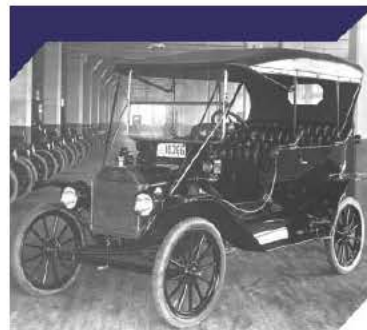
(b)(4)

### Strategy/Implementation:

(b)(4)



Ford Motor Company™  
100 YEARS



Ford Motor Company™  
100 YEARS



(b)(4)

(b)(4)

(b)(4)



(b)(4)

(b)(4)

**Results:**

(b)(4)

(b)(4)

(b)(4)





(b)(4)

### Experience with Higher Education Institutions

Burson-Marsteller also has extensive experience advising and developing strategic communications programs for higher education institutions. Below is a sampling of the institutions we have worked for over the years.

#### Higher Education Institutions



Duke  
UNIVERSITY



THE UNIVERSITY OF  
CHICAGO



NEW YORK UNIVERSITY

Yale University



PEPPERDINE  
UNIVERSITY



VirginiaTech

UNIVERSITY OF ILLINOIS  
URBANA-CHAMPAIGN • CHICAGO • SPRINGFIELD



# PRICE PROPOSAL

## Introduction

The Burson Marsteller Team (B-M) is submitting the enclosed Price Proposal in response to the Peace Corps Request for Proposal PC-10-S-R001 for Earned Media Public Relations Support.

B-M is pleased to offer our 2010 GSA rates at a significant discount. B-M's GSA rates reflect a discount of 16.5 percent off of our current commercial rates. All labor categories used to price out the work in the attached Price Proposal are based on B-M's Schedule 541 Contract Number GS23F0130M.

In addition, Burson-Marsteller is pleased to offer pro-bono senior counsel for this project by Mary Crawford, managing director of public affairs at B-M and former press officer in the Peace Corps' Office of Public Affairs.

## Labor Category Descriptions

**Manager (Senior):** A senior level consultant has eight to ten years of experience. S/he has specialized industry knowledge as well as specialized skills in earned media. S/he analyzes and solves problems and provides strategic counsel. S/he has ultimate client responsibility from a delivery, financial, and management perspective.

**Associate (Mid-Level):** A mid level consultant has four to eight years of experience. S/he is responsible for managing client accounts and staff and has specialized experience of the unique communications needs of one or more specialties, e.g. earned media. S/he conducts media outreach. S/he is responsible for supervising junior staff and overseeing strategic development and execution of the contract. S/he demonstrates skill in media relations and analyzing results.

**Client Executive and Client Staff Assistant (Junior):** A junior level consultant has one to four years of experience. S/he is beginning to establish a specialization or practice expertise. S/he conducts media outreach. S/he provides assistance with day-to-day coordination of the contract and is responsible for supporting the execution of the contract. S/he has writing and oral presentation skills and is able to write news releases and fact sheets.





## Price Proposal

Below are the Labor Rates and Estimated Other Direct Costs proposed for the Statement of Work. *Note: Managing Director Mary Crawford will provide senior strategic counsel for this work on a pro-bono basis.*

The Peace Corps, 50th Anniversary Team

Public Relations Support - Earned Media

RFQ #: PC-10-S-R001

### ADDENDUM A

#### BASE PERIOD

CLIN	Product Description	Qty	Unit	Unit Price	Extended Price
0001	<b>Services Level</b>		<b>Hours</b>	<b>Rate</b>	<b>Total</b>
	Managing Director		(b)(4)	(b)(4)	(b)(4)
	Director				
	Manager				
	Senior Associate				
	Associate				
	Client Executive				
	Client Staff Assistant				
	<b>Total Labor</b>				
	<b>Other Direct Costs</b>				
	Satellite Media Tour				
	Distribution costs				
	Press Kits				
	Local Travel & Meeting				
	<b>Total Other Direct Costs</b>				
	<b>Total Price</b>				151,832

#### OPTION PERIOD ONE:

CLIN	Product Description	Qty	Unit	Unit Price	Extended Price
0001	<b>Services Level</b>		<b>Hours</b>	<b>Rate</b>	<b>Total</b>
	Managing Director		(b)(4)	(b)(4)	(b)(4)
	Director				
	Manager				
	Senior Associate				
	Associate				
	Client Executive				
	Client Staff Assistant				
	<b>Total Labor</b>				
	<b>Other Direct Costs</b>				
	Distribution costs				
	Local Travel & Meeting				
	<b>Total Other Direct Costs</b>				
	<b>Total Price</b>				31,870

