Visual Information DoD Enterprise Ordering Solutions (VIDEOs)

Video Production Ordering Guide

Production Acquisition Division

(June 2026)

VIDEOs

Visual Information DoD Enterprise Ordering Solutions

FORWARD

These ordering guidelines contain the information needed to request task orders against the Visual Information DoD Enterprise Ordering Solutions (VIDEOs) contracts. These contracts require that the prime contractors be provided with a fair opportunity to be considered for task order awards unless an exemption applies. The contracts are structured as Indefinite Delivery/ Indefinite Quantity (ID/IQ) contracts, using task orders for acquisition of specified video production services.

These contracts are available to the Army, Department of Defense (DoD), other services (Air Force, Navy, Marines, Space Force), and other Federal agencies to include 4th Estate and Coast Guard.

Questions regarding these guidelines and procedures for placing orders against the contracts should be directed to the Military District of Washington (MDW) Production Acquisition Division (PAD).

Questions of a contractual nature should be directed to the Procuring Contracting Office (PCO), Mission and Installation Contracting (MICC) Ft. Knox. These guidelines will be revised, as needed, to improve the process of awarding and managing orders under the VIDEOs contracts.

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Information regarding the VIDEOs contracts, including links to the prime contractors' home pages, can be found at: https://jtfncr.mdw.army.mil/PAD/

TABLE OF CONTENTS

CHAPTER 1: GENERAL INFORMATION

1. Background
2. Scope
3. Prime Contractors
4. Contract Terms/Approach
5. Performance-Based Acquisition
6. Fair Opportunity to be Considered

CHAPTER 2: ROLES AND RESPONSIBILITIES

1. Mission Installation Contracting Command - Knox
2. Military District of Washington (MDW) Production Acquisition Division (PAD)
3. Requiring Activity
4. Ordering Contracting Officer
5. PAD Project Officer (PO) / Contracting Officer Representative (COR)
6. Contractors

CHAPTER 3: ORDERING GUIDANCE

1. General
2. Pricing
3. Order Forms and Numbering
4. Delivery Requirements
5. Security Considerations
6. Fair Opportunity to be Considered / Exemptions

CHAPTER 4: ORDERING PROCEDURES

1. Ordering Procedures

ATTACHMENTS

Attachment 1: Requiring Activity Request for PAD Support
Attachment 2: Acronyms

Exhibits (from solicitation)

Exhibit 1: PAD Guide
Exhibit 2: Delivery Order Request Template

CHAPTER 1 VIDEOS GENERAL INFORMATION

1. BACKGROUND

The MDW J4 Logistics Directorate, J42 Production Acquisition Division-Visual Information (J42 PAD-VI) 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 Defense (DoD), Air Force, Navy, Marines, Space Force, and other Federal agencies to include 4th Estate and Coast Guard. J42 PAD-VI provides overall cradle-to-grave project management and is supported by in-house acquisition specialists. All projects are overseen by J42 PAD-VI staff in order to (1) ensure adherence to applicable VI and Acquisition 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.

Our mission: The Secretary of the Army must operate and maintain: “A specialized VI activity to procure productions and other VI end products from commercial sources to support the Army, and other DoD Component requirements established in resourcing agreements. (DoDI 5040.02(9)(a)(2))

Our authority: AFARS Subpart 5108.9101 gives PAD the authority to contract audiovisual productions and further states that PAD “is the only multimedia/visual information activity authorized to contract for total productions.” Army organizations must use PAD for contracted video production work. This contracting requirement applies only to Army organizations but speaks highly of the system PAD has created. The Army has over 120 contracting offices worldwide. Just one is authorized to contract for audiovisual productions - PAD.

Strategically designed as a hybrid office, PAD consists of Audiovisual Project officers along with a dedicated acquisition team, due to the unique nature of procuring commercial video productions. Visual Information (VI) expertise for commercial video productions simply does not exist at the end user level, nor is it economical for it to be. Accordingly, PAD’s Project Officers support readiness as force multipliers who ensure compliance by knowing and following all applicable VI regulations.

