Performance Work Statement (PWS)

DoW Audiovisual Productions

Indefinite Delivery Indefinite Quantity (IDIQ's)

Joint Task Force-National Capitol Region, Military District Washington, Joint Chiefs of Staff J4 Logistics Directorate, J42 Production Acquisition Division
(JTF-NCR/MDW/J42 PAD)

Open Market (OM) Video Productions

Part 1
General Information

1. General: The Government anticipates awarding unpriced Indefinite Delivery Indefinite Quantity (IDIQ's) for Department of War Video Productions. This PWS establishes basic requirements common to delivery orders issued under the resulting IDIQ's to provide professional quality video productions and other audiovisual support for projects administered/managed by the Joint Task Force-National Capitol Region, Military District Washington (JTF-NCR/MDW), Joint Chiefs of Staff J4 Logistics Directorate, J42 Production Acquisition Division (PAD).

The contractor shall provide all personnel, equipment, supplies, facilities, transportation, tools, materials, supervision, and other items necessary to produce complete video productions and/or provide the same to supplement government efforts in accomplishing audiovisual projects.

1.1. Ordering: This contract establishes a five (5) year ordering period NTE $45M. All requirements procured under established IDIQ's are considered to be an end item deliverable. Individual requirements will be competed amongst IDIQ holders in accordance with the federal acquisition regulations. A Request for Quote will contain a unique Performance Work Statement for the project and notify IDIQ holders what needs to be contained within their quote and how quotes will be evaluated. The government may publish their budget within RFQ's to communicate the magnitude of the effort sought.

1.2. Background: J4 Logistics Directorate, J42 Production Acquisition Division (PAD) facilitates the development and creation of audiovisual productions through use of contracted commercial
sources. These projects support requirements generated by Army units, as well as other Department of War (DoW) and federal government agencies. JPAD provides overall project management and is supported by in-house government contracting and procurement specialists. All projects are closely monitored by PAD staff in order to (1) ensure adherence to policies and regulations; (2) ensure effectiveness of the program in meeting government objectives; and (3) ensure that high standards of creative and technical quality are maintained.

1.3. Objective: The vast majority of video productions are created to address specific training, information and/or communication objectives as identified by the requiring organization. Products are intended for different audiences ranging from senior DoW leadership and Congressional staff, to military servicemembers and their
families, non-governmental organizations, community groups and the general public. Details of specific objectives and target audiences will be contained within the PWS of each individual Request for Quote (RFQ) and subsequent delivery order.

1.4. Scope: Complete video productions shall normally consist of elements such as script research, preparation of creative approaches, treatments, draft and final scripts with production breakdowns; casting of professional talent, preproduction planning; sound stage and/or location photography; post-production editorial phases, art/animation and motion graphic creation; delivery of final end items to include Section 508-compliant masters (closed captioned and audio described). Requirements designed to support or supplement internal government audiovisual efforts may

include any of the above elements. RFQ's issued to IDIQ holders and resultant delivery orders will specify whether the requirements are for complete productions or what support elements are needed.

1.5. Delivery Schedule: All productions are to be completed within time limits stated in individual delivery orders.

1.6. Quality Control: The contractor shall develop and maintain quality control ensuring productions are produced in accordance with this PWS and all requirements identified within delivery orders. Products must also be created in accordance with the current SMPTE standards and the accepted practices of the motion picture and television industries. The contractor shall develop and implement procedures to identify, prevent, and ensure non-recurrence of defective products.

1.6.1. Quality Assurance: The government shall evaluate the contractor's performance under this IDIQ and subsequent delivery orders. During each phase of a project, the government will review deliverables and provide approvals along with comments detailing any required changes/corrections.

1.7. Place of Performance: The majority of the work to be performed under this IDIQ will be determined by the contractor's location for scripting and post-production phases. Location production at military installations or locations frequented by military members and DoW civilians may be necessary. It is the Contractor's responsibility to secure all permissions to utilize location photography sites. Travel to Outside the Continental United States (OCONUS) locations is not expected.