#### B-M's Business Information

DUNS: B-M's Duns Number is 074810730

TAX IDENTIFICATION NUMBER: B-M's TIN is 131493710





For further information, contact:

**Mary Crawford**

Managing Director

Burson-Marsteller

1110 Vermont Avenue, NW, Suite 1200

Washington, DC 20006

(202) 530-4607

[mary.crawford@bm.com](mailto:mary.crawford@bm.com)



Burson•Marsteller



**STATEMENT OF OBJECTIVES**  
**Peace Corps, 50<sup>th</sup> Anniversary Team**  
**Public Relations Support – Earned Media**  
**PC-10-7-038**

**1. BACKGROUND**

Peace Corps is an independent executive agency of the Federal Government established in 1961 to promote world peace and friendship through the service of American Volunteers abroad. Peace Corps has its headquarters in Washington, D.C., with 9 Regional Recruiting Offices across the United States, and approximately 76 overseas field offices ("posts"). At the beginning of FY09, there were approximately 8,000 Volunteers serving worldwide, a number we are hoping to expand in the years ahead.

Peace Corps is funded primarily via an annual two-year appropriation from Congress. In addition, the Agency receives targeted financial support via Inter-Agency Reimbursable Agreements, Transfers from Other Agencies, i.e. President's Emergency Plan for AIDS Relief (PEPFAR) funding from USAID, Host country contributions, and private donations.

The Peace Corps traces its roots and mission to 1960, when then-Senator John F. Kennedy challenged students at the University of Michigan to serve their country in the cause of peace by living and working in developing countries. From that inspiration grew an agency of the federal government devoted to promoting world peace and friendship.

Since that time, nearly 200,000 Peace Corps Volunteers have served in 139 host countries to work on issues ranging from AIDS education to information technology and environmental preservation.

The Peace Corps' mission has three goals:

- Helping the people of interested countries in meeting their need for trained men and women.
- Helping promote a better understanding of Americans on the part of the peoples served.
- Helping promote a better understanding of other peoples on the part of Americans.

Today's Peace Corps is more vital than ever, working in emerging and essential areas such as information technology and business development. Peace Corps Volunteers continue to help countless individuals who want to build a better life for themselves, their children, and their communities.

**2. PURPOSE/OBJECTIVES**

The year 2011 marks the 50<sup>th</sup> anniversary of the Peace Corps. Plans are underway to engage people around the world in events that shall commemorate the legacy of Peace Corps and gain momentum as we embark on the next fifty years.

The historic October 14, 1960 speech by then-Senator John F. Kennedy to students at the University of Michigan inspired the creation of the Peace Corps in 1961. A commemoration of that speech in October of 2010 shall launch the Peace Corps' 50<sup>th</sup> Anniversary celebration in Ann Arbor, Mich. Subsequent to Michigan, Peace Corps shall host a series of events, approximately one per month, throughout 2011 that have the potential to generate national interest.

The 50<sup>th</sup> Anniversary provides a wonderful opportunity to focus on the third goal of Peace Corps and promote a better understanding of other peoples on the part of Americans.

50<sup>th</sup> Anniversary Goal: Utilize the 50<sup>th</sup> anniversary as a platform to support the agency's mission and legacy by honoring our past, demonstrating our effectiveness, and inspiring the next generation of volunteers through **education** and **engagement**.

### 3. CURRENT STATUS

The Peace Corps requires the contractor to provide strategic communications and earned media services in support of the agency's 50<sup>th</sup> Anniversary. The services provided through this contract shall complement current operations and shall focus on earned media as it relates to the 50<sup>th</sup> Anniversary.

The Office of Communications (OC) is responsible for communicating with external and internal audiences to increase the awareness and understanding of the Peace Corps and the work of Volunteers.

The OC advises the Director and other agency leadership concerning the effectiveness of all agency communications; prepares speeches and remarks for the Director; determines the agency's communication strategy and messaging; establishes and maintains media relations; oversees all social media efforts; produces the agency's websites and publications; manages the branding of the agency and its programs; develops public service advertising campaigns; manages communications for special events; maintains the agency's photographic library and archives; provides video programs and photographic services to the entire agency; provides graphic design assistance; prepares and disseminates news releases, feature stories, etc.; and, coordinates with the White House on events and messaging related to the Peace Corps. A contract shall be awarded to support earned media efforts surrounding the 50<sup>th</sup> Anniversary.

