

<b>SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEM</b> OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30				1. REQUISITION NUMBER REQ-2200-11-0012	PAGE OF 1
2. CONTRACT NO. CPSC-D-09-0001		3. AWARD/EFFECTIVE DATE 06/27/2011	4. ORDER NUMBER 0012	5. SOLICITATION NUMBER	
7. FOR SOLICITATION INFORMATION CALL:		a. NAME Rudi Johnson		b. TELEPHONE NUMBER 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 <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> EMERGING SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> SOLE SOURCE NAICS: 512220 SIZE STANDARD: 750 <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> (A)	
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS Net 30		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>	
15. DELIVER TO CONSUMER PRODUCT SAFETY COMMISSION OFFICE OF INFO & PUBLIC AFFAIRS 4330 EASTWEST HIGHWAY ROOM 519 BETHESDA MD 20814			CODE EXPA	16. ADMINISTERED BY CONSUMER PRODUCT SAFETY COMMISSION DIV OF PROCUREMENT SERVICES 4330 EAST WEST HWY ROOM 517 BETHESDA MD 20814	
17a. CONTRACTOR/OFFEROR CACI INC FEDERAL 14370 NEWBROOK DRIVE CHANTILLY VA 20151			CODE [REDACTED]	18a. PAYMENT WILL BE MADE BY CPSC Accounts Payable Branch AMZ 160 P. O. Box 25710 Oklahoma City OK 73125	
TELEPHONE NO.			14. METHOD OF SOLICITATION <input checked="" type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP		
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 <input type="checkbox"/> SEE ADDENDUM		

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	DUNS Number: [REDACTED] TASK ORDER 0012 TO DELIVERY ORDER CONTRACT NUMBER CPSC-D-09-0001 IS HEREBY ISSUED TO PROVIDE VIDEO PRODUCTION SERVICES TO INCLUDE PRODUCING, MARKETING, DISTRIBUTION OF VIDEO NEW RELEASES IN ACCORDANCE WITH THE CONTRACT PERFORMANCE WORK STATEMENT AND THE GSA SCHEDULE.  CONTRACTOR SHALL PROVIDE ALL LABOR, MATERIALS, EQUIPMENT AND FACILITIES NECESSARY TO PRODUCE A VIDEO NEWS RELEASE ON "FIREWORK SAFETY" FOR THE <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>				

25. ACCOUNTING AND APPROPRIATION DATA 0100A11DPS-2011-4469900000-EXFM002200 252HO	26. TOTAL AWARD AMOUNT (For Govt. Use Only) \$39,834.00
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<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 HEREIN.	<input checked="" type="checkbox"/> 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) 
30b. NAME AND TITLE OF SIGNER (Type or print)	31b. NAME OF CONTRACTING OFFICER (Type or print) Kim Miles
30c. DATE SIGNED	31c. DATE SIGNED 7/12/11

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
0001	PERFORMANCE PERIOD OF ONE (1) YEAR BEGINNING 27 JUNE 2011 THROUGH 26 JUNE 2012.  Production of video news release on fireworks safety.  CONTRACTOR SHALL PROVIDE ALL LABOR, MATERIALS, EQUIPMENT AND FACILITIES NECESSARY TO PRODUCE A VIDEO NEWS RELEASE ON "NEW TESTING LABORATORY" FOR THE PERFORMANCE PERIOD OF ONE (1) YEAR BEGINNING 27 JUNE 2011 THROUGH 26 JUNE 2012.	1	EA	19,917.00	19,917.00
0002	Production of video news release on new testing lab.  The total amount of award: \$39,834.00. The obligation for this award is shown in box 26.	1	EA	19,917.00	19,917.00

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 \_\_\_\_\_ 34. VOUCHER NUMBER \_\_\_\_\_ 35. AMOUNT VERIFIED CORRECT FOR \_\_\_\_\_ 36. PAYMENT  COMPLETE  PARTIAL  FINAL 37. CHECK NUMBER \_\_\_\_\_  
 PARTIAL  FINAL

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 (Print) \_\_\_\_\_  
 41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER \_\_\_\_\_ 41c. DATE \_\_\_\_\_ 42b. RECEIVED AT (Location) \_\_\_\_\_  
 42c. DATE REC'D (YY/MM/DD) \_\_\_\_\_ 42d. TOTAL CONTAINERS \_\_\_\_\_

**STATEMENT OF WORK**  
**CPSC—D-09-0001/ Task Order 0012**

**1. Description of Services:**

The contractor shall provide video production services to the Consumer Product Safety Commission, Office of Information and Public Affairs to develop video news release regarding the subject matter of Firework Safety and the Grand Opening of New Laboratory.

**2. Services and Prices:**

The contractor shall provide pricing in accordance with block 20, Schedule of Supplies/Services for CLIN(S) 0003.

**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 firework safety and to introduce the new testing laboratory. 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. Task Order:**

a) Task Order 0012 constitutes the development of video production services for the “*Annual Firework News Conference*” and development of video production services regarding the “*Grand Opening of the new Laboratory*” located at 5 Research Place, Rockville, Maryland

**6. Period of Performance:** The period of performance shall be effective for one (1) year beginning 22 June 2011 through 21 June 2012.

**7. Performance Work Statement:**

a) Fireworks Conference

The contractor will provide video production services for CPSC's annual fireworks news conference. The event takes place on the Washington Mall. The contractor shall record video of the news conference and fireworks demonstrations that follow. Immediately following the news conference, the contractor, with a CPSC representative, shall edit the video and feed the edited document via satellite so news stations across the country can download and use in their evening news broadcasts. The contractor shall add a monitoring device to the video in order to provide CPSC with an estimated number of viewers of the video.

b) Grand Opening Lab Event

The contractor shall provide video production services for CPSC's grand opening of the new lab at 5 Research Place in Rockville, MD. The production company shall record video of the grand opening speeches and ribbon cutting. In addition, the contractor shall record video of select testing demonstrations in the lab. The contractor with a CPSC representative will edit the video and prepare it for satellite distribution. The contractor shall add a monitoring device to the video in order to provide CPSC with an estimated number of viewers of the video.

c) 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, 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.

d) 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.

e) 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 download 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. 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.

## **7. 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.