

Performance Work Statement (PWS)
FEMA Office of External Affairs (OEA)
Ready Campaign Advertising Services 2024 – 2025

A. General

The Federal Emergency Management Agency, Office of External Affairs (OEA) mission is to engage, inform, and educate all internal and external stakeholders in support of FEMA programs and initiatives to support people before, during and after a disaster. OEA partners and conducts strategic engagements and outreach with state, local, tribal, territorial governments, elected officials, the private sector, faith-based and non-governmental organizations, academia, and communities.

OEA manages the Ready Campaign, which is the federal government's nationwide emergency preparedness campaign. The goal of the Ready Campaign is to provide compelling emergency preparedness information to affect immediate and lasting cultural and behavioral change in individuals and communities across the nationwide.

B. Background and Purpose

This PWS is in support of the national public awareness campaign currently executed through the FEMA Office of External Affairs; the "Ready" Campaign. Launched in February 2003, Ready is a National public service campaign designed to educate and empower the American people to prepare for, respond to and mitigate emergencies and disasters. The goal of the campaign is to promote preparedness through public involvement.

C. SCOPE

The Vendor shall develop and utilize a broad range of multimedia content and outreach channels to spread preparedness messages to the public across the nation in support of FEMA's Ready Campaign throughout the year. The vendor shall target all 210 national media markets. Each year, FEMA will specify a target audience for outreach. The Vendor shall develop outreach products and utilize outreach mechanisms that reach both general audience and FEMA-specified segmented audiences (e.g., Latino, Black, older adults, Asian Americans, Native Hawaiians, and Pacific Islanders, etc.).

As outlined in Section F of this PWS, the scope of this contract will start from time of award in 2024 and continue for one year as a bridge contract.

D. SPECIFIC PROJECT TASKS

Task 1: Develop annual preparedness campaign goals and implementation plan

1. Within one month of award, the Vendor shall assist FEMA/OEA in developing and updating yearly campaign strategies, plans, background, purpose and intended outcomes of the Ready public awareness campaign for the current year. This includes:

1. The Vendor shall work with FEMA to identify national preparedness goals and specific target audience for the annual preparedness campaign.

2. The Vendor shall develop a research plan to review existing research and Ready program past conduct, including reviewing comprehensive national surveys, related programs and past Ready Campaign performance, and conducting audience-specific qualitative and quantitative research to reach campaign goals

3. The Vendor shall conduct qualitative and quantitative research per the research plan, as defined in the preceding paragraph, to determine the barriers and motivators of individuals from the selected campaign target audience regarding their level of preparedness planning, general sentiment towards targeted advertising, preferred outreach channels, reaction to proposed preparedness messaging, and desired audience outcome(s).

4. The Vendor shall provide a written report of outreach findings with recommendations on how to incorporate research findings in a compelling national preparedness narrative.

2. The Vendor shall develop an implementation plan, which may include product development, review of draft concepts and products by FEMA/OEA, product rollout (to include National Preparedness Month, Hurricane Preparedness and Severe Weather Weeks), and key milestones to assess campaign efficacy.

1. The Vendor shall develop a campaign implementation and evaluation plan for review and approval by FEMA/OEA. The implementation and evaluation plan should, identify primary and secondary focus (audience), audience outcome, key messaging and for each audience group, appropriate communication channels, campaign products, implementation timelines, and evaluation methodology.

1. Evaluation criteria should include audience awareness of Ready.gov, the reach of the PSA and other outreach initiatives, and any noticeable improvements in preparedness.

2. The Vendor shall monitor priorities from FEMA leadership to assist with updating campaign strategies such as Secretary or White House priorities.

Task 2: Develop and produce national Public Service Announcement (PSAs) campaigns and associated outreach materials

1. The Vendor shall use the research conducted to inform the development of inclusive and effective key messaging for national and specified audiences for use in Public Service Announcement (PSA) and other outreach materials. The key messages must be reviewed and approved by FEMA/OEA.

