



# Intertribal Timber Council

## **Request for Proposal: IFMAT IV and Workforce Development Messaging and Communication**

### **General Information**

Posted Date: April 26, 2023  
Closing Date: May 24, 2023

Purpose statement: To enhance Congressional, public, and targeted partners' understanding and awareness of Indian forest management as outlined in the Indian Forest Management Assessment Team (IFMAT) report, the Fourth Assessment of Indian Forestlands since 1990 as mandated by the National Indian Forest Resources Management Act (NIFRMA). The Intertribal Timber Council (ITC) desires to support distribution of the IFMAT report and message the findings and recommendations within the report to best aid in implementing IFMAT.

The IFMAT IV report is scheduled for release in June 2023. This report builds on the three previous decadal reports. It outlines the past ten years of data and comparative analysis of Indian forests and forest management accomplishments and needs relating to the successful management of Indian forest lands. The IFMAT IV report and recommendations correlate with various ITC membership priorities.

The Intertribal Timber Council has created and assigned the IFMAT Implementation Committee to develop broad strategies for the messaging and implementation related to the elements contained within the report

This is a request for proposals to facilitate the crafting and distributing of the IFMAT key messages developed by this team and outlined in the IFMAT IV. Proposals should demonstrate the contractor's ability to craft and deliver media pieces that address the complex messaging of themes and recommendations outlined in the IFMAT IV Report. Contractors with experience working with Indigenous communities and organizations, experience on forestry issues, or both will be prioritized. Likewise, successful proposals will demonstrate the ability to craft messaging and distribution as appropriate based on types of media and audiences.

ITC will award 1-2 contracts to meet its communication and messaging needs. Proposals may respond to developing and distributing "Paper," "Social-Media," or both deliverables as outlined below.

### Social Media and Online Media

Proposals shall include the development of these deliverables and proposed strategies for distributing materials to maximize visibility to identified and recommended targeted audiences. ITC seeks social-media experts to support the crafting and distribution of messaging for these materials. Proposals should include various tools and deliverables, including:

- Customizable posts and data consistent with social media parameters (word length, picture size and format, hyperlinks, etc.)

- Story Boards or Story Maps
- Pictures and headings with important statistics
- Talking points for interviews or field trips
- Television or video programming (YouTube, etc.)

Targeted audiences for “social media and online media” deliverables may include the general public, federal agencies, policy decision-makers, NGOs, Youth (25 and younger), etc.

“Paper” Media (newspaper, briefing papers, articles, etc.)

Proposals shall include the development of these deliverables and may include proposed strategies for distributing materials to identified and recommended targeted audiences. Proposals should include various tools and deliverables, including:

- Media and Background briefing materials on IFMAT, Tribal Forestry, and ITC
- Congressional Hearing Reports
- Press kits (written talking points, statistics, and other materials for distribution)
  - Pre-formed Presentations
- Customizable Talking Points on IFMAT, including national statistics and identifying which local statistics can be added or developed as available (job creation, forest health, needs, acres treated, other accomplishments, etc.)
- Op-eds and Letters to the Editor
- Press release information (see also social media)
- Specialized messaging relative to areas of interest or groups (e.g., Congress and targeted constituents, Climate Change advocates and organizations, Industry, Carbon Credit markets, Non-governmental organization (NGO) partners, workforce recruitment, etc.)

Targeted audiences for “Paper” media deliverables may include Policy decision-makers (e.g., Congress), Academia, NGO partners, etc.

**Solicitation Requirements**

Applicant proposal must include the following:

1. Cover letter with contact information and signature
2. Resume
3. References
4. Sample Media deliverables consistent with proposal submission
5. Certificate of Indian Blood quantum and proof of enrollment in a federally recognized Tribe, if applicable
6. Cost Proposal. Travel expenses will be reimbursed in accordance with federal travel regulations.

**Evaluation**

All responsive proposals will be opened, reviewed and rated based upon the following evaluation factors:

- Price
- Compliance with solicitation requirements
- Experience, quality and/or past performance
- Compliance with Indian preference requirements: notice is hereby given that the ITC honors Indian Preference in employment, training, contracting and subcontracting. Nontribal submissions are accepted.

Late proposals will not be opened and will not be considered.

**Point of Contact**

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**Submission of Proposals**

Proposals must be submitted to the ITC Program Manager no later than 5:00 pm PST Wednesday, May 24, 2023.

The email delivery address is [intertribaltimbercouncil@gmail.com](mailto:intertribaltimbercouncil@gmail.com).