ONE HUNDRED TENTH CONGRESS

U.S. House of Representatives
Committee on Energy and Commerce
Washington, DC 20515–6115

JOHN D. DINGELL, MICHIGAN
CHAIRMAN

October 2, 2008

The Honorable Michael O. Leavitt
Secretary
U.S. Department of Health and Human Services
200 Independence Avenue, S.W.
Washington, D.C. 20201

Dear Mr. Secretary:

Under Rules X and XI of the Rules of the United States House of Representatives, the Committee on Energy and Commerce and its Subcommittee on Oversight and Investigations are investigating the administrative integrity of the Food and Drug Administration (FDA). As part of that inquiry, the Committee is investigating FDA's mismanagement of agency resources.

On April 21, 2008, the Committee sent a letter to FDA Commissioner Dr. Andrew von Eschenbach expressing its concern that FDA might be needlessly wasting critical agency resources when hiring outside public relations firms. In that letter, the Committee requested that FDA supply it with records relating to any such contract and all communications between the agency and outside public relations firms.[1]

On August 21, 2008, FDA responded to the letter and provided some of the records requested.[2] Although the response was woefully inadequate, the Committee did learn of an existing sole source contract between FDA and Alaska Newspapers, Inc. (ANI), in which Qorvis Communications is serving as a subcontractor. This contract is for an "FDA 2008 Public Awareness Campaign" that is intended "to create and foster a lasting positive public image of the agency for the American public."[3]

After reviewing the documents, the Committee is concerned about FDA's actions surrounding this contract. The contract is yet another instance of FDA needlessly wasting

[1] See attached letter, dated April 21, 2008, under Tab A.
[2] See attached letter, dated August 21, 2008, under Tab B.
[3] See attached Statement of Work under Tab C.

precious agency resources. After a series of high-profile mistakes, instead of using its limited resources to fulfill its mandate of protecting the public health, FDA decided to wage a public relations campaign in an attempt to repair its own reputation and the personal reputation of Commissioner von Eschenbach.[4] This reckless use of taxpayer dollars is an affront to the American taxpayer and to the hard-working FDA employees.

Even more serious than the waste of appropriated funds, however, are the numerous violations of Federal procurement and contracting laws that appear to have occurred during the execution of this contract. While FDA has thus far only provided the Committee with a partial response to its request, the documents we have obtained raise serious concerns about the actions of FDA and other parties regarding this contract. Our preliminary review and analysis of the records suggest that FDA's conduct warrants a thorough investigation into this matter, and we ask that you provide the Committee with immediate and total cooperation to ensure its prompt completion.

In particular, the Committee is seeking additional information about the circumstances that led to ANI being awarded the contract on a sole source basis and how Qorvis Communications became a subcontractor to the contract. A careful review of the records suggests that FDA and Qorvis worked together to circumvent intentionally Federal contracting regulations.[5] The records seem to indicate that the Commissioner's Office itself was the driving force behind such a move.[6]

Accordingly, in order to assist the Committee in its investigation, we request that you provide the Committee with the following information:

1. All records relating to the above-mentioned contract between the Department of Health and Human Services (HHS), FDA, and Alaska Newspapers, Inc., in which Qorvis Communications is serving as a subcontractor. Please supply all records from April 21, 2006, until the completion of the contract. This includes all draft and final work products and deliverables produced pursuant to the contract;

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[4] See attached Statement of Work under Tab C.

[5] See attached records under Tab D. Records obtained by the Committee show that FDA and Qorvis agreed that Qorvis would serve as a subcontractor under the contract before there was a prime contractor. The records further indicate that Qorvis, or its consultant, not FDA, contacted ANI about being a prime contractor in this deal. ANI then agreed to serve as the prime contractor without knowing what agency was contracting the work, what the value of the contract was, what work was to be performed, and with the knowledge that all work would be subcontracted to Qorvis. ANI involvement with this contract may have been related to its Small Business Administration 8(a) status, qualifying it to be awarded a sole source contract in which it could be directed to subcontract all of the work to Qorvis. It appears that ANI may have been merely a conduit in this transaction, and that this contract was not awarded to, or accepted by, ANI with good intentions.

