



GUAM COALITION AGAINST SEXUAL ASSAULT & FAMILY VIOLENCE

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Request for Qualifications RFQ #2017-001 GCASAFV – Media Development Services Proposal

The Guam Coalition Against Sexual Assault & Family Violence (GCASAFV) is issuing this Request for Qualifications to seek the services of a consultant(s) to provide comprehensive media development services to GCASAFV, including designing collateral and other informational materials; developing creative concepts for GCASAFV's public education campaigns for various media; and other related activities to meet the GCASAFV's project goals and objectives.

BACKGROUND

GCASAFV is a 501(c)(3), non-profit organization comprised of member agencies representing public and private service providers, community individuals and other community partners and government allies. GCASAFV focuses on addressing sexual assault and family violence on Guam at a community level with one united voice; providing education, outreach and training; identifying and addressing gaps in services to victims of sexual assault and family violence; advocating for increased accessibility of services for all victims; and assisting in building the capacity of community organizations and networks to meet Guam's sexual assault and family violence needs.

Majority of the GCASAFV's operating funds are through federal grants from the Office on Violence Against Women, US Department of Justice, and the Family Violence Prevention Services Program, Administration of Children & Families (FVPSA), US Department of Health and Human Services. GCASAFV also receives other grant funds such as those supported by federal agencies including Office of Women's Health and Office of Minority Health Resource Center.

Source files of all produced materials within this agreement will remain the property of GCASAFV.

SCOPE OF WORK

GCASAFV is seeking media development consultation, technical services and support as follows:

1. Provide consultation and recommendations as appropriate on venues to display or present GCASAFV information materials and maximize potential reach to target population(s);
2. Propose creative concepts for GCASAFV's collateral materials and public education campaigns suitable for various media – print, radio, television, electronic billboards and online;
3. Design and develop creative concepts with GCASAFV;
4. Work closely with GCASAFV staff in all aspects of media development to ensure suitable delivery of content material and branding of messages; and
5. Assist GCASAFV in coordinating media placement to ensure proper delivery and materials produced are followed through to completion of campaigns.

PROJECTS

Pacific Partners Project

GCASAFV will require media development for the Pacific Partners Project (PPP) which focuses on sexual assault on campuses of higher learning. For PPP, the media consultant will be responsible for developing informational resource materials geared toward increasing awareness and understanding of sexual assault campus policies, resources and prevention programs.

Messaging should be focused on safe and healthy relationships and must consider different cultures in the region. The message must be translated in multiple languages and the consultant needs to be cognizant of different cultural nuances and suggest a neutral approach. Another aspect to consider is that many of the students from different parts of the Pacific value their faith. The message developed by GCASAFV should be layered. Meaning it should be broad at first and then get very specific. The consultant will also develop a plan to increase traditional media exposure about sexual assault with focus on resources and prevention geared toward students, faculty and campus personnel through proper placement in media used by the target audience.

Pacific Region Health Information Project

The media consultant will also develop graphics support for campaign materials for the Pacific Region Health Information Project (PR-HIP). The media consultant will assist with the production of campaign materials with a clear and consistent message for HIV/AIDS/STIs/STDs prevention and reducing stigma for the target populations by increasing conversation.

Project FACE

A media campaign must also be developed for Project Facilitate training and technical assistance, Address survivor needs, Coordinate community response, and Engage community (FACE). A clear and consistent “NO MORE” message tied into our “No Means No” public education campaign must be developed to expand outreach efforts to increase awareness of the underserved ethnic communities on sexual and domestic violence and how to address those issues through developed Public Service Announcements. The “No Means No” campaign is also a part of the Family Violence Prevention and Services Administration (FVPSA) grant, which focuses on domestic violence.

PROPOSAL PACKET

Please submit your proposal packet in response to this RFQ #2017-001 that includes:

1. Cover Letter that summarizes qualifications and capacity to perform the scope of work, including contact information and list of all those involved with delivery of services and their roles as applicable;
2. Statement of Qualification that a) demonstrates experience, understanding and familiarity with various forms of media; b) knowledge of and familiarity with the fields of sexual assault and domestic/family violence; and c) familiarity and experience with providing media development, consultation and technical assistance;
3. Curriculum Vitae/Résumé for key personnel involved in project;

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4. List of clients or related project(s) that you provided similar services, including contact information (Name, Title, Agency, Phone, Email Address), summary of scope of work, and total number of years of experience providing the requested fiscal-related services;
 5. Schedule of fee(s); and
 6. Client References. List of three (3) references and respective contact information (Name, Title, Agency, Phone, and Email Address).

Submit your proposal no later than **5:00 p.m., June 9, 2017** (Chamorro Standard Time) to:

Guam Coalition Against Sexual Assault & Family Violence

ATTN: Jacqueline Guzman, Project Coordinator

- Via personal delivery: Ada Plaza Center, 173 Aspinall Avenue, Building B – 206B/207B, Hagåtña
- Via email: info@guamcoalition.org

OTHER INFORMATION

GCASAFV reserves the right to accept, reject, and evaluate any and all responses, and to change the scope of this request in the best interests of GCASAFV. Please direct any questions to:

Guam Coalition Against Sexual Assault & Family Violence

ATTN: Jacqueline Guzman, Project Coordinator

173 Aspinall Avenue, Building B – 206B/207B, Hagåtña Guam 96910

Phone: (671) 479-2277 ♦ Fax: (671) 479-7233

Email: jacqueline@guamcoalition.org and info@guamcoalition.org

THANK YOU for your prompt attention to this Request!