2. The Vendor shall oversee the creation and production of a new PSA campaign including, at the discretion and request of FEMA/OEA, no fewer than one :30 second and one :15 second broadcast PSA, one to three radio PSAs, one to three print and out-of-home advertisements and digital assets. The Vendor shall work with FEMA/OEA to determine which products need to be translated into Spanish (as appropriate and guided by FEMA/OEA), and provide the Spanish translation version. All products must be 508 compliant.

1. The Vendor shall secure a best-in-class pro bono advertising agency with the competence and capabilities to produce new culturally competent Public Service Announcements. The vendor shall utilize an advertising agency with proven expertise in messaging to the annual FEMA-identified target audience.

2. Vendor shall obtain FEMA/OEA approval on the final scripts, story board(s), location, casting, etc.

3. The Vendor shall secure PSA talent waivers and execute all talent obligations for PSAs and creative work in accordance with the requirements set out by, but not limited to, the Screen Actors Guild and the American Federation of Television and Radio Artist regulations.

4. The Vendor shall secure the rights for FEMA use of the products, as budget allows, talent for up to three years with the option to extend for each product beyond that timeframe as necessary.

3. The vendor shall make all products available for download or distribution, through an easily accessible online portal for the duration of each product's active rights period.

Task 3: Distribute preparedness messaging, including PSA placement and awareness building through multiple channels and partnerships

1. The Vendor shall have a proven-multi-year competency and capability to reach target audiences, showing proven multi-year experience of support in 100% of the top 50 Designated Market Areas (DMAs) and at least 95% of all 210 DMAs covered in the US. FEMA/OEA understands that goals noted below may fluctuate pending specific audiences for which PSAs are created - given different audiences require different media channels which may not be valued all the same (i.e. digital can be a very impactful media

channel has a lower media value than local broadcast TV).

2. The Vendor shall, starting in 2024 and optional years, if any, distribute and promote PSAs nationally during National Preparedness Month (September) and year-round per the implementation plan (Task 1) on multi-media channels/platforms, including all 210 media markets subject to the targeted demographic and the most effective media platform for that demographic.

1. Vendor shall leverage existing relationships to secure sustained donated media of approximately \$35 million per-year and no less than \$15 million – not inclusive of earned media values.

2. The vendor shall leverage and encourage donated media placements with the goal of approximately 300,000 placements (not including digital placement) and 2 billion in donated media impressions (in addition to any earned media), as defined by the number of people who have viewed the campaign.

3. Vendor shall leverage existing media partnerships to secure outreach initiatives, which could include utilizing movie and television studio partnerships at no added cost. Television and studio partnership shall include the development and placement of a product that utilizes current film or television property to advance preparedness awareness, which may include promotional posters featuring a film or tv series' characters in key scenes depicting what people should do to prepare for disasters.

4. Vendor shall conduct digital marketing activities in support of the Ready campaign throughout the year, in addition to the National Preparedness Month, which may include securing donated media on social platforms such as Meta, YouTube and Reddit. As requested and approved by FEMA/OEA, the Vendor shall engage influencer marketing for specific audiences (Black, Hispanic, Asian Americans, Native Hawaiians, and Pacific Islanders etc.). Vendor should have proven ability and capacity to engage influencers around specific issues that garner significant impressions and engagement.

5. The vendor should explore and, when possible, engage private sector business to promote and distribute PSAs and promote preparedness activities to the public.

Task 4: Promote the launch of National Preparedness Month in September (unless otherwise advised by FEMA/OEA)

1. The Vendor shall use public relations and social media tactics to promote the launch of the National Preparedness Month campaign, including PSAs.

1. The Vendor shall develop a detailed campaign launch plan with recommended tactics for the promotion of the campaign within three months from time of award. The detailed campaign launch plan shall be submitted three months prior to National Preparedness Month. This plan shall include traditional public relations activities (satellite and radio media tours, multimedia news release) and social media activities (including the development of social graphics) to help raise awareness about the campaign nationally.

2. The Vendor shall work with OEA to issue a national, multi-media press release in conjunction with the launch.

3. The Vendor shall conduct outreach to garner earned media interest in National Preparedness Month and the PSA.

2. The Vendor shall facilitate a satellite media tour during National Preparedness Month unless otherwise directed by FEMA/OEA.