The Army’s Production Acquisition Division (PAD) has created a proven and highly successful system, an acquisition strategy, for procuring commercial audiovisual productions for government use that complies with all government regulatory requirements and *prevents fraud, waste and abuse*. Benefits include:

- **Cost Savings**: Every production is different; PAD evaluates the customer’s needs and provides a realistic and fair cost estimate/delivery.
- **Standard Process**: PAD adheres to processes and procedures ensuring productions are tracked, accomplished to specifications and archived for all DoD use.
- **Records Management**: Both contracting and production records are managed and stored according to regulations.
- **Reduced Risk**: PAD has time-proven contracting and production processes that are tested and evaluated.
- **Experience**: PAD works with audiovisual production companies on a daily basis, unlike other organizations.

- **Regulatory**: PAD is referenced in DoD, AFARS and Army (PA) instructions / regulations / pamphlets as the single source for contracting video production work.
- **Compliance**: PAD monitors all laws (and updates) applicable to VI procurements ensuring compliance (i.e. Section 508).

The PAD team is comprised of management, Acquisition Program Managers, and Visual Information Project Officers.

The contracts are multiple award, IDIQ contract vehicles, specifically designed to procure the highest quality video productions from commercial vendors at the lowest price and risk.

Working in partnership with the prime contractors, PAD manages the VIDEOs contracts in coordination with MICC Knox team.

2. SCOPE

The VIDEOs IDIQs are established for the rapid procurement of Video Productions and Visual Information Support services. 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 DoD 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 task order.

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 (unless otherwise specifically noted in the PWS).

A complete video production typically consists of the entire project lifecycle (as fully detailed in the PAD Guide), beginning with the initial creative development and culminating in the delivery of a finished, compliant product. The process commences with thorough script research to ensure factual accuracy and narrative depth, followed by the preparation of detailed creative approaches and treatments to define the project's vision. This leads to the creation of draft and final scripts, which must include comprehensive production breakdowns to guide logistical planning. The pre-production phase involves the casting of professional talent and meticulous planning for all aspects of the shoot. The production itself consists of principal photography, conducted either on a sound stage or at specified on-location sites. Following filming, the project moves into post-production, which includes all editorial phases for video and audio, as well as the creation and integration of any required art, animation, or motion graphics. The final deliverable is a set of master files for the completed video, which must be fully Section 508-compliant, specifically including both closed captioning and audio descriptions to ensure accessibility. It is important to note that these services can be procured either as a complete, end-to-end production package or as individual support elements to supplement internal government audiovisual efforts. The precise requirements, whether for full production or specific supplemental products/services, will be explicitly detailed in the Request for Quotes (RFQs) issued to IDIQ holders and the subsequent task/delivery orders.

3. PRIME CONTRACTORS

The following is a list of the VIDEOs prime contractors, their respective contract numbers, business size applicable to the specific contract and links to the prime contractor websites.

Prime Contractor	Contract Number	Business Type
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD
To be updated prior to award	TBD	TBD

4. CONTRACT TERMS/APPROACH

The following is provided as a summary of the VIDEOs IDIQs:
(See contracts for all applicable terms/conditions)

Contract Terms	Description
Contract Minimum	$150.00 for each awarded IDIQ Holder to attend Post-Award Conference
Contract Maximum	$45,000,000 ceiling • The contract maximum represents the total requirement for the life of the contract
Period of Performance	5 Year Ordering Period • One five-year base Ordering Period starting after date of contract award • PoP: to be updated prior to award • All performance at the task order level must end 12 months after the IDIQ expires.
Who Can Use VIDEOs contracts	These contracts are available to the Army, Department of Defense (DoD), other services (Air Force, Navy, Marines, Space Force), and other Federal agencies to include 4th Estate and Coast Guard.
Who Can Order	*Centralized Ordering Only* - The Army Ft. Knox MICC is currently the **only** entity allowed to issue task orders against this IDIQ. All requirements documents must be submitted by the **MDW PAD** but can be done for any Federal Entity (customer).