### 4. OVERARCHING OBJECTIVES

The contractor shall assist with the implementation of Peace Corps communications goals surrounding the 50<sup>th</sup> Anniversary.

**More specifically, the objectives are as follows:**

1. Support the Office of Communications and the 50<sup>th</sup> Anniversary team with 50<sup>th</sup> Anniversary external outreach;
2. Implement proactive press relations/earned media outreach plan to support overall 50<sup>th</sup> Anniversary strategy; and,
3. Evaluate effectiveness of media strategy and tactics.

#### **Strategic Communications and Earned Media Planning:**

The contractor shall develop and implement an earned media plan for the 50<sup>th</sup> Anniversary that is in line with Peace Corps communications strategy (provided to contractor after receipt of contract), supports core messages, identifies key media and messaging opportunities, and provide a calendar and timeline for implementation around an editorial calendar of opportunities, as well as promoting already created/anticipated events and initiatives created for the 50<sup>th</sup> Anniversary.

#### **Media Relations:**

The contractor shall support Peace Corps staff in executing earned media outreach plans. This shall include developing media plans; writing story pitches, key messages and other press materials; pitching stories; scheduling interviews, and providing support at press events. Contractors should have expertise and experience in media outreach on the national level – national network and cable television news and public affairs programming; national radio; national magazine and newspaper outlets; and long lead consumer and trade publications – with a specific focus on teens, current college students, recent college graduates and boomers. Spanish language media expertise is beneficial.

#### **Special Events:**

On occasion, the contractor may be asked to organize press events such as news conferences, satellite and radio news tours, desk-side briefings and or editorial board meetings.

#### **Metrics:**

The contractor may be asked to specify tracking and evaluation mechanisms and procedures to monitor the effectiveness of communications efforts. These methods should include means of quantifying media



placements and editorial coverage. These evaluations should give a return on investment comparison for each media strategy.

**Peace Corps key audiences include:**

- Potential Peace Corps Volunteers;
- Returned Peace Corps Volunteers (approximately 200,000 from 1961 to present day);
- Friends and family of Volunteers;
- Headquarters, nine regional offices, and approximately 76 Peace Corps posts around the world;
- Other federal agencies and offices;
- Congress and other elected officials;
- K—12 and higher education institutions and associations;
- US-based and international non-governmental organizations;
- Corporate, foundation, and private donors; and
- National and local broadcast, print, and online media.

**5. EVENTS**

In September, a comprehensive list of our plans and supporting materials shall be made available. These shall include details on messaging, event information, collateral materials, etc. In the meantime, staff and interested parties have been encouraged to stay abreast of details about our 50<sup>th</sup> anniversary efforts by visiting [our 50<sup>th</sup> anniversary webpage](#).

Below is a preliminary list of 50<sup>th</sup> Anniversary events:

DATE	EVENTS	OVERVIEW
January 2011	National Day of Service	January 1 <sup>st</sup> shall launch the 50 <sup>th</sup> anniversary year. Peace Corps shall participate in the National Day of Service on January 17 <sup>th</sup> with a focus on education and engagement.
March 2011	Peace Corps Month – various events	Involvement in coordinated community outreach and service activities to mark “Peace Corps Month,” which shall commemorate the signing of the Executive Order in 1961 that created the agency. Activities shall take place across the U.S. and the world with Peace Corps regional recruiting offices, posts, and global partners.
June/July 2011	Folklife Festival	Featured at the <a href="#">Smithsonian Folklife Festival</a> on the National Mall in Washington, D.C., which is a free event that is open to the public and historically draws over one million visitors.
September 2011	Events in honor of the 1961 congressional authorization of Peace Corps	Events shall include panel discussions, reunion activities, and commemorative events at leading academic and cultural institutions.
August 2011	Commemoration of Rose Garden Ceremony honoring the first group of Volunteers	Recognition of the departure of the first group of Volunteers to Ghana and Tanganyika (later called Tanzania) and the historic legislation authorizing the creation of the Peace Corps.
Ongoing 2011	Various events throughout the year	Participation in commemorative efforts at leading academic and cultural institutions across the U.S., including the Kennedy Library in Boston, Carter Center in Atlanta, University of California Los Angeles, and University of Wisconsin, to name a few.

## 6. DELIVERABLES

Peace Corps shall provide the overall communications strategy for the 50<sup>th</sup> Anniversary and an overview of each event upon award. The intent of this contract is to generate the following: news articles, op-eds, letters to the editor, press events and radio and television coverage of 50<sup>th</sup> Anniversary events.

The contractor shall be expected to reach out to reporters in various media outlets, make pitches, develop collateral communication materials (in collaboration with agency staff) to pique interest, track coverage, and evaluate efforts.

