SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEM

1. REGUSSION NUMBER
REQ-2200-10-0008

2. CONTRACT NO:
CPSC-D-09-0001

3. AWARD/ORDER NUMBER
07/10/2010 0008

4. TELEPHONE NUMBER
301-504-7028

5. SOLICITATION NUMBER

6. ISSUE DATE/LOCAL TIME
ET

FOR SOLICITATION INFORMATION CALL:

7. NAME
Rudi Johnson

8. TELEPHONE NUMBER (No collect calls)

9. ISSUED BY

CONSUMER PRODUCT SAFETY COMMISSION
DIV OF PROCUREMENT SERVICES
4330 EAST WEST HWY
ROOM 517
BETHESDA MD 20814

10. EFFECTIVE DATE

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED

12. DISCOUNT TERMS
Net 30

13. RATING

14. METHOD OF SOLICITATION

15. ADMINISTERED BY

CONSUMER PRODUCT SAFETY COMMISSION
OFFICE OF INFO & PUBLIC AFFAIRS
4330 EASTWEST HIGHWAY
ROOM 519
BETHESDA MD 20814

16. PAYMENT WILL BE MADE BY

CONSUMER PRODUCT SAFETY COMMISSION
DIVISION OF FINANCIAL SERVICES
4330 EAST WEST HWY, ROOM 522
BETHESDA MD 20814

17a. CONTRACTOR/OFFEROR

CACI INC FEDERAL
14370 NEWBROOK DRIVE
CHANTILLY VA 20151

17b. FACILITY CODE

18a. PAYMENT WILL BE MADE BY CODE

19. CONTRACTOR/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE NOT ATTACHED.

20. SCHEDULE OF SUPPLIES/SERVICES

21. QUANTITY

22. UNIT

23. UNIT PRICE

24. AMOUNT

25. ACCOUNTING AND APPROPRIATION DATA

26. TOTAL AWARD AMOUNT (For Govt. Use Only)

DUNS Number: □

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA ARE NOT ATTACHED.

27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE NOT ATTACHED.

28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED HEREIN.

29. AWARD OF CONTRACT REF. OFFER DATED. YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:

30. SIGNATURE OF OFFEROR/CONTRACTOR

31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)

31b. NAME AND TITLE OF SIGNER (Type or print)
Kim Miles

31c. DATE SIGNED
7-15-10
**MATTER:**

**ITEM NO.** 30, 2011 IN REFERENCE TO THE BELOW LISTED SUBJECT

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>0001</td>
<td>Production and distribution of Fireworks Safety VNR</td>
<td>1 EA</td>
<td>19,535.00</td>
<td>19,535.00</td>
<td></td>
</tr>
<tr>
<td>0002</td>
<td>Production and distribution of three-part Safe Sleep video project. The project will include 5 to 6 days of shooting time and special graphics.</td>
<td>3 EA</td>
<td>19,535.00</td>
<td>58,605.00</td>
<td></td>
</tr>
</tbody>
</table>

The total amount of award: $78,140.00. The obligation for this award is shown in box 26.

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32a. QUANTITY IN COLUMN 21 HAS BEEN ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS

- [ ] RECEIVED
- [ ] INSPECTED
- [ ] NOTED:

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32c. DATE
32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE

32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER
34. VOUCHER NUMBER
35. AMOUNT VERIFIED CORRECT FOR

- COMPLETE
- PARTIAL
- FINAL

36. PAYMENT
37. CHECK NUMBER
38. S/R ACCOUNT NUMBER
39. S/R VOUCHER NUMBER
40. PAID BY

41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER
41c. DATE

42a. RECEIVED BY (Print)
42b. RECEIVED AT (Location)
42c. DATE RECD (YY/MM/DD)
42d. TOTAL CONTAINERS
STATEMENT OF WORK

1. Description of Services:

The contractor shall provide Video Production Services to the Consumer Product Safety Commission, Office of Information and Public Affairs on video news release on TV in reference to Firework Safety and Safety Sleep video.

2. Services and Prices:

The contractor shall provide pricing in accordance with block 20, Schedule of Supplies/Services for CLINS 0002. This contract has a guaranteed minimum amount of one (1) video production per year for the base period and all option years.