[6] See attached records under Tab E. These are examples of the many records regarding this contract from the Office of the Commissioner.

2. All records relating to any communications by HHS or FDA with Qorvis Communications, Calista Corporation, Alaska Newspapers, Inc., and Red Team Consulting, including but not limited to, any communications by Glenda Barfell, Mildred Cooper, Kimberly Davis, Barbara Hartley, Michele Mital, Patricia Pemberton, Jane Peterson, and Susan Winckler;

3. A list of all HHS or FDA employees who worked on the contract in any capacity, including but not limited to, the employees listed above. Please include each employee's title, employment status, the role he or she played in facilitating or executing the contract, and his or her responsibilities within HHS or FDA; and

4. A list and description of any other contract by HHS or FDA with Alaska Newspapers, Inc., Calista Corporation, Qorvis Communications, and Red Team Consulting.

Please note that, for the purpose of responding to the above request, the terms "records" and "relating" should be interpreted in accordance with the attachment to this letter.

We request you supply all requested information no later than the close of business two weeks from the date of this letter. If you have any questions relating to this request, please contact Kevin Barstow or Steven Rangel with the Committee staff at (202) 226-2424.

Sincerely,

John D. Dingell
Chairman

Bart Stupak
Chairman
Subcommittee on Oversight and Investigations

Attachment

cc: The Honorable Joe Barton, Ranking Member
Committee on Energy and Commerce

The Honorable John Shimkus, Ranking Member
Subcommittee on Oversight and Investigations

ATTACHMENT

1. The term "records" is to be construed in the broadest sense and shall mean any written or graphic material, however produced or reproduced, of any kind or description, consisting of the original and any non-identical copy (whether different from the original because of notes made on or attached to such copy or otherwise) and drafts and both sides thereof, whether printed or recorded electronically or magnetically or stored in any type of data bank, including, but not limited to, the following: correspondence, memoranda, records, summaries of personal conversations or interviews, minutes or records of meetings or conferences, opinions or reports of consultants, projections, statistical statements, drafts, contracts, agreements, purchase orders, invoices, confirmations, telegraphs, telexes, agendas, books, notes, pamphlets, periodicals, reports, studies, evaluations, opinions, logs, diaries, desk calendars, appointment books, tape recordings, video recordings, e-mails, voice mails, computer tapes, or other computer stored matter, magnetic tapes, microfilm, microfiche, punch cards, all other records kept by electronic, photographic, or mechanical means, charts, photographs, notebooks, drawings, plans, inter-office communications, intra-office and intra-departmental communications, transcripts, checks and canceled checks, bank statements, ledgers, books, records or statements of accounts, and papers and things similar to any of the foregoing, however denominated.

2. The terms "relating," or "relate" as to any given subject means anything that constitutes, contains, embodies, identifies, deals with, or is in any manner whatsoever pertinent to that subject, including but not limited to records concerning the preparation of other records.

Tab A

ONE HUNDRED TENTH CONGRESS

U.S. House of Representatives
Committee on Energy and Commerce
Washington, DC 20515–6115

JOHN D. DINGELL, MICHIGAN
CHAIRMAN

April 21, 2008

The Honorable Andrew C. von Eschenbach, M.D.
Commissioner
Food and Drug Administration
Department of Health and Human Services
5600 Fishers Lane
Rockville, MD 20857

Dear Dr. von Eschenbach:

Under Rules X and XI of the Rules of the United States House of Representatives, the Committee on Energy and Commerce and its Subcommittee on Oversight and Investigations are investigating the adequacy of the efforts of the Food and Drug Administration (FDA) to protect the Nation from unsafe food, drugs, and medical devices.

Since the 110th Congress began in January 2007, the Subcommittee has held 11 hearings regarding FDA's ability to protect the public health of this country with 2 more hearings scheduled in April 2008. The Committee continues to exercise its oversight of FDA as its problems in protecting the public health continue.

