



## Distribute Safety Information and Content to Television Stations, Cable Broadcast Networks, & Digital and Streaming News Outlets Nationwide

Solicitation Number: 693JJ919R000047  
 Agency: Department of Transportation  
 Office: National Highway Traffic Safety Administration (NHTSA)  
 Location: National Highway Traffic Safety Administration HQ

Notice Details

Packages

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Special Notice

Apr 16, 2019

3:23 pm

[Changed](#)

May 07, 2019

5:11 pm

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Solicitation Number:

693JJ919R000047

Notice Type:

Special Notice

### Synopsis:

Added: Apr 16, 2019 3:23 pm

The National Highway Traffic Safety Administration (NHTSA) is seeking information on how an interested contractor could provide all necessary personnel, materials, supplies, and services necessary to distribute broadcast quality safety information and content to television stations, cable broadcast networks, digital, and streaming news outlets nationwide. NHTSA must produce broadcast quality traffic safety content suitable for local, regional, or national news television/cable/online platforms. This content may include behavioral safety topics involving bicycles, motorcycles, pedestrians, school buses, child heatstroke, and older drivers. Additional segments may include topics such as distracted driving, impaired driving (alcohol and drugs) and occupant protections issues such as child passenger safety. Moreover, NHTSA must produce vehicular safety material on vehicle recalls, autonomous vehicles, and crash testing. In its initial market research, NHTSA pilot-tested three examples (child passenger safety, teen driving, vehicle safety recalls). NHTSA posted a sample feature at <https://youtu.be/Q2UB6Ti7J60>.

Each month NHTSA must self-produce broadcast quality safety information features with bites and b-roll (BBR) between two to five minutes in length that may be self-contained or include live reads for local news anchors. NHTSA anticipates local stations will have some flexibility to produce features to meet local needs based upon the NHTSA-provided information. In addition, NHTSA may produce segments keyed off topical news events, as appropriate, for syndication.

In addition to the distribution aspects of the project, NHTSA is seeking information regarding metrics of broadcast distribution. Examples of the types of metrics NHTSA is seeking include household rating, cost per point, media value, total value, a list of markets/stations that ran the NHTSA-provided information and other data that may be useful to NHTSA. NHTSA is seeking the information for each individual story and a total for all stories that ran.

These are NHTSA's initial steps to identify requirements for a project of this nature. As such, with this *Request for Information* (RFI), NHTSA is seeking other components of a project it should consider if the agency determines to proceed with this project. NHTSA is looking for information to draft a sound requirements document. During market research, NHTSA found that errors and omission insurance is needed for such a project.

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May 07, 2019

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### GENERAL INFORMATION

Notice Type:

Special Notice

Original Posted Date:

April 16, 2019

Posted Date:

May 7, 2019

Response Date:

May 16, 2019 12:00 pm Eastern

Original Response Date:

May 16, 2019 12:00 pm Eastern

Archiving Policy:

Automatic, 15 days after response date

Original Archive Date:

May 31, 2019

Archive Date:

May 31, 2019

Original Set Aside:

N/A

Set Aside:

N/A

Classification Code:

R -- Professional, administrative, and management support services

NAICS Code:

519 -- Other Information Services/519110 -- News Syndicates

NHTSA's initial market research was limited to online research, limited conversations with industry, and a small-scale pilot-test.

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#### **Request For Information**

Type: Other (Draft RFPs/RFIs, Responses to Questions, etc..)  
Posted Date: April 16, 2019

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(244.85 Kb)

Description: Request for Information

#### **Responses to Questions**

Type: Other (Draft RFPs/RFIs, Responses to Questions, etc..)  
Posted Date: May 7, 2019

[RFI\\_Response\\_to\\_Question\\_-\\_693JJ919R000047.pdf](#)

(125.87 Kb)

Description: Responses to Questions

#### **Contracting Office Address:**

1200 New Jersey Avenue, SE  
Washington, District of Columbia 20590

#### **Place of Performance:**

TBD

United States

#### **Primary Point of Contact.:**

Sherese A. Gray,  
Lead Contract Specialist  
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