3. Background:

The U.S. Consumer Product Safety Commission (CPSC) is a small, independent regulatory agency with the mission of protecting consumers from injury and death relating to 15,000 different types of products under its jurisdiction. Though a small agency, CPSC often makes important news vital to keeping consumers safe.

4. Objective:

a) The contractor shall provide all labor materials equipment and facilities necessary to produce video production services as requested by CPSC Office of Information and Public Affairs.

b) The Government will use these videos to promote its safety message, which may include product recall announcements and education campaigns on safety issues, such as poison prevention, drowning prevention and fireworks safety. The contractor shall consistently produce an innovative, professional and quality video, usually under a tight deadline. This tight deadline may range from a three (3) day turn around to a thirty (30) day turn around, depending on the urgency of the subject matter, which will be determined by the CPSC project officer. Equally important to the video production services of the contract, is the marketing of the video and news story to broadcast journalists. The contractor shall have the capability to exploit cutting-edge technology and follow up with conventional pitching to ensure maximum dissemination.

5. Performance Work Statement:

a) The contractor shall have an editing/broadcast facility within twenty-five (25) miles of CPSC, Headquarters Office in Bethesda, Maryland. Videotaping will usually take place within 150 miles of Washington Metropolitan areas. There maybe times where the videotaping may be required outside of this designated area, and the contractor shall be able to accommodate this requirement at a negotiated cost.
b) The contractor shall produce, market, evaluate and distribute a video (with sound bites and cover video) about the Consumer Product Safety issue. The contractor shall perform the following:

1. The contractor shall develop a shooting plan for the videos, which could include shooting footage of the Consumer Product Safety Hazard or recall, the CPSC spokesperson’s sound bite, and/or the CPSC news conference or event announcing the recall or hazard.

2. Shooting shall include up to a day and a half of videotaping. Shooting requires the participation of an on-site producer, a camera crew that provides professional lighting, sound quality, and the use of a teleprompter for up to half a day. Some videos require that the taping and editing of a special event into a pre-taped package and broadcast occur over one (1) working day.

3. The contractor shall edit (using AVID/digital editing) the sound bites and cover video into a video of about 6 to 10 minutes in length. The contractor shall develop and write slates (which will be cleared by CPSC) to explain the news story. Total editing time is estimated to require up to eight (8) hours.

4. The contractor shall provide the ability to preview the videos using streaming video online to speed approval of updates and changes to the project. The contractor shall be prepared to make any last-minute edits (if necessary) up until the broadcast of the initial satellite feed.

5. The contractor shall aggressively market the videos to TV stations and broadcast journalists nationwide to achieve maximum notification and dissemination of the video.

c) Since CPSC news stories cannot always be pre-announced until the day of the broadcast, the contractor shall have the ability to implement advance notification in no more than a six (6) hour timeframe prior to the initial video broadcast. There are sensitive situations in which notification may be held at CPSC’s request until the day of broadcast. Some early a.m. broadcasts will require notification the day before. Some videos will permit earlier promotion, but specific details must be approved by CPSC’s project officer.

d) The advance notification shall include a media advisory developed and written by the contractor and approved by CPSC. The advisory shall feature a summary of the news story, satellite feed, digital gateway information, coordinates, and additional contact information. The CPSC project officer must authorize the distribution schedule of the advisory. An email authorization will be provided to the contractor not later than twenty-four (24) hours prior to satellite feed.

1. The advance notification shall also include:
a. Sending the media advisory by fax to a minimum of 800 broadcast news reporters and producers in at least 200 US TV markets.

b. Posting the advisory and corresponding press release (at a time approved by CPSC) on a Web site for at least 90 days in accordance with the following:

1. The Web site shall use an RSS feed for instant notification.

2. The Web site shall also include a broadcast-quality, encoded version of the video available for download in MPEG-2 format.

3. The Web site shall also have a streaming video (MPEG-1 format) videos available for online viewing.

4. The web site shall have information on how to locate and down load the videos from the digital gateway.

5. The web site shall have information on how to request a hardcopy of the video. The contractor shall provide a minimum of 10 BetaSP tapes for requests by stations and send them for delivery the same day or next day. If additional tapes are requested, the requestor shall be referred to CPSC project officer (which will vary depending on the topic of the video).