1. The Vendor shall work with FEMA/OEA to identify a date and speakers for a National Preparedness Month satellite media tour.

2. The Vendor shall pitch and secure television, radio and other broadcast interviews for identified speakers covering national and regional media, including interviews for each of FEMA's 10 regions as they choose to participate. At least four interviews for FEMA headquarters should be with Spanish language media provided the materials are in Spanish.

3. The Vendor shall provide a finished timeline identifying outlets and speakers and connection content 4 workdays before the event. Vendor shall confirm with FEMA/OEA if one or two studios will be available at FEMA headquarters for the media tour.

4. The Vendor shall provide technical support for the media tours, to include pre-production talking points for FEMA talent, in-person guidance and assistance to participants during media tours, and contracting a makeup artist as requested by FEMA OEA.

Task 5: Conduct yearly campaign monitoring, evaluation and reporting.

1. The Vendor shall provide an electronic results dashboard showing outreach activities and audience reach, which can be accessed by FEMA/OEA on an ongoing basis.
2. The Vendor shall execute the outreach-tracking and evaluation plan identified in task 1, which tracks audience awareness of Ready.gov, the reach of the PSA and other outreach initiatives, and any noticeable improvements in preparedness. The vendor shall provide a report summarizing the findings after the National Preparedness Month satellite media tour and one month before the end of the contract period.
3. Vendor shall provide examples of how they conducted national quantitative tracking surveys with different audiences and how they would augment the tracking as new audiences are added to the campaign activities. The key performance indicators provided by these tracking surveys will be used as part of the campaign's holistic evaluation.

Task 6: Manage PSA talent contracts.

1. The Vendor shall manage all talent contracts used in PSAs and maintain the talent contract renewal for all talent used in the PSAs.
 1. All talent, unless otherwise directed should be negotiated at PSA rates for use in donated media. Vendor should provide proof of ability to secure such rates.
 2. Vendor shall track and report the expiration and renewal of all talent contracts.

E. DELIVERABLES TABLE

The following is a description of the deliverables that the Vendor shall provide during performance.

TASK	Deliverables	Timeline
Task 1: Develop annual preparedness campaign goals and implementation plan	Campaign goals documentation	April, 2024:
	Research Plan	Mid-March of 2024
	Creative consumer research (if needed)	May of 2024
	Research Report	April of 2024
	Implementation and Evaluation Plan	June of 2024
TASK 2: Develop and produce national Public Service Announcement (PSAs) campaigns and associated outreach materials	Key campaign message	
	Concepts, drafts and 508 compliant final Ready Campaign outreach products with rights for three years with the option to extend, including at least: <ul style="list-style-type: none"> · One :30 second broadcast PSA · One :15 second broadcast PSA · One to three radio PSA · One to three print and out-of-home advertisements and digital assets (Products may be also translated into Spanish, as needed.) 	Concepts are due nine to six months prior to delivery of final PSA, or as agreed during campaign kick-off meetings. Final PSAs should be delivered by Mid-September of 2024 or as agreed during campaign kick-off meetings.
	Online portal to access products for the duration of each product's active rights	Ongoing

	period.	
Task 3: Distribute preparedness messaging, including PSA placement and awareness building through multiple channels and partnerships	Sustained donated media of approximately \$15 million per-year – not inclusive of earned media values.	Ongoing
	Donated media placements with the goal of approximately 300,000 placements (not including digital placement) and more than 2 billion in donated media impressions (in addition to any earned media), as defined by the number of people who have viewed the campaign.	Ongoing
	Development and placement of a product that utilizes current film or television property to advance preparedness awareness, which may include promotional posters featuring a film or tv series' cast in key scenes depicting what people should do to prepare for disasters at no added cost.	At FEMA/Vendor Discretion.
	Digital placement of products promoting national preparedness and the Ready campaign.	Ongoing and specifically during national preparedness month, as appropriate.
Task 4: Promote the launch of National Preparedness Month in September of each year	National Preparedness Month launch plan	June of 2024 or as agreed to by FEMA/OEA during kick-off meetings.
	Media advisory and press release for National Preparedness Month	September of 2024 or as agreed to by FEMA/OEA during kick-off meetings.