Throughout our investigation, we have become increasingly concerned with FDA's use of its already meager resources. From giving extravagant bonuses to headquarters personnel, while starving its field force, to wasting much needed resources on a flawed reorganization plan, FDA's mismanagement of its resources has been staggering. We are now concerned that FDA might be needlessly wasting even more taxpayer dollars by hiring outside firms to assist FDA in its attempt to repair its damaged reputation. If this is true, it is just another in a long line of bad decisions where, instead of spending money to protect the Nation from unsafe food, drugs, and medical devices, FDA has decided to spend it elsewhere, a practice we view as unacceptable.

Accordingly, in order to assist the Committee in its investigation into the adequacy of the efforts of FDA to protect the Nation from unsafe food, drugs, and medical devices, we request that you provide the Committee with the following information:

1. All records relating to any communications or contracts with any outside firm specializing in government affairs, government relations, public affairs, public relations, communications, or crisis management, including but not limited to, records between FDA and Qorvis Communications for the two years prior to the date of this letter; and

2. For each contract or communication, please provide the name of the firm, why the firm was hired or contacted, what work the firm performed, and how much the firm was paid.

Please note that, for the purpose of responding to the above request, the terms "records" and "relating" should be interpreted in accordance with the attachment to this letter. We request you supply all requested information no later than the close of business two weeks from the date of this letter. After review of your response and the requested records, we may require additional documents and/or staff interviews of FDA personnel.

If you have any questions relating to this request, please contact John Sopko, Chief Counsel for Oversight with the Committee on Energy and Commerce at (202) 226-2424.

Sincerely,

John D. Dingell
Chairman

Bart Stupak
Chairman
Subcommittee on Oversight and Investigations

Attachment

cc: The Honorable Joe Barton, Ranking Member
Committee on Energy and Commerce

The Honorable John Shimkus, Ranking Member
Subcommittee on Oversight and Investigations

ATTACHMENT

1. The term "records" is to be construed in the broadest sense and shall mean any written or graphic material, however produced or reproduced, of any kind or description, consisting of the original and any non-identical copy (whether different from the original because of notes made on or attached to such copy or otherwise) and drafts and both sides thereof, whether printed or recorded electronically or magnetically or stored in any type of data bank, including, but not limited to, the following: correspondence, memoranda, records, summaries of personal conversations or interviews, minutes or records of meetings or conferences, opinions or reports of consultants, projections, statistical statements, drafts, contracts, agreements, purchase orders, invoices, confirmations, telegraphs, telexes, agendas, books, notes, pamphlets, periodicals, reports, studies, evaluations, opinions, logs, diaries, desk calendars, appointment books, tape recordings, video recordings, e-mails, voice mails, computer tapes, or other computer stored matter, magnetic tapes, microfilm, microfiche, punch cards, all other records kept by electronic, photographic, or mechanical means, charts, photographs, notebooks, drawings, plans, inter-office communications, intra-office and intra-departmental communications, transcripts, checks and canceled checks, bank statements, ledgers, books, records or statements of accounts, and papers and things similar to any of the foregoing, however denominated.

2. The terms "relating," or "relate" as to any given subject means anything that constitutes, contains, embodies, identifies, deals with, or is in any manner whatsoever pertinent to that subject, including but not limited to records concerning the preparation of other records.

Tab B

DEPARTMENT OF HEALTH & HUMAN SERVICES

Food and Drug Administration
Rockville MD 20857

AUG 2 1 2008

The Honorable John D. Dingell
Chairman
Committee on Energy and Commerce
House of Representatives
Washington, D.C. 20515-6115

Dear Mr. Chairman:

Thank you for your letter of April 21, 2008, cosigned by Chairman Bart Stupak, Subcommittee on Oversight and Investigations, Committee on Energy and Commerce. Your letter requests data on contracting practices at the Food and Drug Administration (FDA or the Agency). This is a partial response to your request. We will provide additional materials responsive to this request as soon as they are available.

We have restated your question in bold, followed by our response.