1.8. Security Requirements: The work performed under this IDIQ is "UNCLASSIFIED". All personnel employed by the contractor in the performance of this IDIQ, or any representative of the contractor entering a government installation or facility, shall abide by all security regulations required.

1.8.1. Physical Security: The contractor shall be responsible for safeguarding all government equipment, information and property provided for contractor use. At the close of each work period, government facilities, equipment, and materials shall be secured. The contractor shall be responsible for the security of their own equipment.

1.9. Special Qualifications: N/A

1.10. Post Award Conference: The contractor's Producer and other key personnel are required to attend a Post Award Conference, as soon as practical, following issuance of a Delivery Order. This meeting may take place telephonically, virtually, or in-person and will be coordinated by the government's Project Officer in accordance with Federal Acquisition Regulation Subpart 42.5. The Contracting Officer (KO), Project Officer (PO), Contracting Officers Representative (COR), and other Government personnel, as appropriate, may meet periodically with the contractor to review the contractor's performance.

1.11. Project Officer (PO)/Contracting Officer Representative (COR): The PO/COR monitors all technical aspects of the IDIQ and assists in IDIQ administration. The PO/COR is authorized to perform the following functions: assure that the Contractor performs the technical requirements of the IDIQ; perform inspections necessary in connection with IDIQ performance; maintain written and oral communications with the Contractor concerning technical aspects of the IDIQ; issue written interpretations of technical requirements, including Government drawings, designs, specifications; monitor Contractor's performance and notifies both the Contracting Officer and Contractor of any deficiencies. A letter of designation issued by the KO, a copy of which is sent to the Contractor, states the responsibilities and limitations of the PO/COR, especially with regard to changes in cost or price, estimates or changes in delivery dates. The PO/COR is not authorized to change any of the terms and conditions of the IDIQ.

1.12. Contractor Representative: The Contractor's Producer or alternate shall have full authority to act for the contractor on all contract matters relating to daily operation of this IDIQ.

1.13. Identification of Contractor Employees: All contract personnel attending meetings and working in other situations where their contractor status is not obvious to third parties, are required to identify themselves as such to avoid creating an impression that they are Government officials. They must also ensure all documents or reports produced by contractors are suitably marked as contractor products or that contractor participation is appropriately disclosed.

1.14. Contractor Travel: Contractor may be required to travel within the United States during the performance of this contract. Contractor will be authorized travel expenses consistent with the substantive provisions of the Joint Travel Regulation (JTR) and the limitation of funds specified within Delivery Orders. All travel requires Government approval/authorization through coordination with the PAD Project Officer/COR.

1.15. Other Direct Costs (ODC): Estimated ODC costs, if applicable, will be established by the government and included as separate CLINs for tracking and invoicing purposes. Contractor ODC's in excess of the government's established costs require preapproval by the contracting officer.

1.16. Data Rights: The Government has unlimited rights to all documents/material produced under this IDIQ IAW Data Rights Clauses. All documents and materials produced under this IDIQ and subsequent delivery orders shall be Government owned and are the property of the Government with all rights and privileges of ownership/copyright belonging exclusively to the Government. These documents and materials may not be used or sold by the contractor without written permission from the Contracting Officer. All materials supplied to the Government shall be the sole property of the Government and may not be used for any other purpose. This right does not abrogate any other Government rights.

1.17. Section 508 Requirements for Electronic and Information Technology: The contractor shall comply with Section 508 of the Rehabilitation Act (29 U.S.C. § 794d), as amended by the Workforce Investment Act of 1998 (P.L. 105-220), August 7, 1998. This is to include captioning and audio description of the final productions.

1.18. Deliverable Review and Approvals: The PAD Project Officer/Contracting Officer Representative (PO/COR) is the sole point of contact for all approvals and deliverables. The Contractor will neither submit deliverables directly to the PAD customer, nor seek approval of any element in whole or in part of the production or any deliverable directly from the PAD customer and/or other government subject matter experts. No interim elements will be "approved." The Contractor is invited to provide samples of elements in development for informal review and feedback, but nothing is considered "approved" except the official deliverables.

1.19. Production Identification: Each production is assigned a Production Identification Number (PIN). All correspondence shall reference the PIN within the subject line to facilitate future referencing.

