

## STATEMENT OF WORK

### 1.0 Summary of Service:

Market research on the effectiveness of the communications products produced by Joint region Marianas and on the general perception of Joint Region Marianas - specifically of the Navy, Air Force and Marine Corps on Guam. Communications products include the Joint Region Edge, Joint Military News Network, and web/social media outlets to include [cnic.navy.mil/marianas](http://cnic.navy.mil/marianas), [cnic.navy.mil/guam](http://cnic.navy.mil/guam), [www.andersen.af.mil](http://www.andersen.af.mil), [facebook.com/jrmguam](https://facebook.com/jrmguam), [twitter.com/jrmguam](https://twitter.com/jrmguam), [youtube.com/jrmguam](https://youtube.com/jrmguam), [facebook.com/36WGPA](https://facebook.com/36WGPA), [facebook.com/USNavalBaseGuam](https://facebook.com/USNavalBaseGuam) and [twitter.com/nbguam](https://twitter.com/nbguam).

### 2.0 Place of Performance:

Guam – to include surveys on Naval Base Guam and Andersen Air Force Base

### 3.0 Period of Performance:

1 year with options for renewal

### 4.0 GOVERNMENT FURNISHED EQUIPMENT/MATERIAL/SERVICES:

Assistance in accessing installations and personnel.

### 5.0 CONTRACTOR FURNISHED EQUIPMENT/MATERIAL/SERVICES

Resources, materials, and expertise required to do quantitative and qualitative market research on the Guam communications environment.

### 6.0 NOTES:

#### 6.1 Information ownership

6.1.1 All research commissioned will be kept confidential and is solely owned by Joint Region Marianas.

### 7.0 QUALITY ASSURANCE REQUIREMENTS:

7.1 Margin of error for the sample population set should be within +/- 4 percentage points on a 95% confidence level with respect to the overall sample population set.

## STATEMENT OF WORK

### 8.0 STATEMENT OF WORK/ REQUIREMENTS

8.1 The contractor shall perform the following:

8.1.1 Quantitative and qualitative market research to determine 2 objectives:

8.1.1.1 To better understand the effectiveness of each communications product used by Joint Region Marianas to communicate with our diverse audiences; both military and civilian.

8.1.1.2 Communications products include the Joint Region Edge, Joint Military News Network, and web/social media outlets to include [cnic.navy.mil/marianas](http://cnic.navy.mil/marianas), [cnic.navy.mil/guam](http://cnic.navy.mil/guam), [www.andersen.af.mil](http://www.andersen.af.mil), [facebook.com/jrmguam](https://facebook.com/jrmguam), [twitter.com/jrmguam](https://twitter.com/jrmguam), [youtube.com/jrmguam](https://youtube.com/jrmguam), [facebook.com/36WGPA](https://facebook.com/36WGPA), [facebook.com/USNavalBaseGuam](https://facebook.com/USNavalBaseGuam) and [twitter.com/nbg Guam](https://twitter.com/nbg Guam).

8.1.1.3 To better understand the brand awareness and perception of our audiences with respect to Joint Region Marianas as an organization and towards our respective services – Navy, Air Force and Marine Corps.

### 9.0 Point of Contact

9.1 If you have any questions, please contact me in writing and I will refer it to the customer.

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