1. **All records relating to any communications or contracts with any outside firm specializing in government affairs, government relations, public affairs, public relations, communications, or crisis management, including but not limited to, records between FDA and Qorvis Communications for the two years prior to the date of this letter.**

Enclosed is the Agency's initial response to your request. We have enclosed records relating to Qorvis Communications. Please note that Qorvis Communications is a subcontractor under a recently awarded contract with Alaska Newspapers, Inc.

Please be aware that certain information contained in the accompanying records and documents may be considered to be trade secret or commercial confidential information protected from disclosure to the public under the Freedom of Information Act (Title 5, United States Code [U.S.C.] section 552), the Trade Secrets Act (18 U.S.C. section 1905), the Federal, Food, Drug, and Cosmetic Act (21 U.S.C. section 331(j)), or FDA regulations. The Committee should not publish or otherwise make public any such information. We would be glad to discuss with the Committee staff the protected status of any specific information.

Thank you again for your interest in FDA matters. Please let us know if we can be of further assistance. The same response is being sent to Chairman Stupak, without the enclosures.

Sincerely,

Michele Mital

for Stephen R. Mason
Acting Assistant Commissioner
for Legislation

Enclosures

Tab C

FDA 2008 Public Awareness Campaign

Contractor will work with FDA during the 2008 calendar year on a comprehensive public awareness and education campaign that will:

To create and foster a lasting positive public image of the agency for the American public.

To inform the American public about the good work that FDA is doing for them with food safety and with ensuring that medical products are safe and effective

To provide the tools for citizens to obtain FDA information to make the best choices for themselves and their families

Contractor will support FDA public awareness initiatives by:

Launch a proactive communications campaign that uses the media, speaking engagements, event discussions, public service announcements and the Internet to inform the public of what the FDA is doing for them.

Use a wide variety of communications tools to provide information directly to citizens on how they can obtain information from the FDA so that they can make informed choices and protect themselves.

Create biographical profiles of the Commissioner and the top FDA experts to personalize their work and highlight the credentials and experience they bring to the job.

Support FDA senior officials across the country in media events and other outreach initiatives, meeting with key national media and stakeholder groups, engage in panel forum for industry and consumer groups, in key markets (New York, Boston, Chicago, Denver, Minneapolis, Seattle, San Francisco, LA, Phoenix, Dallas, Miami, Atlanta.)

Use the release of important new FDA reports, plans and initiatives as key elements in our campaign outreach, for example the Food Protection Plan and the Import Safety Plan.

- Manage and/or support media roll-outs of major FDA initiatives,
- Develop tools and tactics to help create "buzz" across the Internet using social networking sites, such as YouTube, to reach a younger and more engaged audience
- Develop "edgy" videos that can be seeded on video sites to get people noticing.
- Use viral outreach to entice viewers to learn more about what the FDA is doing.
- Create compelling PSAs that inform the public of what the FDA is doing for them and how they can obtain more information to make better decisions.
- Use banner ads to do the same

- Create demand for FDA "buttons" on other websites that take viewers to FDA information
- Have high-level officials make postings on issues relevant to the FDA

Specific deliverables:

- A comprehensive media list of national reporters in major publications that will be targeted by this program
- A comprehensive list of local and regional reporters that will be targeted by this program
- A list of web sites and blogs that will receive information as part of this program
- A message guide to be used by the Commissioner and other FDA executives in their communications activities
- Written biological profiles of the Commissioner and other identified FDA executives that will be specific to this communications program
- A separate communications plan for each major FDA announcement that will be part of this program
- A separate communications plan for each public speaking event that will be part of this program
- Specific video scripts for distribution on the internet and to the media, including public service announcements (PSAs)
- Support in the form of on-the-ground assistance as needed for media events and other initiatives as part of this program
- Additional briefing materials, plans, and collateral materials as may be required by this program

Tab D

Cooper, Mildred

From: Don Goldberg [dgoldberg@qorvis.com]
Sent: Friday, October 19, 2007 3:17 PM
To: Cooper, Mildred *
Subject: Fw: FDA