Pricing Structure	Individual task/delivery order requests will include specific CLIN structure and allow IDIQ holders to provide detailed Firm Fixed Pricing based upon the deliverables requested. It is anticipated that most TO/DO's will be issued for requesting pricing for the following Firm Fixed Priced CLINs with a unit of issue of "Job": ***CLIN 0001 SCRIPT*** *– In accordance with the PWS* *Pricing Arrangement: Firm Fixed Price* ***CLIN 0002 PRODUCTION*** *– This CLIN will be FFP with a NTE cost constraint and unit of issue of Job (allowing for multiple invoicing as deliverables are approved). Following completion of CLIN 0001 the vendor shall provide a full production breakdown (as required in the PWS and PAD Guide) that addresses each of the following production phases (and associated price) as applicable to the Delivery Order: Pre-Production; Production; Post-Production; and Distribution / Final Deliverables as determined by the government. The COR will evaluate the production breakdown (and associated cost) for reasonableness and is authorized to approve further performance under this CLIN provided that the break down is within scope and does not exceed the pricing established for this CLIN.* *Pricing Arrangement: Firm Fixed Price* ***CLIN 0003 Post-Award Conference / IDIQ Minimum*** *– This CLIN is for the IDIQ minimum of $150.00 each awarded contractor receives for attending the Post-Award meeting.*
Performance-Based	Mandatory contracting method for acquiring Video Productions
Fair Opportunity	Subject to FAR 16.505
Ordering Guidance and Process	When a requirement is identified a Task Order Request will be sent out to IDIQ Holders, which will include a Performance Work Statement for the specific requirement along with a pricing spreadsheet for IDIQ holders to provide their FFP quote. The TOR will often include the Government Budget so that vendors can understand the magnitude of the requirement.
Attachments	1. Requiring Activity Request for PAD Support
	2. Acronyms
Exhibits	1. PAD Production Guide
	2. Task Order Request (TOR) template

5. PERFORMANCE-BASED ACQUISITION

Performance-Based Service Acquisition (PBSA) is an acquisition structured around the results to be achieved as opposed to the manner by which the work is to be performed. Orders placed under the VIDEOs IDIQ's are not required to be performance-based under all circumstances; however, policy promulgated by the NDAA for FY 2001 (PL 106-398, section 821), FAR 37.102, and FAR 16.505(a), establishes PBSA as the preferred method for acquiring services. In addition, for DOD agencies, DFARS 237.170-2 requires higher-level approval for any acquisition of services that is not performance-based. Accordingly, it is expected that most VIDEOs orders will be performance-based. A Performance Work Statement (PWS) or Statement of Objectives (SOO) should be

prepared to accompany the Task Order Request (TOR) to the VIDEOs contractors. Reference to this Ordering Guide's Attachments 2, 3, 4, and 5 for further information on PBSA and specific details and resources for the preparation of a PWS or SOO.

6. Fair Opportunity to be Considered

The following regulations are applicable to VIDEOS contracts:

- IAW 10 U.S. Code § 2304c(b) and FAR 16.505(b), the OCO must provide each VIDEOs contractor a fair opportunity to be considered for each order exceeding the micro-purchase threshold unless an exception applies.
- FAR 16.505, DFARS 216.5, and Chapter 3, Paragraph 6, below contain procedures on exceptions to the fair opportunity process, as well as details on the applicability and implementation of fair opportunity to be considered.
- IAW DFARS 216-505-70, Orders under multiple award contracts, if only one offer is received in response to an order exceeding the simplified acquisition threshold that is placed on a competitive basis, the contracting officer shall follow the procedures at 215.371.

Chapter 3, Paragraph 6, below contains waiver procedures.