1.20. Monthly Status Report (MSR): The contractor shall submit the Monthly Status Report (MSR) to the Project Officer and/or COR in Microsoft Word compatible format no later than the 5th of each month. At a minimum, the report shall track the submission of deliverable dates and detail the status of each product. The report should detail major accomplishments during the month, problems/resolutions, issues/mitigation plan, recommendations and tracking of cumulative ODC Travel amounts against the ODC Travel CLIN. The report shall cover all work completed during the reporting period and reflect data as of the last day of the preceding month. If a problem or issue has not been completely resolved, contractor shall provide an explanation including its plan and timeframe for resolving the issue. The report shall detail work planned for the subsequent reporting period. The Project Officer and/or COR will certify the report.

PART 2
Acronyms

AFARS	Army Federal Acquisition Regulation Supplement
AR	Army Regulation
ATSC	Advanced Television System Committee
CC & CC/AD	Closed Caption & Closed Caption Audio Descriptive Files
CCE	Contracting Center of Excellence
CFR	Code of Federal Regulations
CONUS	Continental United States (excludes Alaska and Hawaii)
COR	Contracting Officer Representative
COTS	Commercial-Off-the-Shelf
CR	Customer Representative
DA	Department of the Army
DD250	Department of Defense Form 250 (Receiving Report)
DD254	Department of War Contract Security Requirement List
DFARS	Defense Federal Acquisition Regulation Supplement
DMDC	Defense Manpower Data Center
DOW	Department of War
FAR	Federal Acquisition Regulation
IAW	In Accordance With
J4	Joint Chiefs of Staff, Logistics Directorate
JTF-NCR	Joint Task Force-National Capitol Region
KO	Contracting Officer
MDW	Military District Washington
MSR	Monthly Status Report
OCI	Organizational Conflict of Interest
OCONUS	Outside Continental United States (includes Alaska and Hawaii)
ODC	Other Direct Costs
PAD	Production Acquisition Division
PIN	Production Identification Number
PO	Project Officer
POC	Point of Contact
PRS	Performance Requirements Summary
QA	Quality Assurance
QAP	Quality Assurance Program
QC	Quality Control
QCP	Quality Control Program
SME	Subject Matter Experts
SMPTE	Society of Motion Picture Television Engineers
TA	Technical Advisor
TE	Technical Exhibit

PART 3
Government Furnished Property, Equipment, and Services

3. Subject Matter Experts (SME) / Technical Advisor (TA)/ Customer Representative (CR): Government may assist in access to personnel needed to develop scripting and production as appropriate and subject to availability.

3.1. Facilities: Each Delivery Order shall indicate if any government facilities may be potentially available/ provided for the project.

3.2. Utilities: When operating within a government facility, the Contractor shall instruct employees in utilities conservation practices.

3.3. Equipment: N/A

3.4. Materials: Each Delivery Order shall indicate if any government-provided materials may be potentially available/provided for the project.

PART 4
Contractor Furnished Items and Services

4. General: The contractor shall provide all personnel, equipment, supplies, facilities, transportation, tools, materials, supervision, and other items necessary to produce complete video productions and/or provide the same to supplement government efforts in accomplishing audiovisual projects.

4.1. Contractor Staff: The contractor shall possess at least 5 years' industry experience performing/overseeing complex video production requirements and sufficient in-house resources, staff / equipment / facilities / etc, to preform multiple productions simultaneously (valued at $350k or greater). Contractor shall provide professional personnel to perform the required work and identify, by name and qualification, individuals chosen to perform key scripting and production functions. Substitutions shall be submitted in writing and shall be subject to approval of the Project Officer/COR. Substitutes will have at least the same qualifications as the person being replaced. The Government shall not exercise any supervision or control over the contractor's employees or subcontractors. Such personnel shall be accountable solely to the Contractor who, in turn is responsible to the Government.

