



SOCIAL MEDIA NEWS FEED

Solicitation Number: BBG50-12-0001DDI

Agency: Broadcasting Board of Governors

Office: Director, Office of Contracts

Location: Office of Contracts (M/CON)

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Original Synopsis

Jan 17, 2012

3:11 pm

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Solicitation Number:

BBG50-12-0001DDI

Notice Type:

Sources Sought

Synopsis:

Added: Jan 17, 2012 3:11 pm

THIS IS A SOURCES SOUGHT NOTICE to determine the availability and capability of businesses. Pursuant to **FAR 52.215-3 Request for Information or Solicitation for Planning Purposes** this notice is being posted for fact finding and planning purposes only shall not be construed as an Invitation for Bid, Request for Proposal or Request for Quotation. This RFI is issued as means of technical discovery and information gathering with no obligation on the part of BBG to make any purchases. This RFI should not be construed as a means of pre-qualify vendors. The Broadcasting Board of Governors may utilize the results of this RFI in drafting a competitive solicitation (RFP) for the subject services. Any future contract that may be awarded must comply with Federal Government procurement requirements. The Broadcasting Broad of Governors (BBG) is seeking to learn more about social medial sources. **Agency Overview** The Broadcasting Broad of Governors encompasses all U.S. civilian international broadcasting, including the Voice of America (VOA), Radio Free Europe/Radio Liberty (RFE/RL), Radio Free Asia (RFA), Office of Cuba Broadcasting (OCB), BBG broadcasters distribute

GENERAL INFORMATION

Notice Type:

Sources Sought

Posted Date:

January 17, 2012

Response Date:

Jan 31, 2012 2:00 pm Eastern

Archiving Policy:

Automatic, 15 days after response date

Archive Date:

February 15, 2012

Original Set Aside:

N/A

Set Aside:

N/A

Classification Code:

D -- Information technology services, including telecommunications services

NAICS Code:

519 -- Other Information Services/519130 -- Internet Publishing and Broadcasting and Web

programming in more than 59 languages to an estimated weekly audience of 165 million people via radio, TV the Internet and other new media.

Search Portals

Project Overview: Social Media News Feed - The Broadcasting Board of Governors is seeking a company who can provide verified media and related functionality to search, discover, monitor and publish content garnered from social media sources, such as YouTube and Twitter. The Office of Digital and Design Innovation is in a unique position to broaden its reach beyond its current radio platforms and leveraging digital and social media tools that will allow for all spectrums of BBG to capitalize on creating collaborative journalism that enables journalistic workflow and to enhance BBG editorial products. The acquisition must provide BBG and its entities as listed above with the opportunity discover, verify and deliver journalistic content from a wide-range of social media sources.

SCOPE AND DESCRIPTION OF TASK

The vendor must be able to provide the following functionality through a single interface and application upon execution of an agreement:

Global feed of content from social media platforms and sources, which must include Twitter, Facebook, YouTube, Flickr, Vimeo, TwitPic and YFrog;

A curated Twitter list for every country in the world;

Tools for importing and exporting Twitter and other social media source lists into and out of the interface;

Demonstrated ability to integrate other social media feeds via a customizable application programming interface (API);

Displays of rights and clearance information for video and

other rich media content for republishing to BBG and entity websites and other distributions systems;

A daily email or other digital media alert of trending or journalistically-identified content occurring during low-hours (i.e. overnight) for newsrooms;

Fully customizable interface that enables individual BBG entities and Vendors to create specialized dashboard views and controls by country, topic and media type;

Internal search bar for searching content, terms and phrases of monitored content;

Tools that enable display and management of key words and other sentiment measures;

Tools that automatically extract video, images and links;

Tools that allow for one-button publishing of selected monitored content from the interface into BBG and entity social media channels (e.g. Twitter, YouTube, Facebook);

Customizable application programming interface (API) access for BBG and entity publishing systems to publish content from interface through BBG consumer channels, including website;

Verification Vendors performed by journalists for content displayed in the interface, including ability to respond to BBG inquiries on content featured;

A searchable database of contacts by country and subject-matter who have provided journalistically verifiable content in the past;

Technical personal associated with BBG and entity accounts to assist in set-up, configuration of the tools;

Curatorial staff associated with BBG and entity accounts to provide on-going editorial and operational support in identifying, verifying and managing monitored content, key words, campaigns, etc.

24/7 access to content curators;

24/7 access to a helpdesk;

Vendor must provide information about their company and include the number and qualifications of employees, detailing previous experience in working with enterprise news and journalism organizations and projects/contracts similar in scope to BBG's requirements. Vendor should provide login credentials for a trial account or equivalent to their interface/application.

Vendor must provide verifiable proof that they will be able to meet the above requirements through an online interface. No cost or pricing data is required or requested. This is not a request for proposal, and the Government does not intend to pay for the information received. Respondents will not be notified of the results of the evaluation of the source data received. Requests for copies of a solicitation will not be honored or acknowledged. No solicitation is being issued at this time. Respondents deemed fully qualified will be considered in any resultant solicitation for the requirement.

The North American Industry Classification Systems (NAICS) code for this acquisition is 519130

All sources who believe that have the experience and capable to provide the above-described services may submit their written capabilities statement. (note: no questions will be entertained at this time). All responses to be submitted to Contracting Officer, Ms. Diane Sturgis via mail through the U.S. Postal Services to International Broadcasting Bureau, 330 C Street SW, Washington DC 20237, please be advise that no electronic copies will be accepted.

Contracting Office Address:
330 C Street, SW, Room 4300

Washington, District of Columbia 20237
United States

Place of Performance:

330 Independence Ave
Washington, District of Columbia 20237
United States

Primary Point of Contact.:

Diane Sturgis,
Contract Specialist
dsturgis@bbg.gov
Phone: 202-382-7849
Fax: 202-382-7854

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