CHAPTER 2 VIDEOS IDIQs - ROLES AND RESPONSIBILITIES

The following is a summary of the roles and responsibilities for the primary organizations in the VIDEOS contract process. It is important to note that all ordering is CENTRALIZED through the Army Mission and Installation Contracting Command, and all requirements must be submitted through the MDW PAD.

1. MISSION and INSTALLATION CONTRACTING COMMAND (MICC) - KNOX

- •Serves as the centralized PCO for the VIDEOs contracts. The PCO has overall contractual responsibility for the VIDEOS contracts.
- •Responsible for the award, administration, and management of the IDIQ's and all resultant delivery/task orders.
- •Provides advice and guidance to RAs, PAD, and contractors regarding contract scope, acquisition regulation requirements, and contracting policies.
- •Approves and issues modifications to the basic contract as the administering Contracting Officer.
- •Upon receipt of new requirements, MICC will assign an OCO.
- •Appoints the Contracting Officer's Representative (COR) via a letter of designation.

2. MILITARY DISTRICT OF WASHINGTON (MDW) PRODCUTION ACQUISITION DIVISION (PAD)

- •**Army Designated, Regulation Backed Acquisition Authority:** PAD serves as the Army's sole organization authorized to procure commercial video productions, as mandated by DoDI 5040.02, DoDI 5040.07, and AFAR 5108.91. As the Secretary of the Army's designated VI contracting activity, PAD ensures all productions meet DoD policy, lifecycle management requirements, and compliance standards while reducing organizational risk.

•**Specialized Hybrid Team Providing Expertise:** Comprised of Audiovisual Project Officers and Acquisition Program Managers, PAD delivers expert guidance in VI regulations, audiovisual production, and federal procurement. PAD's services are provided ***at no cost*** for Army customers (goal is no cost for all federal customers). Customers typically are only required to pay for contract expenses and any COR travel, while PAD secures intellectual property rights and safeguards against fraud, waste, abuse, and reputational harm.

•**Comprehensive Contract Lifecycle & Procurement Strategy Management:** PAD leads the full acquisition lifecycle—from requirement identification, market research, acquisition package development (i.e. IGCE, PWS, etc), evaluation of Offeors for award, COR nomination, contractor oversight, review / acceptance of final deliverables, and project completion / closeout / records retention. The division establishes flexible procurement strategies tailored to motion picture and VI production needs and acts as the government's authoritative source for audiovisual contracting expertise.

•**Customer Enablement & Enterprise Communication Support:**
PAD facilitates communication among customers, contractors, and contracting offices; conducts periodic performance and compliance reviews; and helps DoD and federal organizations effectively use VIDEOs ordering vehicles. The division assists in developing procurement packages and VI products aligned with enterprise communication goals while serving as the Contracting Officer's Representative throughout execution.

3. REQUIRING ACTIVITY

•Army, DoD, or other Federal Entity with a communication need / requirement for a video production.

•Details their vision for the video production with the PAD Project Officer who will then create all necessary acquisition documents and oversee the contract.

•The requesting agency shall assist the MDW project officer with concept development of contract video requirements and is responsible for contract costs to include any TDY deemed necessary for the MDW Project Officer overseeing the contracted video requirements.

•The Requestor (customer) performs two key roles in accomplishing the objective. The Customer Representative (CR) is the person who speaks for the requesting agency and ensures the correct message is portrayed in the production. The CR approves the content of the script and program making sure all critical points included have been properly coordinated through his/her chain-of-command and authenticated by proper command authority. The CR also acts as the coordinating point for any supplies or services provided by the requesting agency to support the production. This may include arranging clearance and access to facilities, identifying existing visuals for inclusion in the program, or providing background materials for the scriptwriter and producer to "get smart" on the program's subject matter. Another function performed by the Customer Representative is approving successive steps of the project's completion in conjunction with the PAD Project Officer. These approvals will likely involve coordination with others in the Customer chain-of-command to ensure final approval involves "no surprises" to the Customer agency.