6. The Web site shall be searchable using the major search engines as soon as the video is released.

c. Sending press advisory via at least two national wire services.

d. Sending targeted emails to a minimum of 500 broadcast journalists.

e. Performing a minimum of 100 targeted pitch calls to broadcast journalists. CPSC will review and approve the callers' pitching points by way of email and will provided not later than twenty-four (24) hours prior to satellite feed.

Note: Contractor may be exempt from this requirement if CPSC staff determines that minimal advanced notice of an upcoming satellite feed will be given to broadcast media.

f. The contractor shall add SIGMA encoding and Closed Captioning to the video and broadcast in two (2) 30-minute satellite (C-band) windows at times designated by CPSC.

g. The contractor shall post the SIGMA encoded video on a digital gateway site (such as Path fire) so it can be downloaded in broadcast quality by a minimum of 600 TV stations anytime for a minimum of two (2) weeks.
h. The contractor shall make five (5) DVD dubs and fifteen (15) BetaSP dubs of the video with SIGMA encoding for CPSC to use to answer requests for hard copies. The contractor shall label these dubs according to the project, and deliver these dubs to CPSC within 24 hours of completion and within four days after award of each delivery order to the address in paragraph 8, Deliveries or Performance. The contractor shall also output the video onto a CD as a QuickTime file with an MOV extension. Download it in several compression styles including low resolution for viewing and high resolution for download and editing by stations and also download it in MPEG2 format.

i. The contractor shall track video usage with Neilson or a similar company and provide evaluation reports (using SIGMA encoding results) showing the number of TV viewers (with name, location of TV stations and airtimes) and estimated media value for the media coverage. The first report shall be provided within 72 hours of broadcast. The final report shall be provided 90 days (but no later than 120 days) after the broadcast.

j. Based on technological advances in the field of video production services, changes to this contract may be negotiated during any period of performance. Additional requirements necessary for the performance of video production services may negotiate into the contract subject to agreement by both parties. Updates to include related services, digital processes, encoding, methodologies, formats, and other video production issues are considered to be within the scope of the contract.

6. Reporting Requirements

The contractor shall submit the following reports to the CPSC Project Officer.

a) The contractor shall provide an electronic, written preliminary report within 72 hours of the initial broadcast of the video and additional electronic notifications weekly for the next 30 days. The reports must include:

1) SIGMA encoding results showing total broadcasts and total number of viewers reached including listings of City/Market, Station/Channel, Affiliate, Date, Time, and Length of Broadcast.

2) Estimated monetary value of media coverage received.

b) A final written report shall be provided in accordance with paragraph 6-(7), Performance Work Statement. In addition to 1 and 2, above, the final summary shall include the following:

1) Breakdown of broadcasts demographic profiles for the top 30 markets

2) Final Listings of City/Market, Station/Channel, Affiliate, Date, Time, Length of Broadcast and Estimated Audience.

3) The final report shall be printed on standard 8 ½ inches X 11 inches page
The report shall contain the following:

a) A cover page, including
   - The title of the report
   - The name of the contractor
   - The contract number
b) A table of contents
c) Finalized information and totals from previous reports.

### 7. Performance Schedule:

a) The following items shall be performed or delivered in accordance with the following schedule:

<table>
<thead>
<tr>
<th>Activity</th>
<th>One per video production</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial meeting with CPSC Project Officer</td>
<td></td>
<td>Within 3 calendar days from the effective date of award of each delivery order</td>
</tr>
<tr>
<td>Shooting Plan</td>
<td></td>
<td>Within 1 day after award</td>
</tr>
<tr>
<td>Videotape at CPSC headquarters, in home, or elsewhere in DC area</td>
<td></td>
<td>Within 2 days after award</td>
</tr>
<tr>
<td>Write/clear slates and edit video</td>
<td></td>
<td>Within 2 days after award</td>
</tr>
<tr>
<td>Make last-minute edits after CPSC review</td>
<td></td>
<td>Within 3 days after award</td>
</tr>
<tr>
<td>Write/clear advisory and notify all TV stations of satellite broadcast</td>
<td></td>
<td>Within 3 days after award</td>
</tr>
<tr>
<td>Add SIGMA encoding and Broadcast</td>
<td></td>
<td>Within 3 and 4 days after award</td>
</tr>
<tr>
<td>VHS, DVD and BetaSP dubs</td>
<td>see para 6-(6)</td>
<td>Within 4 days after award</td>
</tr>
<tr>
<td>Preliminary Report (SIGMA results)</td>
<td></td>
<td>Within 72 hours of broadcast</td>
</tr>
<tr>
<td>Additional Reports (SIGMA results)</td>
<td></td>
<td>Weekly for 30 days after broadcast</td>
</tr>
</tbody>
</table>
Final Report (SIGMA results) | One per video production | After 90 days, no later than 120 days after broadcast

