

Office Secretary

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEM
OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30

1. REQUISITION NUMBER
REQ-2200-10-0022

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

3. AWARD/EFFECTIVE DATE
07/10/2010

4. ORDER NUMBER
0008

5. SOLICITATION NUMBER
1

6. SOLICITATION ISSUE DATE
10

FOR SOLICITATION INFORMATION CALL:

a. NAME
Rudi Johnson

b. TELEPHONE NUMBER (No collect calls)
301-504-7028

8. OFFER DUE DATE/LOCAL TIME
ET

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

CODE FMPS

10. THIS ACQUISITION IS
 UNRESTRICTED OR SET ASIDE: % FOR:
 SMALL BUSINESS EMERGING SMALL BUSINESS
 HUBZONE SMALL BUSINESS SOLE SOURCE
 SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS (8(A))
NAICS: 512220
SIZE STANDARD: 750

11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED
 SEE SCHEDULE

12. DISCOUNT TERMS
Net 30

13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)

13b. RATING
14. METHOD OF SOLICITATION
 RFQ IFB RFP

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

CODE EXPA

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

CODE FMPS

17a. CONTRACTOR/OFFEROR
CACI INC FEDERAL
14370 NEWBROOK DRIVE
CHANTILLY VA 20151

CODE [REDACTED]

FACILITY CODE

18a. PAYMENT WILL BE MADE BY
CONSUMER PRODUCT SAFETY COMMISSION
DIVISION OF FINANCIAL SERVICES
4330 EAST WEST HWY, ROOM 522
BETHESDA MD 20814

CODE FMFS

17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER

18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED SEE ADDENDUM

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	DUNS Number: [REDACTED] TASK ORDER 0008 TO DELIVERY ORDER CONTRACT CPSC-D-09-0001 IS HEREBY ISSUED TO PROVIDE FOUR (4) TRAINING VIDEOS IN ACCORDANCE WITH THE ATTACHED TERMS AND CONDITIONS OF THE CONTRACT AND THE GSA SCHEDULE (GS-23F-0136K). CONTRACTOR SHALL PROVIDE ALL LABOR, MATERIALS, EQUIPMENT, AND FACILITIES NECESSARY TO DEVELOP FOUR (4) VIDEO NEWS RELEASE (VNR) FOR A PERIOD OF ONE (1) YEAR EFFECTVIE JULY 01, 2010 THROUGH JUNE <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>				

25. ACCOUNTING AND APPROPRIATION DATA
0100A10DPS 2010 4469900000-EXFM002200-252H0

26. TOTAL AWARD AMOUNT (For Govt. Use Only)
\$78,140.00

27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA ARE ARE NOT ATTACHED.
27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA ARE 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:

30a. SIGNATURE OF OFFEROR/CONTRACTOR

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

30b. NAME AND TITLE OF SIGNER (Type or print)

30c. DATE SIGNED

31b. NAME OF CONTRACTING OFFICER (Type or print)
Kim Miles

31c. DATE SIGNED
7-15-10

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	30, 2011 IN REFERENCE TO THE BELOW LISTED SUBJECT MATTER:				
0001	Production and distribution of Fireworks Safety VNR	1	EA	19,535.00	19,535.00
0002	Production and distribution of three-part Safe Sleep video project. The project will include 5 to 6 days of shooting time and special graphics.	3	EA	19,535.00	58,605.00
The total amount of award: \$78,140.00. The obligation for this award is shown in box 26.					

32a. QUANTITY IN COLUMN 21 HAS BEEN RECEIVED INSPECTED NOTED: _____ ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS

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 PARTIAL FINAL 34. VOUCHER NUMBER _____ 35. AMOUNT VERIFIED CORRECT FOR _____ 36. PAYMENT COMPLETE PARTIAL FINAL 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 REC'D (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

size with 1-inch margins. 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:

Initial meeting with CPSC Project Officer	One per video production	Within 3 calendar days from the effective date of award of each delivery order
Shooting Plan	One per video production	Within 1 day after award
Videotape at CPSC headquarters, in home, or elsewhere in DC area	One per video production	Within 2 days after award
Write/clear slates and edit video	One per video production	Within 2 days after award
Make last-minute edits after CPSC review	One per video production	Within 3 days after award
Write/clear advisory and notify all TV stations of satellite broadcast	One per video production	Within 3 days after award
Add SIGMA encoding and Broadcast	One per video production	Within 3 and 4 days after award
VHS, DVD and BetaSP dubs	see para 6-(6)	Within 4 days after award
Preliminary Report (SIGMA results)	One per video production	Within 72 hours of broadcast
Additional Reports (SIGMA results)	One per video production	Weekly for 30 days after broadcast

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.

Performance Objectives

Performance Thresholds

Customer Satisfaction
Provide dedicated,
Competent, well trained
Courteous and respectful
with customers.

Receives no more
than one (1) valid
complaint per
month

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

Reports are submitted in timely 95% of
the time. Information provided is
100% accurate.

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

Contract personnel must meet the
response times as specified in
paragraph 8, Performance Schedule
95% of the time.

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.