•The customer's Technical Advisor (TA) is responsible to check the technical accuracy of stated facts in the script and the correctness of scenes photographed to ensure all details seen and said in the production are factually accurate and visually proper according to the

Customers policies and procedures. The Technical Advisor attends all location shooting sessions as the guidance authority on-site representing the Customer agency.

•Coordinates and arranges for any government-provided support, such as access to facilities, locations, equipment and subject matter experts.

•Approves successive steps of the project (e.g., scripts, rough cuts) in coordination with the Project Officer.

4. ORDERING CONTRACTING OFFICER

•Upon receipt of requirements documents from the PAD Project officer, MICC Knox will assign an OCO who is the only person that can obligate government funds.

•Responsible for requesting, obtaining and evaluating proposals/quotations and for obligating funds for TO/DOs issued.

•Only authorized individual who can modify IDIQ's or resultant TO/DOs.

5. PAD PROJECT OFFICER (PO) / CONTRACTING OFFICER REPRSENTATIVE (COR)

•**Primary Customer Interface & End to End Project Lead:** The PAD PO/COR serves as the customer's single point of contact throughout the entire acquisition, providing full project management from initial requirement identification through completion and closeout. They guide the requiring activity through all phases—Ideation, Contracting, Scripting, Preproduction, Production, Postproduction, and final deliverables—ensuring alignment with communication objectives and mission requirements.

•**Government Technical Expert & Appointed COR:** As the Government's audiovisual production subject matter expert and the appointed Contracting Officer's Representative, the PAD PO/COR defines required services (through close coordination with the RA to ensure all requirements are fully captured), oversees contractor execution, and ensures all work complies with contract terms, VI standards, and federal acquisition regulations. They provide technical direction within the scope of the contract but cannot alter terms or conditions.

•**Acquisition Package Development & Performance Oversight:** The PAD PO / COR collaborates with customers to develop complete procurement packages including detailed Market Research, Independent Government Cost Estimate, and a Performance Work Statement addressing enterprise communication goals. Monitors contractor performance, validate deliverables, ensure adherence to standards and reporting requirements, and complete required performance documentation in PIEE.

•**Communication Hub & On-Site Support Lead:** Serving as the focal point for all task activities, the PAD PO/COR manages communication and working relationships among the customer, contractor, and contracting office to maintain clarity, contract / regulatory compliance, and accountability. When required, they travel at the customer's expense to support on-site video recording and ensure successful execution of production activities.

6. CONTRACTORS

•The principal role of the contractors is to perform IAW the terms and conditions of the VIDEOs contract and resultant task/delivery orders issued within timelines identified in resultant TO/DOs.

•Furnishes all necessary personnel, equipment, supplies, facilities, transportation, and supervision for the awarded video production(s).

•Executes all phases of production(s), from script development to final delivery, per the contract schedule.
•Develops, implements, and maintains a quality control process to meet industry and contractual standards.
•Submits a Monthly Status Report (MSR) detailing project progress.
•Communicates with the COR on all matters related to the daily operation and execution of the contract.

CHAPTER 3 VIDEOS ORDERING GUIDANCE

1. GENERAL

Ordering is ***centralized*** for all video production requirements. Ordering under the contracts is authorized to meet the needs of all Army, DoD, and Federal entities so long as they are submitted through the MDW PAD. **MICC Knox is the PCO, and only entity who can assign an OCO to place orders** IAW the terms and conditions of the contracts, these Ordering Guidelines, the FAR, the DFARS (as applicable), and agency procedures.

2. PRICING

The VIDEOs IDIQ's are unpriced as each individual requirement has many different variables that determine price. Accordingly, each individual task / delivery order request will specify CLIN structure and allow IDIQ holders to provide detailed Firm Fixed Pricing based upon the deliverables requested.

IDIQ Vendors shall include any additional discount(s), from their established commercial pricing when submitting responses to task/delivery order requests.