	Satellite media tour plan, including media outlets, speakers, and connection information.	September of 2024 or as agreed to by FEMA/OEA during kick-off meetings.
Task 5: Conduct yearly campaign monitoring, evaluation and reporting.	Electronic results dashboard showing outreach activities and audience reach.	Ongoing – as requested.
	Report summarizing the findings after the National Preparedness Month satellite media tour.	Two to three months after tour with periodic reports before final report.
Task 6: Manage PSA talent contracts.	PSA talent contracts negotiated at PSA rates	Ongoing

TECHNICAL EXHIBIT 1 - Performance Requirement Summary

The contractor service requirements are summarized into performance objectives that relate directly to mission essential items. The performance threshold briefly describes the minimum acceptable levels of service required for each requirement. These thresholds are critical to mission success.

Performance Objective (The Service required - usually a shall statement)	Standard	Acceptable Quality Level (AQL)	Method of Surveillance
PRS #1 Vender shall develop yearly strategic plans	Plan identifies primary and secondary focus (audience), audience outcome, key messaging and resonance for each audience group, appropriate communication channels and campaign implementation timelines.	Plan identifies primary and secondary focus (audience), audience outcome, key messaging and resonance for each audience group, appropriate communication channels and campaign implementation timelines.	Meeting and review of content and material.
PRS #2 Vendor shall conduct quantitative and qualitative research	Research shall include comprehensive national surveys, a review of related programs, past Ready Campaign performance.	Research shall include comprehensive national surveys, a review of related programs, past Ready Campaign performance.	Meeting and review of content and material.
PRS #3 Vendor shall use research to develop PSA campaign strategy and direction.	Research shall include capturing barriers and motivators of individuals from the selected campaign focus regarding their level of preparedness planning, general sentiment towards targeted advertising, and desired audience outcome(s).	Research shall include capturing barriers and motivators of individuals from the selected campaign focus regarding their level of preparedness planning, general sentiment towards targeted advertising, and desired audience outcome(s).	Meeting and review of content and material.
PRS #4 The Vendor shall use research to develop inclusive and effective key messaging for each audience group.	The Vendor shall use this research to determine effective communication channels for each identified audience.	The Vendor shall use this research to determine effective communication channels for each identified audience.	Meeting and review of content and material.
PRS #5 The Vendor shall use research findings to refine future campaign messaging and PSA campaign development efforts.	The Vendor shall share research and polling information within a calendar year of the completion of each campaign.	The Vendor shall share research and polling information within a calendar year of the completion of each campaign.	Meeting and review of content and material.
PRS #6 The Vendor shall conduct research and surveys at the end of each yearly campaign.	Research and surveys shall show audience awareness of Ready.gov, the PSAs, the yearly campaign, and steps taken to prepare.	Research and surveys shall show audience awareness of Ready.gov, the PSAs, the yearly campaign, and steps taken to prepare.	Meeting and review of content and material.