4.2 Secret Facility Clearance: N/A.

PART 5 - TASKS

5.1. Basic: The contractor shall provide all personnel, equipment, supplies, facilities, transportation, tools, materials, supervision, and other items and non-personal services necessary to create the productions defined in each Individual Delivery Order. The contractor will be responsible for acquiring all elements used in the production and securing all rights and permissions for the DoW, Military Services, and/or other federal agencies represented as the project Customer to utilize the products in perpetuity.

The Contractor Shall follow all processes / procedures detailed in "Attachment III - PAD Production Guide". Each complete production is expected to follow standardized project phases which are:

a. Script Development
b. Pre-production
c. Production
d. Post Production
e. Distribution/Final Deliverables

5.2. Specific Tasks: Exact requirements and required deliverables will be identified within each Delivery Order.

5.3. Casting: The contractor may only utilize "Professional Talent" where actors or narrators are called for. Use of actual military members or DoW Civilians will be approved by the PAD Project Officer/COR on a case-by-case basis.

5.4. Standards for Recording: All elements for each effort must be created in accordance with technical specifications listed within each Delivery Order.

5.5. Release Requirements: Talent releases (DD Form 2830, 2831) shall be obtained by the contractor from all featured persons recognizably photographed or recorded. Contractor shall deliver releases and rights documents/licenses for use of private or commercial property (DD Form 2832), to include stock footage, photographs, music and graphics that clearly assign rights to the Government for use within the production in perpetuity.

5.6. Exact requirements and required deliverables will be identified within each Delivery Order. Offerors shall ensure objectives for specific productions are met timely, executing complex concepts, utilizing advanced production techniques. Audiovisual production elements, directing, talent selection and performance shall be appropriate for the program requirements and approved in advance by the COR. Technical elements in pre and post-production shall be industry standard (or better), efficient and effective. End products shall reflect expected value in regards to final cost - equipment, personnel and other resources shall be employed appropriately.

5.6.1 Offerors treatments (when requested) shall demonstrate a thorough understanding of the primary audience and how deliverables will be utilized and displayed to meet customer's objectives. Style and elements utilized shall be effective in holding audience attention and be memorable for viewers.

5.6.2 Program Objectives: Offerors shall ensure they address customer's stated goals / objectives / target audience. (i.e. Was the right message communicated to the right audience)

5.6.3 Concept Execution: Offerors shall execute complex concepts/treatments utilizing a creative variety of resources in relation to budget and other project parameters/limitations.

5.6.4 Original Photography & Production Elements: Offerors shall ensure camera techniques, composition, lighting, sound recording and color balance are appropriate and effective in relation to project budget and other parameters/limitations.

5.6.5 On/Off Camera Talent: Offeror shall select (with COR approval), direct, and oversee performance of actors and/or narration that is effective and appropriate to project goals in relation to budget and other project parameters/limitations.

5.6.6 Post Production: Offeror shall ensure pace and creativity of editing, use of digital effects, music and sound design, integration of live action footage with graphics and animation, and any other post-production elements are appropriate and effective in relation to the budget and other project parameters/limitations.

PART 6
Applicable Publications

6.1. Production Acquisition Division (PAD) "Production Guide": This document, created by PAD, summarizes general roles and responsibilities of key persons expected to be involved in the project. It also describes expected processes for completing productions and contains formats for scripting elements and a description / instructions for completing a Production Breakdown (when required). The Project Officer shall provide a copy of this document to both contractor and PAD customer prior to the Post Award meeting.

PART 7
Technical Exhibit Listing

Technical Exhibit 1: Antiterrorism / Operations Security Requirements

TECHNICAL EXHIBIT 1
Antiterrorism / Operations Security Requirements

1. Antiterrorism (AT) Level I training. **This standard language is for contractors that plan performance within an Army controlled installation, facility or area.** All contractor employees, to include subcontractor employees, requiring access Army installations, facilities and controlled access areas shall complete AT Level I awareness training within 30 calendar days after contract start date or effective date of incorporation of this requirement into the contract, whichever is applicable. The contractor shall submit certificates of completion for each affected contractor employee and subcontractor employee, to the COR or to the contracting officer, if a COR is not assigned, within 10 calendar days after completion of training by all employees and subcontractor personnel. AT level I awareness training is available at the following website: http://jko.jten.mil.
Applies to this contract

