Communication Support

For the

Office of Public Affairs (OPA)

Statement of Work

29 June 2026

1 Scope

The purpose of this Statement of Work (SOW) is to procure professional video production, content creation, and communication support services for the Federal Bureau of Investigation (FBI), Office of Public Affairs (OPA). The services provided by the Contractor must enhance the FBI's social media communication strategies, increase public awareness of FBI operational successes, and provide the public with actionable information to help prevent crime and fraud. The Contractor must provide all personnel, equipment, tools, materials, supervision, and other items necessary to perform video production and communication services as described in this SOW.

This is a non-personal services contract. The Government shall not exercise any supervision or control over contractor employees performing the services herein. Such contract service providers shall be accountable solely to the Contractor who, in turn is responsible to the Government.

1.1 Description of Services/Introduction

The FBI's OPA requires video production and communication services to support FBI efforts in ensuring the effectiveness of existing social media communication strategies and content creation. Services will include the use of modern communication methods to increase the public's awareness of key FBI operational successes and provide actionable information the public can use to protect themselves from becoming a victim of crime and fraud.

The Contractor must provide video and content creation services to support FBI social media communications efforts across the following key areas:

- Repurpose publicly available content to create compelling video imagery designed to be shared and promoted over social media platforms.

The Contractor must ensure the personnel providing the labor hours possess the knowledge, skills, and ability necessary to address the applicable Revised 508 Standards defined in this contract and shall provide supporting documentation upon request. When providing hosting services for electronic content provided by the agency, the Contractor must not implement the hosting services in a manner that reduces the existing level of conformance of the electronic content with applicable Revised 508 Standards. Throughout the life of the contract, the FBI reserves the right to perform testing on the Contractor or the Contractor's hosted solution to verify conformance with this requirement.

1.2 Background

The OPA has three (3) primary functions: 1) To inform and alert members of the public to mobilize them to assist investigations and to empower them to protect themselves from ongoing threats and crimes; 2) To enhance public trust and confidence in the FBI by sharing information

about the FBI's responsibilities, operations, accomplishments, policies, and values; and 3) To keep the FBI workforce informed and motivated and to support corporate management efforts through a wide range of internal communications. The FBI uses social media and digital platforms to communicate critical public safety information, highlight investigative accomplishments, and counter misinformation. The OPA requires contractor support to expand its capacity to produce high quality video content, repurpose existing materials, and optimize outreach strategies.

2 Applicable Documents

None.

3 Requirements

The Contractor must provide video production and communication services to support the FBI's OPA's social media communication and content creation efforts across the following key areas:

3.1 Video Production & Content Repurposing

The Contractor must:

- Repurpose publicly available content—including archival footage, press conferences, interviews, and public domain materials—into compelling video products suitable for social media platforms.
- Produce up to twenty (20) videos total with each video not exceeding three (3) minutes in length and optimized for digital distribution.
- Incorporate captions, graphics, and branding elements.

3.2 Content Dissemination

The Contractor must:

- Format and optimize content for each platform's technical requirements (e.g., aspect ratios, captioning, length).
- Coordinate media strategy with OPA personnel to ensure alignment with FBI communication priorities and approval workflows.

4 Key Personnel

Not Applicable

5 Performance

5.1 Period of Performance

The period of performance for this contract is five (5) months from the date of award.

5.2 Place of Performance

Work may be performed:

- At contractor facilities
- Remotely
- At FBI facilities, if required and approved

5.3 Personnel Availability

The Contractor's normal workday will typically fall between 6:00 a.m. and 6:00 p.m. Core work hours are 9:00 a.m. to 3:00 p.m. The Contractor must maintain mandatory flexibility to meet OPA requirements. Any flexibility exercised within the normal workday shall be coordinated with the COR.

6 Deliverables

The Contractor is responsible for providing the following deliverables:

Deliverable*	Description	Due Date	SOW Reference
Milestone 1 (videos 1-4)	High quality videos, repurposing publicly available content not exceeding three (3) minutes in length and optimized for digital distribution.	15th of Every Month	3.1
Milestone 2 (videos 5-8)			
Milestone 3 (videos 9-12)			
Milestone 4 (videos 13-16)			
Milestone 5 (videos 17-20)			

** The Contractor and the COR will agree on the format for each deliverable at the start of performance. The Contractor is required to submit a Delivery and Acceptance Form with each milestone. The COR will review, approve, and sign the form prior to the release of payment.*

7 Performance Standards

- All deliverables shall meet FBI quality and accessibility standards.
- Content shall be delivered within agreed-upon timelines.
- Contractor personnel shall coordinate closely with OPA staff and maintain confidentiality of all sensitive information.
- Contractor shall comply with all applicable DOJ/FBI policies and procedures.

8 Government Furnished Equipment or Information

The FBI will provide:

- Access to relevant public facing materials
- Branding and style guidelines
- Points of contact within OPA

No Government furnished equipment (GFE) is anticipated.

9 Government Representatives

The functions inherent to this contract shall be performed by the designated Contracting Officer (CO). The duly assigned Contracting Officer Representative (COR) shall ensure all actions pertaining to this contract are requested via the CO.