Here you go

----- Original Message -----
From: Maura Corbett
To: Don Goldberg
Sent: Fri Oct 19 14:25:49 2007
Subject: RE: FDA

Alaska Newspapers Inc., a subsidiary of Calista Corp. www.calistacorp.com

-----Original Message-----
From: Don Goldberg
Sent: Friday, October 19, 2007 2:24 PM
To: Maura Corbett
Subject: Fw: FDA

----- Original Message -----
From: Cooper, Mildred * <Mildred.Cooper@fda.hhs.gov>
To: Don Goldberg
Sent: Fri Oct 19 14:19:50 2007
Subject: RE: FDA

Don: Could you please tell me what ANI stands for or what the website is? Thanks! Mildred

-----Original Message-----
From: Don Goldberg [mailto:dgoldberg@qorvis.com]
Sent: Thursday, October 18, 2007 5:12 PM
To: James Dunn; Cooper, Mildred *
Cc: Maura Corbett
Subject: RE: FDA
Importance: High

Great, Jim. Thanks for taking care of that. Mildred, what are the next steps from your position?

-----Original Message-----
From: James Dunn [mailto:james.dunn@redteamconsulting.com]
Sent: Thursday, October 18, 2007 5:00 PM
To: Don Goldberg
Cc: Maura Corbett
Subject: FDA
Importance: High

Don,

ANI will gladly serve as a prime for Qorvis on the FDA deal, knowing that the agency would intend to direct them to you as a subcontractor to perform all of the work. I haven't shared the agency name, contract value or other details yet. But, they're a go, if you'd like.

I have a call with ANI on other mattes in a few minutes. I'll call you right afterward.

Peterson, Jane M

From: Cooper, Mildred *
Sent: Friday, October 19, 2007 3:33 PM
To: Peterson, Jane M
Subject: contracting

Hi Jane: At your convenience, can we resume discussions regarding the public awareness campaign contracting process?

It is possible that Qorvis Communications can execute the program as a sub-contractor to Alaska Newspapers Inc. - which would be the primary contractor.

Can we ask Glenda to look into Alaska Newspapers Inc. to find out how they are set up?

Thanks! Mildred

Cooper, Mildred

From: Don Goldberg [dgoldberg@qorvis.com]
Sent: Thursday, December 06, 2007 11:50 AM
To: Cooper, Mildred *
Cc: James Dunn
Subject: RE: Hi

Speech is this afternoon (was postponed for a week), so leaving shortly for the airport. I have lunch meeting next Tuesday that I am afraid will take longer than an hour. Any chance of aiming for 2:00? Jim, would that work with you?

From: Cooper, Mildred * [mailto:Mildred.Cooper@fda.hhs.gov]
Sent: Thursday, December 06, 2007 11:48 AM
To: Don Goldberg
Subject: RE: Hi

Hi Don: How was your speech?

I am working on a draft scope of work that would be helpful for you to review...how about 1pm on Tuesday?

-M

From: Don Goldberg [mailto:dgoldberg@qorvis.com]
Sent: Thursday, December 06, 2007 11:34 AM
To: Cooper, Mildred *
Subject: Hi

Mildred—hope all is well with you. Is there time next week, maybe Tuesday afternoon or so, that you and I, and maybe your contract person can get on the phone with our contract expert Jim Dunn to make sure we are getting you exactly what you need, can help expedite the process, and talk about different options, etc? I think that might be helpful from our end. Thanks-- Don

Don Goldberg
Qorvis Communications
202-683-3158
dgoldberg@qorvis.com
Please visit me at www.damagecontrol101.com

Please note new telephone number exchange

Cooper, Mildred

From: Don Goldberg [dgoldberg@qorvis.com]
Sent: Monday, January 07, 2008 7:58 PM
To: Cooper, Mildred *
Cc: Jennifer Stoltz
Subject: RE: scope
Attachments: FDA 2008 Public Awareness Initiative SCOPE OF WORK with deliverables.doc

Mildred—take a look at the deliverables I added to the end of the document and see what you think. Thanks—don