2. Access and general protection/security policy and procedures. **This is for contractor employees with an area of performance within Army controlled installation, facility, or area**. Contractor and all associated sub-contractors employees shall provide all information required for background checks to meet installation access requirements to be accomplished by installation Provost Marshal Office, Director of Emergency Services or Security Office. Contractor workforce must comply with all personal identity verification requirements (FAR clause 52.204- 9, Personal Identity Verification of Contractor Personnel) as directed by DOW, HQDA and/or local policy. In addition to the changes otherwise authorized by the changes clause of this contract, should the Force Protection Condition (FPCON) at any individual facility or installation change, the Government may require changes in contractor security matters or processes.
Applies to this contract

2a. For contractors requiring Common Access Card (CAC). Before CAC issuance, the contractor employee requires, at a minimum, a favorably adjudicated National Agency Check with Inquiries (NACI) or an equivalent or higher investigation in accordance with Army Directive 2014-05. The contractor employee will be issued a CAC only if duties involve one of the following: (1) Both physical access to a DoW facility and access, via logon, to DoW networks on-site or remotely; (2) Remote access, via logon, to a DoW network using DoW-approved remote access procedures; or (3) Physical access to multiple DoW facilities or multiple non-DoW federally controlled facilities on behalf of the DoW on a recurring basis for a period of 6 months or more. At the discretion of the sponsoring activity, an initial CAC may be issued based on a favorable review of the FBI fingerprint check and a successfully scheduled NACI at the Office of Personnel Management.
N/A. Does not apply. Contractor do not require CACs for this requirement.

2b. For contractors that do not require CAC, but require access to a DoW facility or installation. Contractor and all associated sub-contractors employees shall comply with adjudication standards and procedures using the National Crime Information Center Interstate Identification Index (NCIC-III) and Terrorist Screening Database (TSDB) (Army Directive 2014-05/AR 190-13), applicable installation, facility and area commander installation/facility access and local security policies and procedures (provided by government representative), or, at OCONUS locations, in accordance with status of forces agreements and other theater regulations.
Applies to this contract

3. AT Awareness Training for Contractor Personnel Traveling Overseas. This standard language required US based contractor employees and associated sub-contractor employees to make available and to receive government provided area of responsibility (AOR) specific AT awareness training as directed by AR 525-13. Specific AOR training content is directed by the combatant commander with the unit ATO being the local point of contact.
N/A. No Oversea travel required.

4. iWATCH Training. This standard language is for contractor employees with an area of performance within an Army controlled installation, facility or area. The contractor and all associated sub-contractors shall brief all employees on the local iWATCH program (training standards provided by the requiring activity ATO). This local developed training will be used to inform employees of the types of behavior to watch for and instruct employees to report suspicious activity to the COR. This training shall be completed within 30 calendar days of contract award or within 10 calendar days of new employees commencing performance with the results reported to the COR NLT 14 calendar days.

5. Army Training Certification Tracking System (ATCTS) registration for contractor employees who require access to government information systems. All contractor employees with access to a government info system must be registered in the ATCTS (Army Training Certification Tracking System) at commencement of services, and must successfully complete the DOW Information Assurance Awareness prior to access to the IS and then annually thereafter.
N/A. Contractor does not require access to government information systems.

6. For contracts that require a formal OPSEC program. The contractor shall develop an OPSEC Standing Operating Procedure (SOP)/Plan within 90 calendar days of contract award, to be reviewed and approved by the responsible Government OPSEC officer. This plan will include a process to identify critical information, where it is located, who is responsible for it, how to protect it and why it needs to be protected. The contractor shall implement OPSEC measures as ordered by the commander. In addition, the contractor shall have an identified certified Level II OPSEC coordinator per AR 530-1.
N/A. Does not apply for this requirement. The contract does not require a formal OPSEC program.

