

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30</i>				1. REQUISITION NUMBER REQ-2200-16-0026		PAGE OF 1 3			
2. CONTRACT NO. CPSC-D-15-0014		3. AWARD/ EFFECTIVE DATE		4. ORDER NUMBER 0002		5. SOLICITATION NUMBER		6. SOLICITATION ISSUE DATE	
7. FOR SOLICITATION INFORMATION CALL:			a. NAME Patricia Folts			b. TELEPHONE NUMBER (No collect calls) (301) 504-7674		8. OFFER DUE DATE/LOCAL TIME ET	
9. ISSUED BY CONSUMER PRODUCT SAFETY COMMISSION DIV OF PROCUREMENT SERVICES 4330 EAST WEST HWY ROOM 523 BETHESDA MD 20814				CODE FMPS		10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: % FOR:			
				<input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS		<input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> EDWOSB <input type="checkbox"/> 8(A)		NAICS: SIZE STANDARD:	
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS Net 30			<input type="checkbox"/> 13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)		13b. RATING		
15. DELIVER TO CONSUMER PRODUCT SAFETY COMMISSION OFFICE OF COMMUNICATION 4330 EAST WEST HIGHWAY BETHESDA MD 20814				CODE OCM		16. ADMINISTERED BY CONSUMER PRODUCT SAFETY COMMISSION DIV OF PROCUREMENT SERVICES 4330 EAST WEST HWY ROOM 523 BETHESDA MD 20814			
17a. CONTRACTOR/ OFFEROR WIDMEYER COMMUNICATIONS INC 1129 20TH ST NW STE 200 WASHINGTON DC 20036		CODE [REDACTED]		FACILITY CODE		18a. PAYMENT WILL BE MADE BY CPSC Accounts Payable Branch AMZ 160 P. O. Box 25710 Oklahoma City OK 73125			
TELEPHONE NO.				CODE FMFS		18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER									
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES				21. QUANTITY	22. UNIT	23. UNIT PRICE		24. AMOUNT
	DUNS Number: [REDACTED] COR: Elynn Pollack 301-504-7597 EPOLLACK@CPSC.GOV Task Order 0002 to delivery contract CPSC-D-15-0014 is hereby issued to provide all labor, materials and expertise necessary to develop and implement a multi-media information information and education campaign as indicated in the attached Performance Work Statement, the contractor's GSA Schedule and the technical <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>								
25. ACCOUNTING AND APPROPRIATION DATA 0100A16DSE-2016-4479000000-CM00001600-252H0						26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$95,294.00			
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4, FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA						<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.			
<input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4, FAR 52.212-5 IS ATTACHED. ADDENDA						<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.			
<input type="checkbox"/> 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.					<input type="checkbox"/> 29. AWARD OF CONTRACT: _____ 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) 				
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 6/24/16	

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
0001	proposal dated September 24, 2015. Period of Performance: June 24, 2016 - September 27, 2016 Pool Safely Campaign - Public Service Announcement	1	EA	95,294.00	95,294.00

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED
 INSPECTED
 ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS 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 <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> 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	42a. RECEIVED BY (<i>Print</i>)		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE	42b. RECEIVED AT (<i>Location</i>)	
42c. DATE REC'D (<i>YY/MM/DD</i>)		42d. TOTAL CONTAINERS	

Statement of Work
CPSC-D-15-0014 | Task Order 0002

1. Description of Services

The Contractor shall provide all necessary personnel, materials, and labor to develop a 15 to 30 second Public Service Announcement (PSA) video to include editing and distribution services for Pool Safety campaign. Completed product shall be delivered to CPSC no later than July 15, 2016.

2. Contract Type

This procurement shall be a fixed price task order under IDIQ contract CPSC-D-15-0014.

3. Description of Work

The Contractor shall provide the following:

1. Produce, edit and distribute a public service announcement (“PSA”) on Pool Safety.
 - a. The contractor shall develop a script and shooting plan that shall be approved by the COR for the PSA. The contractor shall incorporate editing services based on CPSC COR feedback.
 - b. Shooting shall require 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.
 - c. Contractor shall scout and hire (with CPSC COR approval) actors, as required by the approved script.
 - d. The contractor shall edit (using AVID/digital editing) the package (public service announcement) into a 15 to 30 second video in length. The contractor shall develop and write slates (which will be approved by CPSC COR) to deliver a *Pool Safely* message on safety. Total editing time shall not exceed forty-five (45) hours.
 - e. The contractor shall provide the ability to preview the videos using streaming video online to speed approval of updates and changes to the video. The contractor shall be prepared to make any last-minute edits up until the broadcast of the initial satellite feed or posting of the video online.
 - f. The contractor shall aggressively market the PSA and track media use of the PSA in accordance with the terms of the contract and Task Order 0001.

4. Location

The location of the PSA shall be performed within a 150 mile radius of Washington, D.C. metropolitan area and shall be approved by the COR.

5. Period of Performance

The period of performance shall be from June 24, 2016 through September 27, 2016.