PRS #7 The Vendor shall develop a detailed campaign roll out timeline.	Timeline shall include key milestones to assess campaign efficacy. Additionally, the plan shall include traditional public relations activities (satellite and radio media tours, multimedia news release) and social media activities (including the development of social graphics) to help raise awareness about the campaign nationally.	Timeline shall include key milestones to assess campaign efficacy. Additionally, the plan shall include traditional public relations activities (satellite and radio media tours, multimedia news release) and social media activities (including the development of social graphics) to help raise awareness about the campaign nationally.	Meeting and review of content and material.
PRS #8 The vendor shall develop and produce national Public Service Announcements (PSA)	PSA production: no fewer than one :30 and one :15 television spot, one to three radio spots, one to three print and out of home advertisements and digital assets. This may include English and Spanish language PSAs as requested by FEMA OEA	PSA production: no fewer than one :30 and one :15 television spot, one to three radio spots, one to three print and out of home advertisements and digital assets. This may include English and Spanish language PSAs as requested by FEMA OEA	Meeting and review of content and material.
PRS #9 The Vendor shall work with OEA to issue a national, multi-media press release in conjunction with the launch of new yearly campaign PSA	Press release shall contain key messages and quotes highlighting the campaign focus and goals.	Press release shall contain key messages and quotes highlighting the campaign focus and goals.	Meeting and review of content and material.
PRS #10 The Vendor shall conduct outreach to garner earned media support.	The Vendor shall pitch media availability in both English and Spanish to TV, Radio and other broadcast mediums in all 10 FEMA Regions on a day specified by FEMA.	The Vendor shall pitch media availability in both English and Spanish to TV, Radio and other broadcast mediums in all 10 FEMA Regions on a day specified by FEMA.	Meeting and review of content and material.
PRS #11 The Vendor shall provide technical support for media tours.	Vendor support shall include pre-production talking points for FEMA talent, interview scheduling and tracking, in-person guidance and assistance to participants during media tours and contracting a makeup artist as requested by FEMA OEA.	Vendor support shall include pre-production talking points for FEMA talent, interview scheduling and tracking, in-person guidance and assistance to participants during media tours and contracting a makeup artist as requested by FEMA OEA.	Meeting and review of content and material.
PRS #12 The vendor shall distribute PSAs.	The vendor shall make available for download or distribution, through an easily accessible online portal, all Ready PSAs during their active rights period, including TV, radio, print and out of home content and products for no fewer than two years prior to the current National Preparedness Month.	The vendor shall make available for download or distribution, through an easily accessible online portal, all Ready PSAs during their active rights period, including TV, radio, print and out of home content and products for no fewer than two years prior to the current National Preparedness Month.	Meeting and review of content and material.
PRS #13 The vendor shall create a plan to promote preparedness messaging at specific points during the year.	The Vendor shall create a plan that includes traditional public relations and social media activities to help raise awareness about the campaign. The Vendor shall use additional public relations and social	The Vendor shall create a plan that includes traditional public relations and social media activities to help raise awareness about the campaign. The Vendor shall use additional public relations and	Meeting and review of content and material.

	media tactics to help promote emergency preparation throughout the year – such as Hurricane Preparedness and Severe Weather Weeks and other preparedness touchstone moments. The Vendor shall develop a plan with recommended tactics for the promotion of the campaign during each of these periods.	social media tactics to help promote emergency preparation throughout the year – such as Hurricane Preparedness and Severe Weather Weeks and other preparedness touchstone moments. The Vendor shall develop a plan with recommended tactics for the promotion of the campaign during each of these periods.	
PRS #14 The Vendor shall use existing, established partnerships with major movie, television and appropriate media	Vendor shall facilitate the development, production and distribution of PSAs and promotional posters featuring the film or program’s cast in key movie or program scenes depicting what people should do to prepare for disasters.	Vendor shall facilitate the development, production and distribution of PSAs and promotional posters featuring the film or program’s cast in key movie or program scenes depicting what people should do to prepare for disasters.	Meeting and review of content and material.
#PRS 15 The Vendor shall work with private sector business.	The Vendor shall work with public sector business to help promote and distribute PSA and promote preparedness activities to the public.	The Vendor shall work with public sector business to help promote and distribute PSA and promote preparedness activities to the public.	Meeting and review of content and material.
PRS #16 The vendor shall conduct yearly campaign monitoring, evaluation and reporting	Vendor shall provide FEMA/OEA with a results dashboard or report showing outreach activities accessible on an ongoing basis.	Vendor shall facilitate the development, production of dashboard showing outreach activities.	Meeting and review of content and material.
PRS #17 The vendor shall manage the talent contracts for the PSA.	The Vendor shall ensure all talent should be negotiated at PSA rates for use in donated media unless otherwise directed. Vendor should provide proof of capability to secure such rates.	Vendor shall track and report the expiration and renewal of all talent contracts.	Meeting and review of content and material.

All major deliverables shall be submitted to the COR, unless otherwise agreed upon. All work products must satisfy the requirements of this SOW.

Prior to proceeding with any data collection, the Vendor shall review all information collection techniques and instruments with the COR to receive approval to proceed. The Vendor shall comply with the Paperwork Reduction Act of 1995.

F. PERIOD OF PERFORMANCE

The Period of Performance (PoP) is February 27, 2024 to February 26, 2025.

G. PLACE OF PERFORMANCE