3. ORDERING FORMS AND NUMBERING

An appropriate order form (DD Form 1155, Order for Supplies or Services, or SF1449, Solicitation/Contract/Order for Commercial Items) shall be issued for each TO/DO. The use of Government Credit Cards is also authorized IAW applicable rules and procedures.

OCOs should use ordering numbers as specified in DFARS 204.7004(d)(2)(i).

4. DELIVERY REQUIREMENTS

Individual delivery/task orders will identify all deliverables and associated timelines.

5. SECURITY CONSIDERATIONS

Orders shall indicate any security clearances required and the level of classified access necessary. A DD Form 254, Contract Security Classification Specification, shall be prepared when required.

6. FAIR OPPORTUNITY TO BE CONSIDERED

IAW FAR 16.505(b)(2), all orders exceeding $5,000 but not exceeding the simplified acquisition threshold, the OCO shall give every VIDEOS contractor a fair opportunity to be considered for a TO/DO unless one of the exceptions to fair opportunity applies. (Detailed below). The OCO must document his/her rationale if applying one of the exceptions to fair opportunity. However, no special format is required.

All orders exceeding the simplified acquisition threshold for DOD shall be placed on a competitive basis IAW FAR 16.505 (amongst VIDEOs IDIQ holders) unless a written waiver is obtained. Refer to your agency's approval authorities for placing orders on an other-than-competitive basis. This competitive requirement applies to all orders by or on behalf of DOD.

The requirement to place orders on a competitive basis is met only if the OCO:

- Provides a notice of intent to purchase to every VIDEOS contractor, including a description of work to be performed and the basis upon which the selection will be made; and
- Affords all VIDEOS contractors responding to the notice a fair opportunity to submit an offer and to be fairly considered.

Exceptions to the requirement to place an order on a competitive basis

As provided in FAR 16.505(b)(2), the OCO may waive the requirement to place an order on a competitive basis if a written limited sources justification and approval is done and one of the following circumstances applies:

- The agency's need for the supplies or services is so urgent that providing a fair opportunity would result in unacceptable delays. Use of this exception requires a justification that includes reasons why the VIDEOS processing time for a fair opportunity to be considered will result in an unacceptable delay to the agency. The justification should identify when the effort must be completed and describe the harm to the agency caused by such a delay.

- Only one contractor is capable of providing the supplies or services required at the level of quality required because the supplies or services ordered are unique or highly specialized. Use of this exception should be rare. When using this exception, explain (1) what is unique or highly specialized about the supply or service, and (2) why only the specified contractor can meet the requirement.

- The order must be issued on a sole-source basis in the interest of economy and efficiency because it is a logical follow-on to an order already issued under these contracts, provided that all awardees were given a fair opportunity to be considered for the original order. When using this exception, the justification should discuss why the specific requirement continues and why it is to the benefit of the Government for the particular to continue this work.

  Examples of benefits include:
  - Award to any other source would likely result in substantial duplication of cost to the Government that is not expected to be recovered through competition;
  - Award of the order to a different source would cause unacceptable delays in fulfilling the Government's requirements (lack of advance planning is not valid rationale); or
  - A statute expressly authorizes or requires that the purchase be made from a specified source.

CHAPTER 4 VIDEOS IDIQ - ORDERING PROCEDURES

1. ORDERING PROCEDURES

Task/Delivery Order Request

The RA prepares the DO request package and submits it to the OCO. *Attachment 1* is an example of a DO checklist and instructions. At a minimum, the package should contain the following:

- **List of Requirements**: The RA shall complete "*Attachment 1 - Requiring Activity Request for PAD support"* and submit it to the MDW PAD for review. Once reviewed PAD will assign a dedicated Project Officer to coordinate with the Requiring Activity and discuss communications objectives and a range of possibilities. Following the consultation the PAD project officer will develop the requirements package.
- **Funding Document**: VIDEOS Orders (and any required COR travel) are funded by the RA. Army customers, that use GFEBS, will send funding via a Direct Charge WBS (DRCH) to the PAD through the MDW G8. All non-Army customers must use G-Invoicing to enter into a 7600A Interagency Agreement with PAD. After the 7600A is fully signed by the leadership of both parties, the RA must send funds via a 7600B from their accounting system through G-invoicing. (Coordinate with PAD Acquisition team prior to sending)
- **Independent Government Cost Estimate (IGCE)**: The PAD will develop an independent cost estimate, which will assist the OCO in determining the reasonableness of the contractors' cost and technical proposals. The estimate is for Government use only and should not be made available to the VIDEOS contractors. The IGCE should include the basis for the estimate.
- **Basis for DO Award**: The OCO, in conjunction with the PAD, develops the evaluation criteria that form the basis for a DO Award. Whether the award will be based on (i) low price, technical acceptability, or (ii) best value, the criteria should be provided to the contractor. If the award is based on best value, evaluation factors and significant sub factors that will affect contract award and their relative importance should be shown.

Proposal Preparation Request

The OCO may issue a proposal request to all contractors unless a waiver has been documented.

- Recommend a proposal/quote submission date of 5-7 calendar days after issuing a DO proposal/quote request, which includes 2-3 days for Q&A (if needed).
- If unable to perform a requirement, the contractor shall submit a "no bid" reply in response to the proposal request. All "no bids" shall include a brief statement as to why the contractor is unable to perform (e.g., conflict of interest, out of scope).

Evaluation

- The Government will evaluate the contractors' proposal/quote submission IAW the selection criteria identified in the request for proposal.
- Depending upon the basis of award set forth in the request for quotations, award will be determined as a result of the lowest price technically acceptable offer, or a best value process with tradeoffs among price and non-price factors that permits award to other than the lowest priced quotation. When determining "best value", the OCO shall consider price as one of the factors in the selection decision. In addition, the OCO should consider past performance on earlier orders under the contract, including quality and timeliness. While the OCO should keep contractor submission requirements to a minimum, other factors that may be considered include:

- Special features of the supply or service required for effective program performance.
- Trade-in considerations.
- Probable life of the item selected compared with that of a comparable item.
- Warranty considerations.
- Maintenance availability.
- Environmental and energy efficiency considerations.
- Delivery terms.
- Socioeconomic status.

- After proposals/quotes have been received and evaluated the OCO shall document in the contract file the rationale for placement and price of each order, including the basis for award and the rationale for any tradeoffs among cost or price and non-cost considerations in making the award decision. This documentation need not quantify the tradeoffs that led to the decision.

Award

At a minimum, the following information shall be specified in each delivery order awarded:

- Date of order
- Contract and order number
- Point of contact (name), commercial telephone, facsimile number and e-mail address.
- OCO's commercial telephone number and e-mail address.
- Description of the supplies to be provided, quantity, unit price and CLIN and/or Sub Line-Item Number (SLIN). Defense Finance and Accounting Service (DFAS) requires identification of the CLIN/SLIN on the order form (or credit card form) for initial entry of orders into their automated payment system. When the contractor submits a request for payment, DFAS will compare the request for payment of CLINs/SLINs with the order CLINs/SLINs. Use of item numbers other than CLINs/SLINs in the "Item No." block on the order form may result in payment delays and excessive administrative costs to both the contractor and the Government.
- Delivery date for supplies and performance period for services.
- Address of place of delivery or performance to include consignee.
- Packaging, packing and shipping instructions, if any.
- Accounting and appropriation data and contract Accounting Classification Reference Number (ACRN) (DFAS requires an ACRN(s) on all orders.). Specific instructions regarding how payments are to be assigned when an order contains multiple ACRNs.
- Invoice and payment instructions to the extent not covered by the contract.
- Orders for known Foreign Military Sales (FMS) requirements shall clearly be marked "FMS requirement" on the face of the order, along with the FMS customer and the case identifier code.
- Any other pertinent information.