8. Performance Assessment Plan:

The contractor service requirements are summarized into performance objective that relate directly to mission essential projects of this contract. The performance threshold briefly describes the minimum acceptable levels of service required for each objective. The thresholds are critical to mission success.

<table>
<thead>
<tr>
<th>Performance Objectives</th>
<th>Performance Thresholds</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Satisfaction</td>
<td>Receives no more than one (1) valid complaint per month</td>
</tr>
<tr>
<td>Provide dedicated,</td>
<td></td>
</tr>
<tr>
<td>Competent, well trained</td>
<td></td>
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<tr>
<td>Courteous and respectful with customers.</td>
<td></td>
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</tbody>
</table>

Reporting Requirements:
Reports are accurate, complete and properly formatted in accordance with the delivery scheduled. Provided in paragraph 7.

Response Time: Provide timely delivery of the requirements as specified in paragraph 8, Performance Schedule.

9. Government Furnished Property:

a) The government shall furnish to the contractor for use in connection with this contract the materials/equipment set forth below:

b) CPSC Project Officer will provide the contractor with written material and or samples as required for the project video.

c) All materials provided hereunder are for exclusive use in performance of this contract. Any such material not expended in performance of this contract shall be returned to CPSC upon completion of the contract.

d) All other materials/equipment required in the performance of this contract, shall be furnished by the contractor.
10. **Deliverables or Performance:**

   a) All materials to be delivered shall be packed and packaged in accordance with the contractor's best commercial practice in order to guarantee delivery undamaged to final destination. In addition to normal markings, the contract number shall be cited on the outside package.

   b) Deliveries shall be mailed to the following address:

   U.S. Consumer Product Safety Commission  
   Office of Information and Public Affairs, Room 519  
   4330 East West Highway  
   Bethesda, Maryland 20814  
   Attention: Kim Dulic, CPSC Project Officer

   c) All materials submitted for approval will be reviewed by the Commission staff within three (3) working days after date of receipt of specific deliverables, or sooner depending on time constraints.

   d) Acceptance/revisions will be transmitted to the Contractor by the CPSC Project Officer, in writing within three (3) working days after review of products/services. The contractor shall be prepared to make any last-minute edits (if necessary) up until the broadcast of the initial satellite feed.

   e) Final acceptance/rejection will be based on conformance with paragraph 6, Performance Work Statement, and with professional standards which include:

   1) Working within deadlines and
   2) Making changes immediately.

   f) Upon submission of any contract deliverable, including reports specified in paragraph 7, Reporting Requirements, the contractor shall submit to the Contracting Officer a copy of the dated cover letter transmitting such deliverable.

11. **LC5B Project Officer Designation**

   a) The following individual has been designated at the Government's Project Officer for this contract:

   Name: Ms. Kim Dulic  
   Division: Office of Information and Public Affairs  
   Room 519  
   Telephone: 301-504-7632  
   Email: rdulic@cpsc.gov
b) The CPSC Project Officer is responsible for:

(1) monitoring the Contractor's technical progress, including surveillance and assessment of performance, and notifying the Contracting Officer within one week when deliverables (including reports) are not received on schedule in accordance with the prescribed delivery schedule.

(2) performing technical evaluation as required, assisting the Contractor in the resolution of technical problems encountered during performance; and

(3) inspection and acceptance of all items required by the contract.

c) The Project Officer is not authorized to and shall not:

(1) make changes in scope of work, contract schedules, and/or specifications to meet changes and requirements,

(2) direct or negotiate any change in the terms, conditions, or amounts cited in the contract; and

(3) take any action that commits the Government or could lead to a claim against the Government.