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From: Cooper, Mildred * [mailto:Mildred.Cooper@fda.hhs.gov]
Sent: Monday, January 07, 2008 1:44 PM
To: Don Goldberg
Subject: scope

Thanks Don - M <<FDA 2008 Public Awareness Initiative.SCOPE OF WORK. December 2007doc.doc>>

Mildred A. Cooper
U.S. Food and Drug Administration

Cooper, Mildred

From: Don Goldberg [dgoldberg@qorvis.com]
Sent: Friday, December 14, 2007 9:22 AM
To: Cooper, Mildred
Subject: memos from Jimm Dunn
Importance: High
Attachments: FDA memo--Sole Source Contracting Methods.doc

Mildred—following up on our conversation from Tuesday with Jim Dunn, here in one document are the two "white papers" that he described, essentially setting out the process for making this award to ANI and Qorvis. Hope this helps-- Don

Don Goldberg
Qorvis Communications
202-683-3158
dgoldberg@qorvis.com
Please visit me at www.damagecontrol101.com

Please note new telephone number exchange

Tab E

Peterson, Jane M

From: Cooper, Mildred *
Sent: Wednesday, January 09, 2008 2:17 PM
To: Peterson, Jane M
Subject: RE: FDA Public Awareness Campaign - Scope of Work

Jane: Thanks - this is great! Thank you for everything!

-----Original Message-----
From: Peterson, Jane M
Sent: Wednesday, January 09, 2008 2:15 PM
To: Cooper, Mildred *
Subject: FW: FDA Public Awareness Campaign - Scope of Work

FYI

Jane Peterson
Senior Management Officer
Office of the Chief of Staff
Office of the Commissioner/FDA/DHHS
Phone 301-827-6599
Fax 301-827-4024
jane.peterson@fda.hhs.gov

-----Original Message-----
From: Barfell, Glenda F
Sent: Wednesday, January 09, 2008 2:00 PM
To: Peterson, Jane M; Pemberton, Patricia
Cc: Hartley, Barbara
Subject: RE: FDA Public Awareness Campaign - Scope of Work

I will let Patti advise as we will need to modify the MON and other documents to include options.

Thanks

Glenda F. Barfell
Director, Office of Acquisitions & Grants Services
Food and Drug Administration
301.827.7042
glenda.barfell@fda.hhs.gov

-----Original Message-----
From: Peterson, Jane M
Sent: Wednesday, January 09, 2008 1:53 PM
To: Barfell, Glenda F; Pemberton, Patricia
Cc: Hartley, Barbara
Subject: RE: FDA Public Awareness Campaign - Scope of Work

I was hoping the fact that the contract would start prior to the graduation date would make it okay. I spoke with Mildred as far as the option years and it probably is not a bad idea. However since this is something that Dr. von E is requesting, who really knows if he will even be our Commissioner after the next election. But in order to cover ourselves in case we require additional work beyond 12/31/08, I guess we should give ourselves that option. Since the requisition is currently be routed through the approval chain now, I could perhaps have Barbara Hartley add it to the iProcurement when it gets to her or is an e-mail request sufficient?

Jane Peterson
Senior Management Officer
Office of the Chief of Staff
Office of the Commissioner/FDA/DHHS
Phone 301-827-6599

Fax 301-827-4024
jane.peterson@fda.hhs.gov

-----Original Message-----
From: Barfell, Glenda F
Sent: Wednesday, January 09, 2008 11:23 AM
To: Peterson, Jane M; Pemberton, Patricia
Subject: RE: FDA Public Awareness Campaign - Scope of Work

You are still okay! If a contract is established prior to the contractor graduating from the 8(a) program then you are still good. Have you considered having any options in the out years? I mention this because once the contractor graduates from the 8(a) program, you will not be able to establish a set aside contract with them.

