



Marine Corps Systems Command (MCSC) Office of Public Affairs & Communication (OPAC) is seeking information regarding industry interest and capabilities for providing support services in the following areas:

1. Photography: High-quality, journalistic (AP Style) photography, cropping, editing and photo captioning.
2. Videography: High-quality video capture and editing. Editing in accordance with audiovisual standards and captioning to conform with Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended by the Workforce Investment Act of 1998 (P.L. 105-220), August 7, 1998. Creating video products for multiple platforms (e.g., social media, TV display, etc.). Animation and 3D rendering capabilities in support of video products.
3. Writing and Editing: Journalistic (AP Style) writing and editing. Conducting research, writing, proofreading, and editing written products.
4. Visual Information: Graphic design for multiple mediums (e.g., digital signage, social media, print products, etc.). Print and production of visual information/communication products.
5. Social Media: Managing and developing content for social media platforms. Coordinating, executing, and measuring success of social media campaigns. Using social media management platforms (e.g., Hootsuite, Sprout, etc.) to manage content and to determine optimal posting times and frequencies.
6. Website: Managing and developing content for a public website and internal SharePoint Knowledge Center. Managing design and layout of both platforms using the Armed Forces Public Information Management System (AFPIMS).
7. Community Relations: Event planning and execution for internal events and external engagements, including protocol-related support for distinguished visitors.
8. Metrics & Analysis: Tracking metrics and conducting analysis on public affairs efforts, to include news articles, social media content, website content, and external media.
9. Administration: Managing deliverable schedules and quality. Ensuring project and customer goals are met and adhere to budget. Managing a content calendar for articles, social media, video, and visual information products.

Request interested parties submit capabilities and experience descriptions, a brief portfolio of previous relevant work to demonstrate relevant capabilities, confirmation of small business 8(a) status. Responses should include availability of services under existing contract vehicles such as Federal Supply Schedules, Navy Seaport-e, or other Government Wide Acquisition Contracts.

An Industry Day for interested parties is tentatively scheduled for 5 September 2024 in Quantico, VA. The number of participation is limited and by invitation only, and firms should indicate their interest in attending with their response to this RFI. Invited firms will be notified of the date,

time, and other details of the industry day under separate cover and will be required to provide a list of attendees.

Responses to this RFI are requested no later than 22 August 2024 at 10:00 to Ms. Naydeen Christian at naydeen.christian1@usmc.mil. Submitted information will not be returned. All data received in response to this announcement marked, or designated, as corporate, or proprietary information will be protected from release outside the Government according with the Freedom of Information Act and Privacy Act provisions.

This request for information (RFI) is for planning purposes only. This is not a request for proposal (RFP), invitation for bid (IFB), request for quotation (RFQ), or an announcement of a solicitation. No solicitation document exists. This RFI is for market research and planning purposes only and is not to be construed as a commitment by the government to procure these services, nor does the Marine Corps intend to award on the basis of this RFI or otherwise pay for the information requested. No entitlement to payment of direct or indirect costs or charges by the Government will arise as a result of submission of responses to this RFI and Government use of such information.