Within seven of days following the award of the contract Peace Corps staff will organize a planning meeting with the contractor. Upon receipt of the draft plan on November 15<sup>th</sup>, the Peace Corps will have five days to submit a response upon which the contractor will have five days to incorporate any agreed upon changes. Following the receipt of the final plan on November 30<sup>th</sup>, a modification will be issued within two weeks which will tie dates to specific deliverables.

DATE	DELIVERABLE	% of TIME
November 15th	Earned Media Implementation Plan - DRAFT	5%
December 21st	Earned Media Plan Final	10%
March 2011	Earned Media for various events during Peace Corps Month	30%
June/July 2011	Media Relations Needs - TBD	5%
August 2011	Media Relations Needs - TBD	10%
September 2011	Earned Media for various September Events	10%
Ongoing 2011	Earned Media for various events throughout 2011	30%

The Contracting Officer's Technical Representative ("COTR") shall have the right to reject or require correction of any deficiencies found in the deliverables. In the event of rejection of the deliverables, the COTR shall notify the contractor in writing as to the specific reason why the deliverables are being rejected. All deliverables shall be documented and this document provided to the COTR or his/her designated representative.

Deficiencies (major or minor) are identified as follows:

- Major revisions include: delaying work outside the period of performance; deviations from agreed upon outreach activities; and modifying the scope of the contract.
- Minor revisions include: swapping dates within the period of performance; and substituting key personnel on the project.

## 7. MANAGEMENT & KEY PERSONNEL

Key Personnel shall have the technical knowledge and experience required for the functions, activities, and tasks described in the Statement of Objectives. Contractor shall identify, in writing, one individual to be the primary point of contact.

Senior: A senior level consultant has eight to ten years of experience. S/he has specialized industry knowledge as well as specialized skills in earned media. S/he analyzes and solves problems and



provides strategic counsel. S/he has ultimate client responsibility from a delivery, financial, and management perspective.

Mid: A mid level consultant has four to eight years of experience. S/he is responsible for managing client accounts and staff and has specialized experience of the unique communications needs of one or more specialties, e.g. earned media. S/he conducts media outreach. S/he is responsible for supervising junior staff and overseeing strategic development and execution of the contract. S/he demonstrates skill in media relations and analyzing results.

Junior: A junior level consultant has one to four years of experience. S/he is beginning to establish a specialization or practice expertise. S/he conducts media outreach. S/he provides assistance with day-to-day coordination of the contract and is responsible for supporting the execution of the contract. S/he has writing and oral presentation skills and is able to write news releases and fact sheets.

The level of effort listed in the table below describes key personnel who are in compliance with position descriptions above.

Labor Category	LOE	Cost per Hour	Total Cost Per Labor Category
Senior (Managing Director)	(b)(4)	(b)(4)	(b)(4)
Senior (Manager)			
Mid-level (Associate)			
Junior (Client Executive)			
Junior (Client Staff Assistant)			
<b>TOTAL LOE:</b>	<b>1056 hours</b>	<b>Total Labor Cost</b>	<b>\$113,631.96</b>

**10. NON-DISCLOSURE:**

The contractor shall submit to the Contracting Officer the completed Non-Disclosure Agreement (Attachment 4) for all personnel performing on the resultant contract, within 5 days after receipt of order.

**ADDENDUM A****PRICE MATRIX**

The Peace Corps (PC) requires the contractor to provide public relations services as detailed in the Statement of Objectives.

**BASE PERIOD:**

CLIN	Product Description	Qty	Unit	Unit Price	Extended Price
Perform Public Relations (earned media) support in accordance with the Statement of Objectives					
Time and Materials					
PoP: 28 SEP 2010 – 27 SEP 2011 (12 Months)					
0001	Direct labor to include Senior/Mid-Level/Junior key personnel	1	AM	(b)(4)	(b)(4)
0002	Material services, and other direct costs	1	AM	(b)(4)	(b)(4)
TOTAL					151,832.00 NTE

**OPTION PERIOD ONE:**

CLIN	Product Description	Qty	Unit	Unit Price	Extended Price
Perform Public Relations (earned media) support in accordance with the Statement of Objectives					
Time and Materials					
PoP: 28 SEP 2011 – 29 DEC 2011 (3 Months)					
1001	Direct labor to include Senior/Mid-Level/Junior key personnel	1	AM	(b)(4)	(b)(4)
1002	Material services and other direct costs	1	AM	(b)(4)	(b)(4)
TOTAL					31,870.00 NTE