9.1 Contracting Officer Representative

The COR will be identified via letter of COR delegation authority for this contract. The COR is responsible, as applicable, for: receiving all deliverables, inspecting and accepting the supplies or services provided hereunder in accordance with the terms and conditions of this contract; providing direction to the Contractor which clarifies the contract effort, fills in details or otherwise serves to accomplish the contractual Scope of Work; evaluating performance; and certifying all invoices/vouchers for acceptance of the supplies or services furnished for payment.

The COR does not have the authority to alter or modify the Contractor's obligations, contract terms, conditions, specifications, or cost. If as a result of technical discussions, it is in the Government's best interest to alter/change contractual obligations or the Scope of Work, the CO shall issue such changes. The COR for this contract is:

Name: TBD
Phone:
Email:

9.2 Contracting Officer

This contract will be administered by:

Name: Q. Chynell Gray
Email: QGRAY@fbi.gov

Alternatively, reference block 31a of the contract award (SF1449) or block 16a of the latest modification (SF30).

10 Security Requirements

- Contractor personnel may be required to undergo background checks and/or suitability determinations as directed by the Government.
- Classified work is not anticipated under this requirement.
- The Contractor shall protect all Sensitive But Unclassified (SBU) information in accordance with applicable Federal and agency security policies.
- All Contractor personnel shall sign a Non-Disclosure Agreement (NDA) prior to accessing Government information, systems, or facilities.

11 Electronic Invoicing Requirements

The (FBI) requires vendors to submit invoices with supporting documentation electronically through the Invoice Processing Platform (IPP). IPP is a secure, web-based electronic invoicing system provided by the U.S. Department of the Treasury's Bureau of the Fiscal Service (Treasury) in partnership with the Federal Reserve Bank of St. Louis (FRSTL). IPP is available at no cost to any commercial vendor or independent contractor doing business with a participating government agency. To learn more about IPP, please visit IPP.gov.

Invoice Submission

Vendors must create and submit electronic invoices using the IPP system. Invoices submitted by email will not be accepted. This requirement applies immediately upon contract award. For contract-specific questions, please contact the designated CO for this contract.

Obtaining IPP Access

If your company is already enrolled in IPP:

You are not required to re-register. Please contact your company's IPP account administrator so he/she may add you as an additional user to your company's IPP Collector account.

If your company is NOT enrolled in IPP:

Your company will be auto enrolled for IPP using information from your SAM.gov account. Your company's Primary Electronic Business Point of Contact (POC) will be designated as an IPP administrator. This POC will be contacted by email to register when the FBI initiates the enrollment process through IPP. To prevent enrollment delays, please ensure your designated Electronic Business POC in SAM.gov is up to date.

Your company's IPP administrator will be responsible for initial account registration as well as creating and managing your company's IPP users and permissions. Please note that due to U.S. Department of the Treasury guidelines, IPP cannot set up User IDs using a shared email address.

How to register for IPP:

1. Once FBI initiates the enrollment process, your company's designated Electronic Business POC in SAM.gov will receive two emails from IPP Customer Support (ipp.noreply@mail.eroc.twai.gov):
    - The first email contains the initial administrative IPP User ID
    - The second email, sent within 24 hours of receipt of the first email, contains a temporary password
    - You must log in with the temporary password within 30 days

2. Registration is complete when the initial administrative user logs into the IPP web site with the User ID and password provided and accepts the IPP rules of behavior. Additional user accounts, including administrators, can be created after initial login.

Training

Vendor training materials, including a first-time login tutorial, are available on the IPP.gov website. Once you have logged in to the IPP application, you will have access to user guides that provide step-by-step instructions for all IPP capabilities ranging from creating and submitting an invoice to setting up email notifications.

Additional Support

IPP Customer Support Team is available Monday through Friday from 8:00 am to 6:00 pm EST

- Phone: (866) 973-3131 or Email: IPPCustomerSupport@fiscal.treasury.gov
- For answers to frequently asked questions, visit the Vendor FAQ page on the IPP.gov web site.

12 Travel and Other Direct Costs

When required and authorized by OPA, travel must be conducted in accordance with Federal Travel Regulations. Contractor personnel must receive authorization from the CO and COR before traveling.

All travel must be pre-approved in writing and conducted in accordance with Federal Travel Regulations established by the General Services Administration. Local travel will not be reimbursed. Local travel is defined within 50 miles of assigned duty station at the request of the government. Travel to work and home does not constitute reimbursable travel. Airfare in excess of the lowest price airfare available must be substantiated by one of the exceptions listed in FAR 31.205-46(b).

To facilitate approval, travelers shall include the criteria identified in FAR 31.205-46(c) and identify the cost differences associated with the travel request. CORs and program officials will still be able to approve coach class travel, but all business and first-class travel will require Procurement Section approval.

Other Direct Costs (ODCs) are not authorized. Prior to purchasing any ODCs, the Contractor must obtain approval from the CO. The Contractor must identify the ODCs and why they are needed in addition to requesting pre-approval of them.