Thanks, Glenda

Glenda F. Barfell
Director, Office of Acquisitions & Grants Services
Food and Drug Administration
301.827.7042
glenda.barfell@fda.hhs.gov

-----Original Message-----
From: Peterson, Jane M
Sent: Wednesday, January 09, 2008 11:21 AM
To: Pemberton, Patricia
Cc: Barfell, Glenda F
Subject: RE: FDA Public Awareness Campaign - Scope of Work

I just finished putting this into iProcurement (Requisition 1038970) and it is currently going through the approval chain. In my initial conversations with Glenda Barfell, I thought the contract would end at the end of the fiscal year, however they would like it to go through the calendar year. The reason I bring this up is because I noticed on the 8A paperwork, under current registration status, it states registration valid until 10/30/08. Will that throw a monkey wrench into the plans, since we want the contract to go through the calendar year?

Thank you for your help.

Jane Peterson
Senior Management Officer
Office of the Chief of Staff
Office of the Commissioner/FDA/DHHS
Phone 301-827-6599
Fax 301-827-4024
jane.peterson@fda.hhs.gov

-----Original Message-----
From: Pemberton, Patricia
Sent: Wednesday, January 09, 2008 8:43 AM
To: Peterson, Jane M
Subject: FW: FDA Public Awareness Campaign - Scope of Work

Hi Ms. Peterson,

This email was forwarded to my attention for a follow-up. Once you've revise the SOW, please forward it to my attention along with any other supporting documentation. Once I receive your package I will assign it to Contract Specialist who will work with you in order to facilitate and award the contract.

Until then, please feel free to contact me directly should you have any additional questions or concerns.

Regards,

Patricia D. Pemberton
Contracting Officer & Service Contracts Team Leader
Division of Acquisition Operations
Office of Acquisitions & Grants Services
U.S. Food & Drug Administration
TEL: (301) 827-1022
FAX: (301) 827-7106

From: Peterson, Jane M
Sent: Friday, January 04, 2008 1:30 PM
To: Barfell, Glenda F
Subject: FW: FDA Public Awareness Campaign - Scope of Work

See the attachments below. We have had discussions about this in the past. I would like to get this put into iProcurement and wanted to see if what we have is adequate to put this through the system..

Jane Peterson
Senior Management Officer
Office of the Chief of Staff
Office of the Commissioner/FDA/DHHS
Phone 301-827-6599
Fax 301-827-4024
jane.peterson@fda.hhs.gov

From: Cooper, Mildred *
Sent: Wednesday, January 02, 2008 2:56 PM
To: Peterson, Jane M
Subject: FW: FDA Public Awareness Campaign - Scope of Work

Hi Jane: I know you are swamped with emails but just want to keep this on the radar screen. I consider the other issue the priority :-) -M

From: Cooper, Mildred *
Sent: Friday, December 21, 2007 2:09 PM
To: Peterson, Jane M
Subject: FDA Public Awareness Campaign - Scope of Work

Hi Jane: Here is a rough scope of work for the 300K Contract for the FDA 2008 Public Awareness Campaign. Prime contractor Alaska Newspapers Inc. (ANI) and subcontractor Qorvis Communications. I am also attaching a white paper on sole source contracting that was prepared that may help us move this through. Please let me know what you think and how we can proceed with contracting (after the holidays). Thanks and Merry Christmas! Mildred

<<FDA 2008 Public Awareness Initiative.SCOPE OF WORK. December 2007doc.doc>>

<<FDA memo--Sole Source Contracting Methods.doc>>

Mildred A. Cooper
U.S. Food and Drug Administration

Peterson, Jane M

From: Winckler, Susan
Sent: Friday, April 18, 2008 7:52 PM
To: Peterson, Jane M
Cc: Mital, Michele
Subject: Re: Weekly Update

Wow. Thanks for a great week (and for hosting Vicki!). Thx for all you do.

----- Original Message -----
From: Peterson, Jane M
To: Winckler, Susan
Cc: Mital, Michele
Sent: Fri Apr 18 19:37:30 2008
Subject: Weekly Update

I am waiting to hear from Mildred about whether ANI (Qorvis) contract will work out or we have to go to plan B. I had called contracts to schedule a meeting, but Mildred wants to see what happens first.

Jane