7. For contracts that require OPSEC Training. Per AR 530-1 Operations Security, the contractor employees must complete Level I OPSEC Awareness training. New employees must be trained within 30 calendar days of their reporting for duty and annually thereafter.
N/A. Does not apply for this requirement

8. For information assurance (IA)/information technology (IT) training. All contractor employees and associated sub-contractor employees must complete the DoW IA awareness training before issuance of network access and annually thereafter. All contractor employees working IA/IT functions must comply with DoW and Army training requirements in DoWD 8570.01, DoW 8570.01-M and AR 25-2 within six months of appointment to IA/IT functions.
N/A. Contractor does not require network access

9. For information assurance (IA)/information technology (IT) certification. Per DoW 8570.01-M , DFARS 252.239.7001 and AR 25-2, the contractor employees supporting IA/IT functions shall be appropriately certified upon contract award. The baseline certification as stipulated in DoW 8570.01-M must be completed upon contract award.
N/A. Does not apply for this requirement

10. For contractors authorized to accompany the force. DFARS Clause 252.225-7040, Contractor Personnel Authorized to Accompany U.S. Armed Forces Deployed Outside the United States. The clause shall be used in solicitations and contracts that authorize contractor personnel to accompany US Armed Forces deployed outside the US in contingency operations; humanitarian or peacekeeping operations; or other military operations or exercises, when designated by the combatant commander. The clause discusses the following AT/OPSEC related topics: required compliance with laws and regulations, pre-deployment requirements, required training (per combatant command guidance), and personnel data required.
N/A. Does not apply for this requirement. Contractors are not authorized to accompany the force.

11. For Contract Requiring Performance or Delivery in a Foreign Country, DFARS Clause 252.225-7043, Antiterrorism/Force Protection for Defense Contractors Outside the US. The clause shall be used in solicitations and contracts that require performance or delivery in a foreign country. This clause applies to both contingencies and non-contingency support. The key AT requirement is for non-local national contractor personnel to comply with

theater clearance requirements and allows the combatant commander to exercise oversight to ensure the contractor's compliance with combatant commander and subordinate task force commander policies and directives.
N/A. Does not apply for this requirement. Performance or Delivery is not in a Foreign Country.

12. For contracts that require handling or access to classified information. Contractor shall comply with FAR 52.204-2, Security Requirements. This clause involves access to information classified "Confidential," "Secret," or "Top Secret" and requires contractors to comply with— (1) The Security Agreement (DD Form 441), including the National Industrial Security Program Operating Manual (DoW 5220.22-M); (2) any revisions to DOW 5220.22-M, notice of which has been furnished to the contractor.
N/A. Does not apply for this requirement. Contractors are not required to handle or access to classified information.

13. Threat Awareness Reporting Program. For all contractors with security clearances. Per AR 381-12 Threat Awareness and Reporting Program (TARP), contractor employees must receive annual TARP training by a CI agent or other trainer as specified in 2-4b of AR 381-12.
N/A. Does not apply for this requirement. Contractor does not require a security clearance.

14. For contracts that require delivery of food and water. This standard language is for contractor employees with an area of performance delivering food and water within an Army-controlled installation, facility or area. The supplies delivered under this contract shall be transported in delivery conveyances maintained to prevent tampering with and / or adulteration or contamination of the supplies, and if applicable, equipped to maintain a prescribed temperature. All delivery vehicles will also be subject to inspection at all times and all places by the Contracting Officers Representative, Post Veterinarian, and / or Law enforcement Officials. When the sanitary conditions of the delivery conveyance have led, or may lead to product contamination, adulteration, constitute a health hazard, the delivery conveyance is not equipped to maintain prescribed temperatures or the transport results in product "unfit for intended purpose", supplies tendered for acceptance may be rejected without further inspection. As the holder of a contact with the Department of War, it is incumbent upon the awardee to insure that all products and/or packaging have not been tampered or contaminated. Delivery conveyances will be locked or sealed at all times, except when actively loading or unloading. Unsecured vehicles will not be left unattended. All incoming truck drivers will provide adequate identification upon request. In the event of an identified threat to an installation, or a heightened force protection/Homeland Security threat Level, the contractor may be required to adjust delivery routes to minimize vulnerability risks and enable direct delivery to DOW facilities.
N/A. Does not apply for this requirement. This contract does not require delivery of food and water.