IAW 10 U.S. Code § 2304c(d) and FAR 16.505(a)(10), the ordering agency's award decision on each order is generally not subject to protest under FAR Subpart 33.1 except for a protest that an order increases the scope, period, or maximum value of the contract. A protest is not authorized in connection with the issuance or proposed issuance of a DO except for a protest on the grounds that the order increases the scope, period, or maximum value of the contract or a protest of an order valued in excess of $35,000,000.

The executed order will be transmitted via mail, facsimile, e-mail, or by verbal direction from the OCO. If verbal direction is given, written confirmation will be provided within five (5) working days after award, timely notification shall be provided to the unsuccessful offerors and will identify, at a minimum, the awardee and award amount.

ATTACHMENT 1

Requiring Activity Request for PAD support

This form constitutes a request for acquisition support under the VIDEOS IDIQ contracts. The Requiring Activity completes this form, together with the associated attachments, and forwards the entire package to the PAD who will review and engage with the customer prior to developing a comprehensive requirements package that the PAD COR will submit to MICC Knox to begin the Acquisition process.

Production Acquisition Division

Customer Request for Support

Date: _____

Customer (Spell out organization):	
Title of Requirement (if known):	

Points of Contact: Customer POC, Supervisor/Commander/Director, Resource Manager, SMEs

Name	Grade/ Rank	Title / Position	Email	Phone

Statement of Need:

Service Requested (What):	**Describe video production(s) desired** What is the purpose of the program? What is the communication problem/challenge that the production should be designed to address?
Purpose (Why):	**Objectives, Desired Outcomes, Audience** Who is the primary audience? Is there a secondary audience? Describe as thoroughly as possible, Age, Gender, Military/Civilian, Education, Other demographic/information

Need Date (When):	**When is completed project needed or desired to meet mission needs?** State if unknown or flexible
Where and other government furnished items:	**Are there required locations to video?** Shooting locations **Have any government assets been identified to aid in production?** Equipment, Stock footage
How will the product(s) be used:	**Describe distribution.** Will video be used only on the web or computer? Will video be used in a training classroom on a large screen?
Metrics	**How will you measure the effectiveness of the program?** Are there any metrics available?
Budget	**Has budget for program been determined? If so, what?**

If available, please provide any URLs for existing or sample videos that may help to illustrate the style or production quality your agency is most interested in.

ATTACHMENT 2 VIDEOs IDIQ ACRONYMS

Below is a list of acronyms pertinent to the VIDEOS IDIQ ordering guide:

- ACRN - Accounting Classification Reference Number
- AFARS - Army Federal Acquisition Regulation Supplement
- CLINs - Contract Line Items
- CMR - Contracting Manpower Reporting
- CONUS - Continental United States
- COR - Contracting Officer Representative
- DFAR - Defense Federal Acquisition Regulation
- DFARS - Defense Federal Acquisition Regulation Supplement
- DO - Delivery Order
- DOD - Department of Defense
- FAR - Federal Acquisition Regulation
- FASA - Federal Acquisition Streamlining Act
- FFP - Firm Fixed Price
- FY - Fiscal Year
- GAO - Government Accountability Office
- IA - Information Assurance
- IAW - In Accordance With
- ID/IQ - Indefinite Delivery/Indefinite Quantity
- IGCE - Independent Government Cost Estimate
- KO - Contracting Officer
- MICC Knox - Mission Installation Contracting Command – Knox
- MDW - Military District Washington
- NDAA - National Defense Authorization Act
- OCO - Ordering Contracting Officer
- OCONUS - Outside the Continental United States
- PCO- Procuring Contracting Office
- PGI - Procedures, Guidance and Information
- PoP - Period of Performance
- PO - Project Officer
- PWS – Performance Work Statement
- RA - Requiring Activity
- RFQ - Request for Quote
- SLIN - Sub Line Item Number
- TO – Task Order
- TAA - Trade Act Agreement
- VIDEOs - Visual Information DoD Enterprise Ordering Solutions